

Impact Of Youtube As A Social Media Marketing Tool

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Abstract- The major factor that has gained huge importance in this digital world is various social platform. The main reason behind this is every individual can share their ideas, perspective, opinions and interest through this social platform with others. People find social media is an easy way of communication rather than direct communication. The messages conveyed through social media can be images, videos, links and in the form of texts. For example YouTube, Facebook, WhatsApp, Twitter, Instagram etc. Among this YouTube has more than billion users worldwide of all group of people. To find the Impact of YouTube as a marketing tool in social media is the objective. This data is collected using structured questionnaire by circulating Google forms through online. The data is collected from 107 users visiting YouTube regularly by non-probability sampling and it is found that most of the people had influenced by YouTube. In this analysis study has let out that most of the people decide to buy a product from online through YouTube reviews.

Keywords- YouTube, decision making, social media marketing, brand's strategy, business to business platform, advertisement.

I. INTRODUCTION

YouTube is an online video sharing platform of America its headquarter is in San Bruno, California. It was founded by three former employees of PayPal - Chad Hurley, Steve Chen and Jawed Karim in February 2005. In the beginning YouTube didn't have any market in the society but later it was attracting some 30000 visitors per day.

Google Inc. declared it had obtained YouTube for \$1.65 billion in Google stock on October 9 ,2006. YouTube became one of the vital platforms of social media with one billion users and four billion views per day. It has become one of the biggest video sharing designation. The youtubers can upload videos based on their own contents and the users can subscribe , like , comment, share etc. Most of the contents will be of movie trailer, tv serials, blog, reviews, education and many others. The people who have created their own channel can upload videos meanwhile the other people can watch the videos only. Youtubers can earn income through the advertisements which flashes in YouTube in between the videos it is called as Google ad sense. This may result based on subscribers and viewers of the channel. Most of the videos

are free to watch but they also have paid videos which contains premium details requiring subscriptions.

YouTube acts as a medium of social media platforms in which majority of the company deals with the promotion of its product. In day today life the usage of social media has increased rapidly, most of the people around the world uses social media regularly. It becomes a hub of users for the companies so that they can utilize to promote their products and services. Social media has a major impact on YouTube it makes the producer content to reach more people soon. Social media is also useful for giving feedback immediately in either of the way. This builds the communication and relationships between the people. This can also be an inspiration and motivation to the content maker as well as the viewers by watching useful videos. YouTube is very strong space where it provides plenty of opportunities to entrepreneurs and motivate peoples. This helps out in knowing the requirement of the people and Know what's happening around the world.

OBJECTIVES OF THE STUDY

- To study the Impact of YouTube on consumer decision making.
- To study the Impact of the advertisements on the buying behaviour of the YouTube users.
- To study the brand's strategy to influence people using YouTube.
- To study YouTube as a business to business platform for advertising.
- To understand YouTube as a brands promotional tool.

STATEMENT OF THE PROBLEM

This study pointing on the Impact of YouTube as a social media marketing tool. Social media has become a major domain influencing marketing. The increase of social media stated that it has provided an opportunity for business industry to direct marketing efforts and it the easiest way to reach out the consumer. This study results in the survey of :

- How consumer decision making is impacted because of YouTube?
- How Buying behavior of the YouTube users is influenced by the advertisement?

- In what basis YouTube acts as a medium of advertising?
- How YouTube is influenced by people and used as branding promotional tool?

RESEARCH METHODOLOGY

This study is based on the responses of 107 respondents. The sample size included customers from all over Tamil Nadu. This sampling unit formed by the young generation who watches YouTube regularly. The information was gathered using Google forms through surveys. The survey is conducted through the method of convenient sampling.

STATISTICAL TOOLS USED

- Percentage analysis

II. REVIEW OF LITERATURE

Dr. Rupa Rathee, Dr Pallavi Rajan and Ms. Tejaswini(2021) presented an article entitled as " Impact of YouTube as a social media marketing tool" States that the Impact of YouTube on consumer decision making and perception of the advertisements on the buying behaviour of the related products.

Dwivedi et al.(2020) shared about many experts in the field of social media marketing. It referred the detailed perception on B2B marketing, advertising, content management , artificial intelligence etc.

García et al.(2019) in their article found the base of strategy in which a customer can choose and led by applying advertising. In this study Delphi methodology inside and outside gatherings were used by the system created.

Fridolf and Arnoutovic (2011) shared his views on how and why organisations use online platform for publishing correspondence procedure. In the study e examination is both realistic and illustrative. The data was formed through an individual gathering with our case association and through the association's online life applications.

Vinaika and Manik(2017) shared three effect of social media marketing. Nowadays interpersonal organization advertising had become a notable territory for promoting brands and individuals into business.

III. ANALYSIS AND INTERPRETATION

Table - 1: Background of the respondents

Variable	Options	Frequency	Percentage
Age Group	15-20	20	28
	20-25	58	54.2
	Above 25	19	17.8
Gender	Male	50	46.7
	Female	57	53.3
Occupation	Student	70	65.4
	Employed	31	29
	Self employed	5	4.7
	Professional	1	0.9
Income	10000-20000	64	59.8
	20000-30000	14	13.1
	30000-40000	10	9.3
	Above 40000	19	17.8

INTERPRETATION

- Majority (54.2) of the respondents are in the age group of 20-25.
- 53.3% of the respondents are female.
- 65.4% of the respondents are under the student category.
- Majority (59.8) of the respondent's income is between 10000-20000.

Table - 2

Variable	Options	Frequency	Percentage
How do you decide to buy a product from online	Suggestion from friends or family	20	18.7
	Watching YouTube reviews	51	47.7

	Advertisement / Brochures	13	12.1
	Social Media	23	21.5
How likely you would search for a product after watching YouTube advertisement	Often	13	12.1
	Sometimes	52	48.6
	Depends on the product	42	39.3
How will you choose to buy a product of different brands	Brand name	32	29.9
	Comparison videos in YouTube	25	23.4
	Price of the product	15	14
	Features of the product	35	32.7
What is your favored source of getting product information	E-Commerce	9	8.4
	YouTube	61	57
	Google	23	21.5
	Product's website	14	13.1
How useful YouTube advertisement in knowing new products	Very useful	22	20.6
	Useful	71	66.4
	Maybe	14	13.1
Products that you have bought after watching YouTube advertisement	Dresses / Cosmetics	43	40.2
	Electronic devices/appliances	54	50.5
	Books and Toys	9	8.4

	Nothing	1	0.9
What attracts you the most when you watch a YouTube video	Content	38	35.5
	Product used in the video	22	20.6
	The creator	20	18.7
	Based on requirement	27	25.2
What do you often watch in YouTube	Product reviews	29	27.1
	Life hacks/Vlogs	29	27.1
	Informative videos	46	43
	Others	3	2.8
Have you ever bought a product shown in YouTube video	Yes	87	81.3
	No	20	18.7
Through which medium do you come across about new apps of online e-commerce	Video contents and advertisement e.g.; YouTube	81	75.7
	Television ads	23	21.5
	Pay per click	3	2.8
YouTube will be the future of digital advertisement	Strongly agree	21	19.6
	Agree	71	66.4
	Neutral	13	12.1
	Disagree	2	1.9
Does YouTube impact a brand's reachability	Yes	84	78.5
	No	2	1.9
	Maybe	21	19.6

INTERPRETATION

From table 2, it is found that majority (47.7%) of the respondents decide to buy a product after watching YouTube reviews. 48.6% prefer to search for a product after watching YouTube advertisement. Majority (32.7%) of the respondents

choose to buy a product because of its feature. 57% prefer YouTube as the favoured source for getting information about the product. 66.4% are satisfied with YouTube advertisement to know new products. 50.5% of the respondents bought electronic appliances/ devices after watching YouTube advertisement. The YouTube content attracts 35.5% of the respondents. 43% prefer to watch informative videos often in YouTube. 81.3% of the respondents have bought products shown in YouTube. In this survey it is found that 81.3% of the respondents have bought products shown in YouTube videos. 75.7% of the people come across new apps of online e-commerce through video contents and advertisements in YouTube. Majority of 66.4% agrees that YouTube will be the future of digital advertisement. 78.5 % of the respondents says yes that YouTube impact a brand's reachability.

IV. SUGGESTION

- Improvement in the insight of the product through advertising in social media could result in influencing consumer decision as suggested.
- To drop off the skip option so that the viewers could watch the advertisement completely in which the consumer can be attracted.
- Interacting with the audience by responding to their views and captioning them would be an efficient method.

V. CONCLUSION

Social media has become a part in everyone's life nowadays. Social media helps in various ways such as gathering and sharing information , connecting with friends and family , promoting several products and services. There are many platforms like WhatsApp, Facebook, Twitter , Instagram etc. These are the platforms which help in sharing and promoting the products easily. In this study it is found that most of the young generations have an impact of social media mainly YouTube for their decision making related to products and services. Because of this YouTube advertisement most of the people are aware of the new brand, product , features, offers and discounts etc. Even majority of the people watch YouTube reviews before deciding to buy a product . It is preferred because they feel that youtubers give real data ,feedback and review about the product. YouTube has also became one of the favoured source for getting product information. In this survey there is a clear view that most of the people have bought product shown in YouTube. Overall this study concluded that social media "YouTube" has an impact on consumer decision making and also the strategy on marketing of YouTube have positive impact on it's viewers.

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