Customer Attitude towards Online Ads of Smartphone Brands: A Netnographic Analysis of User Generated Comments on YouTube

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Abstract: *Today ads are no more one-sided communication but a mixture of online and offline channels developed for the sake of direct interaction with the communities. YouTube in specific and other online video platforms in general have shifted paradigm of TV commercials altogether for many brands. Just like other product brands, smartphone brands have also their presence on social media including YouTube and have their channels at it. The smartphone online ads on YouTube gain millions of views, thousands of likes, and dislikes, comments and replies to these comments. However, these quantitative metrics cannot necessarily be seen as an indicator of effectiveness of online video ads. There is a need to have some qualitative and exploratory evaluations to know about viewer's attitude toward the online brands of smartphones. This netnographic (ethnographic) research study is examining viewers' attitude toward smartphone brands ads. 13 video ads of 4 popular smartphone brands (Samsung, Huawei, Oppo, and Q Mobile) in Pakistan have been taken with 2926 viewer's comments and their replies. The findings are helping in the assessment of viewers (consumers) comments on the basis of cognitive and emotive processing and supportive and antagonistic stance toward online smartphone ads as well as brands. The research outcomes have implications for marketing managers specifically of smartphone brands to use smartphone video ads as a part of their viral marketing campaign. The research paper is also discussing the limitations and future research directions.*

Keywords: Netnography, user generated content, Youtube ad, consumer attitude, sentiment analysis.

Introduction

Pakistan is rapidly becoming a digital economy. Consumers are more aware, accessible and responsive to digital mode of message dispersion. SMS is still widely used as a cheap and affordable marketing tool by the companies in Pakistan. Since SMS marketing doesn't require internet connection, or smart phone, its popularity has increased in last few years (Aslam, Batool, & Haq, 2016). But in recent years, due to the wide spread of internet, smart phones and changing consumer trends, online advertising has created its importance and integral space in the digital advertising landscape. Lutz, MacKenzie, and Belch (1983) were the first to investigate about customer' attitudein response to advertisement. They introduced four conceivable reaction sequences that may take after an encounter with an advertisement i.e. "direct one-way, indirect one-way, direct two-way and mutual independence". They extracted five constructs from the center of each of the four models:

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"advertisement cognition, brand cognition, attitude towards the advertisement, attitude towards the brand and purchase intention" . These constructed have since been investigated to give an impressive number of observational researches (Batra & Ray, 1986; Lutz et al., 1983; MacKenzie & Lutz, 1989).

In order to leverage the gigantic power of social media, brands are reconsidering their approach to advertisement (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). In order to frame consumer's perceptions of product and corporate brands, new communication channels are being used with an intention of getting viewers votes and sharing in their networks or community i.e. friends, followers, and colleagues (Grant, Botha, & Kietzmann, 2015). The viral of desired videos has triggered new of form of interactive advertising where a video or ad is uploaded and viewers give their comments and other viewers reply to these comments which gradually builds a debate on social media i.e. YouTube.

Gupta, Singh, and Sinha (2017) stated that marketing industry holistically and advertisement in specific has been grasped by multimedia by using its interactive tools. Being one of the tool of multimedia, social media is developing with an advanced velocity and helping meaningful participation. YouTube is placed at number second largest search engine after Google and provides best to its users by using its features.

YouTube is amongst one of the popular social media sites (Gupta et al., 2017). It is a rich archive of information and insights about markets and consumption (Dehghani, Niaki, Ramezani, & Sali, 2016). It is equipped with multiple dimensions of the products and services. Dehghani et al. (2016) attributed entertainment, informativeness, and customization as the positive drivers of YouTube. He also maintained that brand awareness and purchase intention of consumers are increased with the advertising value of YouTube. Being highly influential market space, YouTube provides brands and its audience an opportunity to engage with each other. This is an indicator of YouTube's usefulness in promoting products in the era of digital market place (Gupta et al., 2017).

Though the number YouTube views is an indicator of a videos' popularity, but this fame cannot be transformed into brand equity. Quantitative metrics do not represent the whole story but they can even misguide the marketers (Grant et al., 2015). For example, Q Mobile corporate brand ad telling a story of disobedience of father (https://www.youtube-.com/watch?v=fWbStB0qXIw&t=9s) gained 906,870 views and 540 comments but majority of comments were representing a negative and antagonistic attitude toward the ad as well as brand. So, the quantitative metrics do not represent attitudinal dimensions which is a key component of the impact of an advertisement on band equity (Shimp, 1981). Quantitative metrics are not good indicator of the success of online marketing due to its short-term orientation (Chandon, Chtourou, & Fortin, 2003). According to our knowledge, very few studies in advertising literature are proving tools to evaluate the qualitative dimensions of online ads. Few philosophers have tried to work in this area, (Grant et al., 2015) proposed a typology that provided a structure to analyses consumer attitude toward online ads. By making ad processing (i.e. cognitive vs. affective) and stance (i.e. supportive vs. antagonistic), these structures of viewer's attitude toward online advertisement can help in interpreting viewer's response to the advertisement. Moreover, Zinkhan and Burton (1989) and Maclnnis and Jaworski (1989) endorsed two of the five

constructs of Lutz et al. (1983) from their four possible response sequences i.e. consumers response to advertisement in terms of their attitude toward the ad as well asattitude toward the brand.

The behavior of smart phone customer is highly unpredictable due to swift increase in the numbers of customers. A large number of marketers of smartphones are also well aware about the importance and potential of online ads and adopting YouTube as an influential marketing instrument. Implicit knowledge about videos, users, community interests, and categories can be provided by analyzing YouTube comments (Siersdorfer, Chelaru, Nejdl, & San Pedro, 2010) of smartphone ads. Keeping in view the proposed typology of Grant et al. (2015) and two consumer response targets of the studies of Zinkhan and Burton (1989) and Maclnnis and Jaworski (1989), this research study aimed to explore how consumers process(cognitive versus emotive) online ads of smartphone brands on YouTube and develop an attitude about it? It was investigated by analyzing and interpreting 2925 comments on 13 online ads of 4 smartphone brands on YouTube in Pakistan i.e. Samsung, Huawei, Oppo, and QMobile. Moreover, viewers' experience can be understood and enhanced by mining YouTube comments for positive, negative, and neutral sentiments.

Literature Review

Response of Viewers toward Advertisement

Consumers respond to advertisement in two ways: one, attitude toward the ad and second, attitude toward the brand (Maclnnis & Jaworski, 1989; Zinkhan & Burton, 1989). Grant et al. (2015) Posited that this attitude toward the ad and attitude toward the brand mediate the relationship between online ads and brand equity. Moreover, these mediators also interact with each other and cannot be taken independently. Brand equity is influenced by brand experience of the customer. De Gauquier, Brengman, Willems, and Van Kerrebroeck (2018) maintained that brand experiences activate feelings and sentiments in a customer about the brand. They furtherposited that brand experience also evoke cognition as it instigate a customer to exercise thinking process, be stimulated and feel more inquisitive about that particular brand.

Brand Equity

Brand equity (BE) has been defined as "outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name" (Ailawadi, Lehmann, & Neslin, 2003). It emerges from the interaction between consumers and the brand which stimulates consumer developing awareness and associations towards the brand (H. M. B. Berthon P., 2002). Brand equity has been studied under tow points of view i.e. financial value and customer value. The financial value perspective of brand equity highlights financial value of a renowned brands. For example, Coca Cola and KFC are compared to less renowned brands. Nevertheless, conventional

marketing strategies focuses on creating financial value for the firms, marketers should first build and know the hidden attitudinal factors in order to ensure positive marketing outcome for the brand (Grant et al., 2015). The customer value perspective of brand equity or customer-driven brand equity is developed when brand becomes unique and memorable, is recognized as superior quality and reputation to its customer and can be discriminated at two levels i.e. brand awareness and brand image (Keller, 1993). Brand awareness refers to the degree a brand is recognized and recalled by the customer whereas brand image is customer's perception about the brand. This aspect is crucial to examine as it proposes unique guidelines for marketing strategies and helps in managerial decision making (Keller, 1993). In order to investigate the relationship between smartphone brands ads and brand equity, a concise summary of attitude toward ads and attitude toward brand literature is given. The relationship between the two of these constructs to the ingredients of brand equity is entrenched in multiple prior research streams, discussed in the upcoming sessions.

Viewer's Attitude toward the Ad

A large number of scholars have used Shrimp's attitude toward ad construct in order to predict customer-driven brand equity with the ad (Burke & Edell, 1989; Holbrook & Batra, 1987). The construct of attitude toward ad has two separate structures i.e. cognitive and affective (Shimp, 1981). According to cognitive approach, customer consciously pursues consistency between beliefs and values of him/herself and that of the ad. Moreover, male and female viewers responses differ in terms of attitude toward the ad (Wirtz, Sparks, & Zimbres, 2018). Male viewers exhibit positive attitude towards ads having sexual appeals due to females actor's (actress's) physically attractive features and signaling sexual orientation by their actions and poses. Elaboration likelihood model (ELM) (Fullerton & Cacioppo, 1986) and heuristic-systematic model (HSM) (Chaiken & Eagly, 1989) are used to elaborate the relationship between cognitive processing and brand equity. These theories help to investigate persuasions variables, processes, and consequences of cognitive processing (Petty, Wegener, & Fabrigar, 1997). Despite that the cognitive aspect of attitude toward ad construct has reaped little controversy, there is still no consensus among academicians how to describe and measure consequence (Poels & Dewitte, 2006). Shimp (1981) emphasized to examine affective reaction to the ad too in order to understand effectiveness of ad from attitude toward ad perspective. The terms like attitude, emotions, mood, and feelings were frequently used by the authors but in ad-hoc ways because these terms were applicable to the research studies (Muehling & McCann, 1993). Affect is an umbrella concept in general which is made up of all these psychological processes (Bagozzi, Gopinath, & Nyer, 1999). The current study has taken J. Phelps and Thorson (1991)'s conceptual definition which defines affect as "a viewer's general liking or disliking of an advertisement". Various types of affective responses to advertising have been prosed by scholars (Burke & Edell, 1989; Holbrook & Batra, 1987) devised to facilitate marketers to develop advertising strategies to target particular feelings, rather to a generic emotional condition. For example, in order to understand and measure the way various types of feelings work, Holbrook and Batra (1987) created a categorization

of affective responses to advertising. Watson and Tellegen (1985) presented a typology of two-factor structure of affect to see affect positive vs. negative and high vs. low.Some researchers created instruments to compute affective reactions to ads, i.e. (Maclnnis & Jaworski, 1989) cognitive and emotional, Wells (1975) reaction profile, Maclnnis and Jaworski (1989) viewer response profile created from ad processing framework. Based on the work of Lazarus and Lazarus (1991) asserting the cognitive intentionality in emotions, Poels and Dewitte (2006) introduced the emotional continuum, which covers a spectrum of processing from low intensity emotions like i.e. pleasure and arousal to high intensity and complex responses which need cognitive processing and self-regulative responses (Grant et al., 2015). This is a right choice for this research study due to its capability of capturing the entire range of cognitive and affective responses as an outcome of ad processing and predictor of brand equity. Though, Petty et al. (1997) proposed to measure cognitive and affective responses independently, many advertising planning models consolidate them. According to popular hierarchy of effect model (Preston & Thorson, 1984), a cognitive response is induced by the viewer's exposure to the ad which generates an affective response and that effective response leads to an action (Grant et al., 2015). Moreover, the attitude is also changed by the cognitive effect from social influence (Xue & Zhou, 2018). For example, people's interaction on social networking sited (SNS) is one of the very common source of cognitive effect where other users activities in terms of content sharing, comments, replies, likes, dislikes shape their attitude. Likewise, this study see cognitive and affective processing as antagonistic components on the continuum. As smartphones users watch ad's video on YouTube, the video stimulates cognitive or affective processing to some extent in the viewer that affects their attitude toward the ad (smartphone ad) as well as attitude toward the brand (smartphone brand).

Viewer's Attitude toward the Brand

Being a well-documented mediator of brand equity, attitude toward the brand is required to be closely examined (Homer, 1990; Mitchell & Olson, 1981). The change in consumer's attitude toward advertised brand is assessed through this construct (Grant et al., 2015). A positive change in consumer's attitude toward the brand will increase brand equity (Shimp, 1981). Whereas Muehling and McCann (1993) found above 100 single section studies, (Gresham, Bush, & Davis, 1984) proposed that a global attitude metrics would be the most effective metrics to examine ad effectiveness. In return, the FCB grid (Vaughn, 1986) and the Rossiter-Percy grid (Percy & Donovan, 1991) were integrated to from feel / think processing mechanisms with a low and high involvement perspectives as a predictor of change in brand attitude (Grant et al., 2015). While Mitchell and Olson (1981) empirically confirmed the mediating effect of attitude toward ad and attitude toward brand, many other models of attitude toward the ad have been constructed to narrate the way attitude toward ad mediates the relationship between predictor to outcomes of advertising. For instance, direct effect was found from attitude toward ad to attitude toward brand by Shimp (1981). The double mediation effect (Lutz & Swasy, 1977) asserted that attitude toward ad has a single-sided relationship on attitude toward brand and an indirect effect on attitude toward brand, mediated by brand recognition. The reciprocal

mediation hypothesis (RMH) by Heider (1946) asserted a contemplative relationship between attitude toward ad and attitude toward brand. Lastly, it was confirmed by Howard (1977) that there is no direct (causal) relationship between attitude toward ad and attitude toward brand; however, revealed that attitude toward ad is a predictor of purchase intention. On the other side, Huang, Su, Zhou, and Liu (2013) claimed that attitude toward ad and attitude toward brand possess a positive reciprocal relationship in an online setting having causation streaming in both directions. Consumers exhibit more favourable attitude toward brand when they socialize through interaction with other consumers in online communities (Hammick & Ju, 2018). To understand the relationship between the ad as stimulus, in this study smartphone ads, and brand equity, the causal model recommended by Heider (1946) is applied. In reciprocal mediation hypothesis (RMH), Heider (1946) found reciprocal mediation relationship between attitude toward ad and attitude toward brand.It is logical and acceptable to apply an established theoretical framework to identify and measure the relationship between constructs as the effect of theoretical framework is generalized rather the findings of the study in a specific context (Calder, Phillips, & Tybout, 1981). In this study, attitude toward and attitude toward brand can be applied as mediators through which smartphone ads can be examined as theoretical explication allows researchers to confirm and reproduce previous research with a new context.

Supportive and Opposing Attitudes in Interactive Advertising

The support received by an ad is also a crucial point in order to understand interactive advertising concept advertising (P. Berthon, Pitt, & Campbell, 2008; Campbell, Pitt, Parent, & Berthon, 2011). The exposure to online ad will create positive or negative attitude toward the video and makes viewers decide either to share or not share the video in their network (Dobele, Lindgreen, Beverland, Vanhamme, & Van Wijk, 2007).

Affective responses like fear, sadness, inspiration, and humor creates will in the people to forward the video to others (Berger & Milkman, 2010; Huang et al., 2013). It has been observed that smartphone brands ads bring out intensive affective response in viewers and have a demonstrated record to be viral. Markets should ensure that online ads should create affective reactions in the viewers while watching the video otherwise they will not share it. Likewise, the viewers having supportive rather antagonistic (opposing) response to the brand, will more likely to share the video (Botha & Reyneke, 2013).

Marketing managers of smartphone brands can leverage the benefit of using YouTube in viral marketing campaigns to elicit robust favorable emotional responses in viewers, which consequently motivate them to share these video ads in their community or network. There are many smartphone video ads who have motivated viewers to share them but also there some not eliciting positive emotions and hence could be shared. According to the knowledge of the author of this research study, no one has yet explored that how viewers respond to smartphone video ads on YouTube. Hence, this is necessary to examine that how online smartphone brands ads shape customer's attitude toward the smartphone brands. This research study is attempting to understand customer's responses to smartphone brands ads by analyzing the comments on video ads of four pop-

ular smartphone brands ads in Pakistan. These real-time responses of consumers are providing marketing practitioners a considerable opportunity to understand smartphone consumer's attitude toward on YouTube (online) ads and developing deeper insight into real-time responses.

YouTube as Interactive Advertising Platform

The variety of social media tools i.e. Facebook, LinkedIn, Twitter, YouTube, blogs, wikis, Flicker, and mashups are available on social networking sites (SNS) (He & Wang, 2016). These social media tools help in branding activates like advertisement, public relations, content delivery, customer services and support, product development and innovation (Culnan, McHugh, & Zubillaga, 2010; Leonardi, Huysman, & Steinfield, 2013). Social media tools can be used for various purposes and activities but its value can be leveraged the way it is used (Majchrzak & Ives, 2009). For example, advertisement can be personalized by using personal data posted by users on social media sites (Walrave, Poels, Antheunis, Van den Broeck, & van Noort, 2018). The features and functionality of social media has an influence on user/customer behavior and directly affect people's interaction, coordination, cooperation, socialization, and information sharing style (Sundararajan, Provost, Oestreicher-Singer, & Aral, 2013). Comments on YouTube are a key source of studying attitude of the consumer (Botha, 2014).

Methodology

The online advertising is no more a medium of single side communication that is consumed in isolation but it providesviewers opportunities at multiple levels of interaction, interoperation, and co-creation (Calder et al., 1981). There are various types of social media platforms available on internet i.e. Facebook, YouTube, Daily Motion, Reddit, and blogs etc. to give their comments about the video ads (Grant et al., 2015). These online conversations has provided market researchers a great opportunity to develop insights about consumer behavior of individuals (Jones, 1998). This qualitative empirical information helps researchers to deeply explore the relationship between the brand and consumers (Churchill & Iacobucci, 2009; Malhotra, 2010). Exploratory research designs are used when a research question is somewhat not explored and researcher is unaware about the possible answer of the question (Malhotra, 2010). Keeping in view the research question raised in this study, netnography (ethnography) research methods was believed to be most appropriate.

Netnography

Netnography is the internet version of ethnography which provides marketing researchers to get an insight into online consumer community by studying contextualized data. By using the baseline of textual discourse analysis, this method of interpretation helped researcher of this study to capture and manage the netnographicempirical information and

later analyze and interpret it. Netnographic data collection technique is less invasive as compared to focus group or ethnography and more representational than quantitative techniques or surveys (Kozinets, 2002). Netnography also possesses an inherent benefit of revealing common values and norms in virtual communities which may later be classified (Grant et al., 2015). The netnographic process emerges from three basic steps: first: suitable website selection (i.e. YouTube for this research), second: collection of empirical information, third: analysis of empirical information (Kozinets, 2002). I order to evaluate attitude of viewers toward smartphone brands ads, 697 comments from 4 smartphone video ads on YouTube were collected. He maintained that data analysis and interpretation process go simultaneously in netnograhic coding. The ads were chosen keeping in view the ample justification for richness of discourse.

It is important to note that in order to tap consumers (viewers) attitude, they were not made part of any laboratory settings or an interview (Mogaji, Farinloye, & Aririguzoh, 2016). Researcher didn't talk about their relationship with the mobile brand. Moreover, there was not a question of confidentiality of the empirical information of participants as their comments (on YouTube video ads) were already public and anyone could see them online. All the indicators or dimensions of their attitude toward smartphone ads and brands were subjectively derived from the analysis of their comments (empirical information) later. Observation is the only source to determine consumer's attitude in this approach of research (Lane & Menzies, 2015).

Sample Selection

The video ads on YouTube were selected by adapting the criteria of Grant et al. (2015); Mogaji et al. (2016). Comments from 4 Pakistani smartphone videos ads were taken to understand consumer and smartphone brands relationships. The videos were published (uploaded) within the period of one year (July 01, 2016 and June 30, 2017).

Table 1
YouTube Smartphone Ads Statistics

Sr	Brand	URL	Published Date	Comments	Views
1	Samsung	https://www.youtube.com/watch?v=g6m65jAvCpQ	13-Dec-16	340	1,279,427
2	Oppo	https://www.youtube.com/watch?v=0bR0fE8rS7U	7-May-17	328	3,422,442
3	Oppo	https://www.youtube.com/watch?v=vpakUlBderc	19-Jun-17	317	2,998,209
4	Oppo	https://www.youtube.com/watch?v=-tjV4eHSfgw	27-Mar-17	315	5,737,612
5	Oppo	https://www.youtube.com/watch?v=2bDz45MxSzA	28-Feb-17	299	2,107,476
6	Samsung	https://www.youtube.com/watch?v=jeIySdYBX9o	7-May-17	287	714,893
7	Oppo	https://www.youtube.com/watch?v=bs4GYv_KFcY	28-Feb-17	235	1,471,546
8	Samsung	https://www.youtube.com/watch?v=pwnHXy_XHHI	11-May-17	196	1,504,488
9	Samsung	https://www.youtube.com/watch?v=Wt8pRuEHTIo	6-Feb-17	188	842,119
10	Oppo	https://www.youtube.com/watch?v=D-V5fwQdsZ4	24-May-17	173	1,797,256
11	Oppo	https://www.youtube.com/watch?v=PFV3bjqNPmQ	11-Jun-17	125	1,435,572
12	QMobile	https://www.youtube.com/watch?v=H3HANQYwNfU	7-Nov-16	72	109,157
13	Huawei	https://www.youtube.com/watch?v=5pVYaXY-jPo	10-Mar-16	50	90,221

The minimum duration of the video ad was 30 seconds. The videos had a large number of views as less viewed videos have less or no comments. The video had a large

number of comments too by the viewers about the ad which was represented by discussion and debate. The comments had variety or variations to extract maximum dimensions. Each video ad was from same industry (i.e. smartphones) but represents different brands.

Analysis and Findings

The empirical information (viewer's comments) were analysed and managed via NVivo 11 Plus software. The use of NVivo software was necessary to identify the terms viewers for discourse analysis, knowing their context, and coding them, and at the end grouping them. Moreover, in order to know the positive and negative responses of viewers, sentiment analysis function of NVivo was used which helped to segregate positive and negative sentiments in the empirical information.

Unit of Analysis

The unit of analysis were commentsof viewers and replies to these comments on YouTube ads of smartphone brands.

Discourse Analysis

When the purpose is to analyze various identities that individuals and groups relate with the organization (or brand) and are usually created in interaction (Coupland & Brown, 2004), the comments are required to be qualitatively analyse by adopting discourse analysis technique. Variety of methods including discourse analysis are used by the supporter of connective ethnography in offline as well online spaces to examine participant behaviors in words (Barna, 2011) or comments on YouTube.

In order to get an approach to credible information, develop intimacy with specific meanings, and understanding community issues, motivations, and dynamics in a better way, researchers should analyses conversational interactions of virtual communities in their social settings and natural environment (Toledano, 2017). Kozinets (2002) asserted that there is much difference between in online than that of face-to-face social experience. Kozinets further insisted that "netnography is positioned somewhere between the vast searchlights of big data analysis and the close readings of discourse analysis". Social media comments and discussions are a rich representative of big data and provides an ample reason to use discourse analysis for this research study (Toledano, 2017).

In order to represent social practices in texts, discourses are used as resources to know the social practices (Van Leeuwen, 2008). This association is built up by creating and using texts, and doing as such thusly makes new perceptions, entities, observations and concepts building up the brand as an institute (Munir & Phillips, 2005; Phillips, Lawrence, & Hardy, 2004). Obviously, vast volumes of text must be produced and promoted inside the brand community as well and should be supplemented by other movement outside

the online community if the company's marketing is to have an effect on the world past the virtual community (Hakala, Niemi, & Kohtamäki, 2017).

Discourse analysis, which underlines socially intuitive parts of spoken and written dialect as the essential setting for extricating meaning (Fairclough, 2003), was utilized to distinguish orderly subthemes and super-subjects (Hakala et al., 2017). By using discourse analysis technique on YouTube comments, we can better develop an insight on consumer attitude toward smartphone ads.

This at first included the utilization of manifest coding to select and arrange remarks (or discrete responses, a few of which might be implanted in a solitary discourse). Manifest codes are the components that are physically present at the exterior of correspondence and are effectively checked (Gray & Densten, 1998). Eventually, 2926 comments were extricated from 13 video ads of 4 smartphone brands on YouTube. These were then partitioned into relatedmanifest subthemes. Latent content analysis, which concentrates on the tone or in other words implied meaning in the correspondence (Klaus, 1980), was along these lines used to infer implicit meanings and to encourage the dissemination of the subthemes into related super-themes. Manifest andlatent coding both manage interpretations, which can differ in terms of insight and at abstraction level. In inactive coding, emoticons (e.g. :), <3), which delineate related feelings, were additionally mulled over. Only textual comments were considered for analysis purpose and latent comments or emotions (e.g. :), <3) were not considered (Shakeela & Weaver, 2016).

Findings

Advertising literature gives inadequate expansion mechanisms with respect to utilizing TVCs on social network sites. It can be done by understanding viewer's responses on these video ads. The findings are organized in two dimensions i.e. by unpacking viewer's responses toward smartphone video ads and by presenting outcomes of discourse analysis as a typology of consumer attitude toward the ad and the brand. The comments of video ads were analyzed in order to address the objective of this study. In order to get the answer of first question that "how consumers process (cognitive versus emotive) online ads of smartphone brands on YouTube?" different terms were interpreted and grouped into themes from textual discourse of all 2925 comments of 13 videos of smartphone ads in Pakistan. The analysis of text on NVivo software helped to extract various terms in the viewer's comments and grouped them into six themes as Ad Features, Affect, People in Ad, Product Features, Brand Names, and Brand Comparison. The details of the terms extracted against each theme along with the frequency coding and target coding is being displayed in table-2.

Figure 1

Word frequency cloud of 60 most repeating words in viewer's comments generated in NVivo software

Table 2

Themes and Terms extracted from Discourse Analysis of YouTube Comments

Sr.	Theme	Term/Text	Coding Frequency	Coding Target
1	Ad Features	Dance, Glamour, Indian, Music, Nudity, Song Name	117	Ad
2	Affect	Nice, Love, Amazing, Good, Lol, Like, XXX, Best, Wow, Awesome, Ugly	105	Ad/Brand
3	People in Ad	Actress, Girls, Goulding (Celebrity), Maya (Celebrity), Singer	80	Ad
4	Product Features	Camera, Display, Features, Price, RAM, Selfie	64	Brand
5	Brand Names	Huawei, Apple, Oppo, QMobile, Samsung	44	Brand
6	Brand Comparison	Check, China, Compete, Copying	26	Brand

The second identified theme is Affect which has been constructed by grouping the terms Nice, Love, Amazing, Good, Lol, Like, XXX, Best, Wow, Awesome, and Ugly. This theme is helpful in examining the way consumers process online ads emotionally. Interestingly this theme is targeting ad as well as brand. Affect produced by advertisement infers to attitude toward brand (Gresham & Shimp, 1985). Thus, Poels and Dewitte (2006) emotional continuum has been used to get an insight into empirical information (comments).

When an ad (persuasive message) is viewed by an individual, the same can either be accepted or rejected on the basis of conscious and unconscious processing by developing a relationship of the ad to current knowledge, values, feelings and beliefs (Friestad & Wright, 1994). Grant et al. (2015) postulated that according to emotional continuum, consumer (viewer) response to ad has a range from lower-order emotions (e.g. arousal and pleasure) to higher-order emotions (e.g. distrust). The lower-order emotions possess

warmeth sentiments like Lol, Wow, Yukhhh etc. whereas higher order emotions are made up of critically evauated information i.e. "Really amazing after using samsung galaxy grand prime this one should be more good than ggp and also not expensive like ggp..."

Table 3
Original comments representing lower and higher order emotions

Lower Order Emotions Comments	Higher Order Emotions Comments
* Loluxama khan oppo is also a chinese brand...tchtch	* kya ap chahay gay k pakistan ka koi model girl aur boy add me hota aur wo girl is trah k libas me hoti? kya ap chahay gay k wo laki is add me aa k gunahgaar hoti? ye kaam non-Muslims ko e krny do....
* wow atif bhai superb	* The fingerprint sensor is quick and battery life is also good
* woooooooooooooo I am your fan	* Build quality & much better price wise than that overrated iphones which are also made in China
* Atif..you are love <3 life would be impossible without your songs	* Oppo phone lost its repo when the batteries started bursting and burning.... Buying aoppo phone without a review done and made in Pakistan is injustice to Pakistani customers and oppodosent target midrange users....
* waoo this is amazing!!!!!	* poor in charging. i used only two days then i sold it.
* that's why I always love Samsung :***	* ekselfiekikeemat 50000?
* break the iphone and unbox samsung s8	* Second time they used Ellie Goulding Song in their adverts First was Love me like you do now this one Still Falling For You.
* Love this phone	
* i love oppo mobile	* really amazing after using samsung galaxy grand prime this one should be more good than ggp and also not expensive like ggp...
* ITS AMAZING GREAT AMAZING LOOOOOOK NICE	
* not soo good	
* yukkkkkkkkkkkkkkkkkk	
* DJsharukhqureshi97 I just wasted my 30 seconds on reading this stupid comment and now I'm even wasting more time on writing this. Samsung haters goona all get themselves..and talking about this phone might be great.. it is and has bet all the existing phones	

Furthermore, the themes identified in the area of how consumer's comments on online ads of smartphone brands on YouTube target the ad and the perceived brand was in consistent with the studies of Zinkhan and Burton (1989) and Maclnnis and Jaworski (1989) which exhibited two major responses of consumer; attitude towards the ad and attitude towards the perceived brand. In this research study, the comments of viewers in the themes identified as Ad Features and People in Ad are representing consumer's attitude toward ad.

The comments of viewers in the themes identified as Product Features, Brand Names, and Brand Comparison are representatives of consumer's attitude toward the perceived brand.

Some cognitive responses of viewers were exhibiting confusion in their mind which was an indicator that brand failed to peruse the actual message it wanted to communicate to the consumers. For instance, one viewer commented about Oppo smartphone brand ad:

"sooooo .... what was the point of the dance and the wires ??? Does the phone dance with you or wires come out of it instead of buying separate ?? "
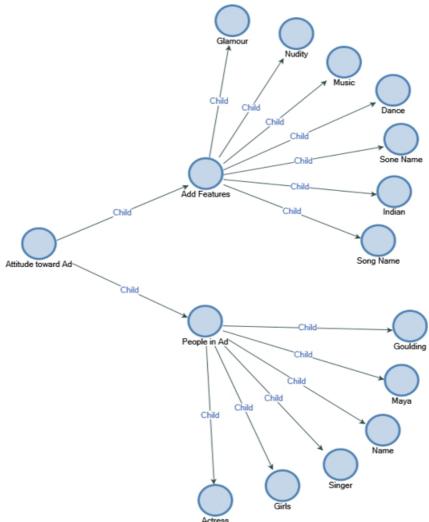
Figure 2
Hierarchy of identified themes map (Attitude toward Ad) of Discourse Analysis in NVivo
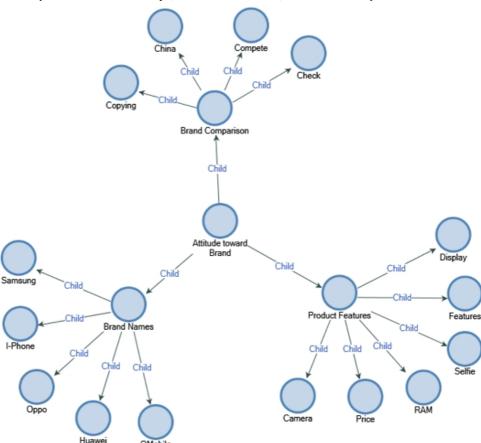
Figure 3

Hierarchy of identified themes map (Attitude toward Brand) of Discourse Analysis in NVivo

Another expressed his/her feelings as: *"Not a good advertisement, atleast not in a practicality sense. I have no idea which audience it is targeting at. Glamor does not get you money. If you are looking forward to sell a smartphone in such a competitive market, please show us what you have to offer. We have enough high school musicals and Step Up revolution movies to entertain us with glamor and dance. Please do not make mistakes what QMobile made. People buy cell phones because of their features not because its ad had a super hot model. Please OPPO, do not make fun of yourself. You are better than this"*.

Some viewers clearly stated that the ads was not exhibiting any meaning like:
"Just dance and a girl with wires but the whole add was pointless"

Table 4
Original comments representing "attitude toward the ads"

Ad Features	People in Ad
* What is the name of this song?	* Qmobile seems like made a deal with Ellie Goulding. Almost all their ads use her songs
* And please tell the song name in this ad	* watched on for Ellie goulding song*still falling for you*amazing na!
* I am in love with the music	* My dream girl my love my deepika padukone
* Background music also awesome ... Thanxq mobile... For this song	* Can't believe samsung pakistan showing a girl in shorts in the staring of the ad... Pathetic!!!
* The point is, to use nudity to attract attention to the phone. People would watch this ad more attentively than others, and remember any product name she gives. It is pure spectacle, with very little substance.	* watched only for maya ali because she is so pretty pak actress
* Glamor does not get you money. If you are looking forward to sell a smartphone in such a competitive market, please show us what you have to offer. We have enough high school musicals and Step Up revolution movies to entertain us with glamor and dance.	* The money of marketing went to an India actress and I will not spend a penny on a company using enemies for marketing.
* Indian models not acceptable at all	* Atif is best singer
* I will not buy something marketed by an Indian actress in Pakistan. OPPO's marketing team in Pakistan must be shit if they dont know this fact	* you are grate......singer of this world...and i'm big fan of your...!! ...!!

If the apparent product features and use of product is not communicated, ad possess low level of compliance with viewer's personal values, and celebrity is not prominently set in the ad, can lead to such confusion in viewers' mind (Grant et al., 2015).

The third question i.e. "how consumer's degree of support (supporting versus antagonistic) on online ads of smartphone brands on YouTube help in the assessment of consumer's attitude toward the ad and toward the brand?" was answered in compliance with four consumer attitude typology to online ads of Grant et al. (2015). The degree of support to online ads by viewer's comments was different. It was revealed by quantitative metrics of sentiment analysis (Figure-2) in NVivosoftware that positive (184) and negative comments were almost equal in numbers (187).

Figure 4
Screen shot of sentiment analysis nodes of NVivo window

Sentiment			
Name	Sources	References	Created On
Positive	13	184	2/7/2017 10:34 AM
Very positive	10	46	2/7/2017 10:34 AM
Moderately positive	13	138	2/7/2017 10:34 AM
Negative	13	187	2/7/2017 10:34 AM
Moderately negativ	12	106	2/7/2017 10:34 AM
Very negative	12	81	2/7/2017 10:34 AM

Table 5
Original comments representing "attitude toward the brand"

Product Features	Brand Names	Brand Comparison
* Build quality & much better price wise than that overrated iPhone which are also made in China	* Oppo is best at copying Apple like please yarr	* Should check oneplus 3T or wait for oneplus 5
* Good phone hy, camera very nice clear result, video performance, screen, ram all r better than previous	* Samsung and apple has no comparison from other brands !!Oppois far away from samsung not even comparable !!!Lastly features of samsungalwasys beats apple on the other hand apple has very few advantages over samsung!	* Build quality & much better price wise than that overrated iphones which are also made in China
* Phone.. Just Check Its Features And Quality, camera Everything Uu will Be Shocked.. Its Has AlotOf Features Like Off screen Bideo Recording Or Taking Pictures. Off screen Touch Features and Many More...	* Try Qmobile	* I suggest you, just go and check the rumors and don't called it a low resolution camera because I have 5s which camera easily compete with s5 which came later than 5s approximately 1 year later and hardly compete with s6 one cuz I already use s6 but don't like bcuz of its highly un accurate fingerprint scanner and unable to control heat and a very low gpu.
* SabirUllahAfridi Yes lol, he is supporting overpriced old shaped phone, he even doesn't know what features Samsung S8 offers.	* Q mobilez14 all the best..Also have galaxy s6	* Oppo is best at copying Apple like please yarr
* Yet the fact is why apple not using the amoled is because of the fact that people will use to taunt that apple is copying samsung and the other fact is Super Amoled is a highly battery draing display as compaired to ips or retina displays.	* Very Nice Galaxy A Series 2017	* Oh cmon stop copying lg
§ Oppo only Concentrate on selfie camera	* Same galaxy(((((dna)))))))=different no attitude	* Oppois little much Copying Iphone. But the Quality And Performance is much better then samsung..
	* Nice phone..Like S galaxy series	
	* Lanathaioppowalo tum per Abhi F1S kakiya Karon?? Kitmayka sale hogayaaap exchange Karof3plus Kay sath???	
	* Oppof1s ka version update krain still waiting	
	* Oppo f3 vs Huawei p10	

Those who gave positive responses took a supportive stance and gave favorable comments about the ad and brand:

Table 6
Original comments representing positive sentiments of viewers

Toward Ad	Toward Brand
* Very nice ad atif ur looking very handsome keep it up	* That's why I always love Samsung :***
* U made my day???	* Awesome phone!
	* Really amazing after using samsung galaxy
* Creativity on it's peak!	grand prime this one should be more good than
	ggp and also not expensive like ggp...
* Very very so beautiful	* Really amazing cell
* Watched on for Ellie goulding song*still falling for you*amazing na!	* iphone Is The Father And Oppo Is Much Much better than Samsung..!
	* Lastly featuers of samsung always beats apple
* Qmobile made the song more awesome then orignal one	on the other hand apple has very few advantages over samsung!
* The Ad was super creative and nice	* I really love this Phone...
* This ad tells that y oppo is invincible	* S6 edge plus is more stylish and good looking than s8

Interestingly majority of the comments were not supportive which is not in consistent as is expected from the virally successful videos.It is very important to note that positive experience during web browsing can also result in the impulsive buying by the customer (Habib & Qayyum, 2018). Majority of the viewer's took an antithetical stance and demonstrated an antagonistic attitude. They commented in an antagonistic manner both toward the ad and toward the brand.

Table 7
Original comments representing negative sentiments of viewers

Toward Ad	Toward Brand
* Why this indian ad i just hate this ad huh please make it pakistani models	* Now i m selling my oppo mobile after seeing this shit indian add...
* Go and sale only there get lost from our country and take your shitty brand with you as well	* Whatever it is it still doesn't justify the ridiculous prices these phones are for
* Oppo's marketing team in pakistan must be shit if they dont know this fact	* Samsung xiaomioneplus rocks oppo is shit
* You seriously are a pervert who must have been having wet dreams about ugly bollywood actresses	* I don't like it seriously awaiting for samsung galaxy s8 edge but a series are not bad but not much attractive to me like it
* You advertise the hell out of oppo ...	* Retailers convince not so tech savvy or illiterate people to buy the shit.
* I hate depika	* Over priced shit phone
* I hate this ad.	* Very bad phone
* Hate this add kstbcz of this old lady mkeup krny sy brhapa nh chupa jata zehr lgtii h wesy b mjy yh aurt	* I ask everyone to boycott Samsung products.
* Ghatyaindian actress hate her	* Well guys i was saying that that it is a good phone but i am suffering from a storage issue you cant download above 5 apps well it sucks so i am going to change it very soon
* This is vulgarity and should be banned in Pakistan.	* Yeah touchwiz was shit performance if i had a samsung device i would install a custom room on it
* Not a good advertisement, atleast not in a practicality sense.	
* Oppo take away ur vulgarity	
* Inappropriate ad.	
* Bycott this kind of product which spreads such kinds of vulgarity	

However, the opposing attitude of viewers is in compliance with the ads response's continuum of Batra and Ray (1986) where the range of responses is from Source Bolstering to Source Derogation, either of them need an understanding as support of the ad is a crucial component for the ad to get accepted.

Discussion

Setting up theoretical findings from this research study furnishes marketers with understanding into how viewers or consumers respond to online ads of smartphone brands, as well as how to potentially focus on the most "appealing" customers inside each market segment. Even though the brands that adopt the strategy with online and offline components are more prone to be customer centric and successful (Frooghi, Waseem, Afshan, & Shah, 2015), online advertising should be dealt with a different mindset and utmost importance. A great part of the current literature on advertising demonstrates advertisements that evoke pleasant feelings affect the brand more than negative, neutral, or informational advertisement do (Grant et al., 2015). Pham, Geuens, and De Pelsmacker (2013) Observations endorsed it and disregarded the role of product category and relevancy of the ad to the day-to-day life of consumer. Brand attitude can also be influenced by emotionally captivating ads (Grant et al., 2015). Therefore, marketers should focus on emotional appeal component of their adverting campaign. For instance, when the viewer cognitively support an ad focusing on creating brand awareness and product knowledge by the marketing managers, it does not increase brand equity as he/she is just confirming or endorsing prior favorable associations about the brand (Batra & Ray, 1986). That's is why marketers of smartphone ads should incorporate positive affective (emotional) elements in their ads to build consumer-brand relationship (Grant et al., 2015). It will have a high magnitude impact on brand equity as emotional appeal influence imagery association of consumer about the brand which consequently influences their loyalty with the brand.

The effect of smartphone brands on antagonistic stance interms of negativecognitive comments as well as negative emotional (affective) comment are more challenging to clarify.To relieve negative brand equity impacts, marketers must know about the risks and difficulties when creating a smartphone ads. Viewers exhibit an aversive attitude toward corporate viral marketing campaign (Fournier & Avery, 2011). For instance, the corporate brand ad of QMbile in Pakistan in which a teenager girl was shown as disobedient daughter to her father was negatively commented by majority of the viewers. So, marketers must make sure that ad should not exploit their feelings (Dobele, Toleman, & Beverland, 2005) and should follow ethical standards (Kaikati & Kaikati, 2004).

A negative reaction may create a negative imagery association about the brand or make consumers to boycott the brand (J. E. Phelps, Lewis, Mobilio, Perry, & Raman, 2004). The connection between negative cognitive reactions and the impact that these reactions have on viewersforwarding the comments is not clear. Past empirical studies do not agree that there is any difference in the way the positive and negative views get viral or forwarded and also between negative emotional responses and positive emotional

responses (Grant et al., 2015). What is sure, however, is that both negative cognitive response and negative emotional response can have genuine unfavorable impacts on brand equity.

Managers must realize that all viral smartphone brand ads will get reactions from all of the four consumer archetypes i.e. cognitive and supportive, cognitive and antagonistic, affective and supportive, and affective and antagonist due to extra ordinary dissemination of viral videos of smartphone ads. Marketing managers should be careful while creating a smartphone ad by keeping in view the desired cognitive and emotional (affective) responses. This realization is critical as it might illuminate better arranging toward how to motivatesharing (making video viral) and improving brand equity. Keeping that in mind, shouldcheck the impacts of smartphone ads videos before uploading it on social media or YouTube to guarantee that the result is lined up with marketing goals, following ethical concerns and positively perceived by the viewers.

Limitation and Future Research

Though the purpose of this study was to understand that how consumers process online ads of smartphone brands, the way they comment on these ads, and to understand their degree of support for online ads, however, there are some limitations in terms of research design and producing results from analysis of empirical information.

The chosen qualitative research design i.e. netnogrpahy is amongst the rigorous one to cater the experience and culture of online communities (Kozinets, 2002), but it was applied in a very limited universe of online community i.e. YouTube. The online ads are also uploaded on other social media sites i.e. Facebook, Instagram and blogs etc. where a huge number of comments are produced by the viewers. So, the future research on online ads should cater all social networking sites to cater all sorts of online communities. The smartphone ads chosen were all Pakistani ads which implies that the findings have limited geographical implications. It is recommended that smartphones ads should be chosen from across the globe to tap the culture of international online communities.

The selected ads had differentnatures, for example, some of them were focusing on product features and attributes, some were endorsing celebrities, and other were emotional appeal. There was a limitation in terms of analyzing empirical material in these dimensions to know that how viewers process each category of ad differently. It can help marketing managers to know which nature of ad is more desirable for online ads of smartphones.

Keeping in view the richness, authenticity, and (ease) accessibility of netnogrphic data, marketing researchers in specific and of other related disciplines in general have many opportunities to leverage it in their future research. For example, marketing related phenomenon i.e. customer satisfaction, customer loyalty, brand awareness, brand association, brand health, and service quality etc. can be explored through netnographic data. For instance, an online shopping store can measure its corporate brand image by capturing and analyzing thousands or even millions of comments on its facebook page. The service quality can also be measured or even quantified by analyzing the number of positive and

negative comments by using sentiment analysis technique. Hence, researchers can capitalize nentnography from various theoretical frameworks to contribute to the body of knowledge as well as bringing implications for practitioners.

Conclusion

The quantitative metrics of effectiveness i.e. how much, how often, and how many are deadly important for managers and researchers. These metrics are very easy to tap on social networking sites i.e. Facebook and YouTube etc. For example, the quantitative metrics of a video (on YouTube) like cookies, log files, number of thumbs up and down, time and post exposure search queries can easily be recorded by video advertisers (Pashkevich, Dorai-Raj, Kellar, & Zigmond, 2012). Apart from these quantitative measures, a huge amount of untrusted big data is available in the form viewer's comments and replies these comments by other viewers. The purpose of this research was to get an insight on these unstructured but qualitative responses of such online communities on YouTube by choosing the context of smartphonebrands in Pakistan. The findings will help marketing practitioners of smartphone industry to create an ad campaign so that it could get viral in positive direction and get favorableassociations about the brand to increase brand loyalty of the perceived brand.

This research study has identified that smartphone brands consumers take YouTube ads as online commercials. Moreover, by performing discourse analysis on viewer's comments, this research study has helped to know that how they process online ads of smartphones. In the light of the framework of Zinkhan and Burton (1989) and (Grant et al., 2015), this research is contributing by creating constructs of smartphone consumer's attitude toward ad and attitude toward brand. It was revealed that smartphone consumers interpret ad in terms ad features and people in the ad. Moreover, attitude toward brand is interpreted as product features, brand names, and brand comparison. This study has also found the patterns of consumer's degree of support toward the ad and toward the brand under the archetype of consumer attitude by Grant et al. (2015). According to this archetype, viewers' comments can either be supportive or antagonistic toward the ad and toward the brand. The findings are revealing that online smartphone brand ads can be utilized as a part of viral marketing campaign as source to motivate emotional response to the ad and generate a favorable attitude both toward the ad and smartphone brand which consequently trigger viewers to share or forward the video.

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