BMECONF
business, management and economics

International Conference on Applied Research in Business, Management and Economics

12 - 14 June 2026 Tokyo , Japan

What Drives Purchase Intention and Brand eWOM in YouTube Podcast Advertising?

Ronika Widyastuti

University of Indonesia

Abstract

This study examines the determinants of advertising effectiveness in the context of podcast advertising on YouTube and their implications for consumer responses. Specifically, it investigates how key advertising attributes shape attitudes toward advertising and subsequent behavioral outcomes, while also assessing the moderating role of advertising placement (pre-roll, mid-roll, and post-roll). A quantitative survey was conducted with 291 respondents who had prior exposure to podcast advertisements on YouTube. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and multigroup analysis (MGA). The results indicate that informational and credibility-related aspects of advertising positively influence both perceived advertising value and attitudes toward advertising, whereas irritation exerts a negative effect. Entertainment, however, does not significantly affect advertising evaluations. Attitude toward advertising is found to enhance brand-related responses, particularly brand attitude and electronic word-of-mouth (eWOM), but does not directly translate into purchase intention. Instead, purchase intention is primarily driven by brand attitude and eWOM. Furthermore, the findings reveal that advertising placement moderates these relationships in a selective manner, with mid-roll placements generally strengthening the effectiveness of advertising attributes. The study underscores the dominance of cognitive and credibility-based evaluations over entertainment-oriented appeals in driving advertising effectiveness within digital podcast advertising.

Keywords: Advertising Value; Attitude Toward Advertising; Attitude Toward The Brand; Podcast Advertising; Purchase Intention