IMPACT OF SOCIAL MEDIA MARKETING ON THE CONSUMER – A STUDY WITH SPECIAL REFERENCE TO ADVERTISING IN YOUTUBE CHANNELS

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ABSTRACT

As John Wanamaker once quoted "When a customer enters my store, forget me. He is king" Companies employ various means of marketing to get the King's attention. Social Media marketing is one such technique to attract customers to their products and services. Social media involves various tools. The present study deals with advertisements in YouTube channels and its impact on the consumer. Youtube channels are increasing by the hour YouTubers are trying to increase their subscribers as they will be able to get more advertisements in between their uploads and thereby generate more income. Some of their uploads are sponsored programmes and they state this fact. This study is an attempt to analyse the impact of these advertisements on consumers who are either subscribers or viewers of YouTube Channels. This study aims to understand the changes in their consumption patterns and lifestyles.

KEY WORDS: Social Media Marketing, Advertisement, Consumers and YouTube.

INTRODUCTION

Social Media is used widely by people from all walks of life. Though it was initially used as a means of communication among the educated, soon others entered the fray with the use of vernacular languages. Social Media consists of social networking , photo sharing, video sharing , vlogging and acts as an interactive platform.

The term Social Media Marketing is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, content sharing, websites and many more among different users. Social media experts define social media as an on-line medium powered by the net for social communication. It is also a two-way communication medium. It permits creation and exchange of information on platforms like Twitter, Facebook, Social Gaming, Blogs, Social Bookmarking and many more.

Any statement that is shared in the social networks, which includes short messages, information about a product or service, brand or a company is termed as electronic word of mouth. It acts as marketing in social media. When the information about a product /service / brand / company is shared in social media by a user, it is reshared by many users in other social networks. When the information is shared by a trustworthy source, it becomes a more positive promotion for the product than the promotion done through paid sources. This shows the power of social media marketing.

In 2005 YouTube was launched as the first and foremost video sharing and hosting site. Youtube permits users to upload videos. The advent of social news and bookmarking sites like Delicious, Digg, and Reddit within the mid 2000's caused an entirely new way of exchanging information in the world. Social media has evolved itself day by day. From the period of bulletin boards separate social networking sites for searching, financial solutions, movie reviews, book reviews, sharing and shaping of personal goals, sharing business ideas.

Youtube is used to upload advertisements to target customers by firms. The taste and style of the customers can be reflected in the commercial advertisements developed by the companies and it can be used as a medium to market the products by way of advertisements. Sponsoring of video is possible on youtube.

LITERATURE REVIEW

A concise review of literature to bring out the Impact of Social Media Marketing and Impact on Consumer has been encapsulated below:

Dr. Rupa Rathee, Dr. Pallavi Rajain, Ms. Tejaswini(2021), in their study on Impact of YouTube as a Social Media Marketing Tool studies the impact of YouTube as a marketing and advertising tool.The study concluded that the majority of the users regularly watched advertisements on YouTube. They also found the music and apprecence of popular actors desirable. Mean, Standard deviation , correlation and anova were the statistical tools in this study. The study established that advertisements influenced the buying behaviour of the related product.

John Donnellan, Melanie McDonald, Michael Edmondson (2020) in their research study Impact of Social Media on Consumer Buying Patterns discussed how Social Media advertisements are relevant to consumer buying

patterns and whether Social Media advertisements have a positive impact in social media banner advertising. The findings of this paper reflected that the customers would purchase products that they do not currently own based on the social media advertisements.

Firat.D. (2019),in his research work on YouTube advertising value and its effects on purchase intention has studied factors that affect the YouTube advertising and purchasing behaviour. The study examined if YouTube advertising value factors differ according to demographic variables. Empirical Model, Factor analysis, Reliability analysis, correlation and multiple regression are the statistical tools used by the research in this study. The findings indicated that some demographic factors differ via YouTube advertisements. The study highlights that especially Millennials and Generation Zs' YouTube usage is more than other generations.

R. Sunderaraj (2018) in his study on Impact of Advertisement on Buying Behaviour of Consumers in Sivakasi, has identified various influences of advertisements over buying behaviour. The researcher has used the Mean and Chi Square test to study the relation between age and income of responses with their satisfaction level and influences of advertisements.The research concludes that the role of advertisement has an influence on the buying behaviour of the customers.

Carsten Schwemmer, Sandra ziewiecki (2018) in their research study titled Social Media Sellout: The Increasing Role of Product Promotion on YouTube had discussed the different target groups for product promotion. The researchers have used secondary data for the study. The research mostly relied on data collected from meta-data from the YouTube API and YouTube Data Tools software. The study concluded that age and gender of YouTube users played a vital role in product promotion on YouTube.Further community effects was considered as an important aspect for quantifying product promotion.

OBJECTIVES OF THE STUDY

1. This study aims to understand the impact of advertisements in YouTube Channels on consumers
2. This study makes an attempt to analyse the changes such YouTube advertisements bring in the consumer buying decision
3. This study aims to study the changes in the lifestyle of consumers because of advertisements in YouTube

DATA AND METHODOLOGY

Primary data was collected for the purpose of research needs from the viewers of Youtube.Secondary data were also used in the study. Convenient method of sampling was used to limit the study to the chennai region.

Research instrument: The survey method of data collection was implemented to gather the primary data. The structured questionnaire was adopted for collection of primary data from the sample of 103 YouTube Channel Subscribers and viewers in the city of Chennai.

Sampling Details: The sample consists of 103 respondents who are YouTube Channel Subscribers and viewers in Chennai were used for this purpose.

Limitations of the study: The study is not a longitudinal study and is restricted to 103 respondents. The area of this study is limited to consumers who are YouTube Channel Subscribers and viewers in the city of Chennai only.

ANALYSIS AND FINDINGS

A preliminary examination is conducted to check the reliability of the statements (Permanent, dependent variables) using five point Likert scale. The reliability is measured through Cronbach's Alpha method to verify the concurrent variance. The below table exhibits the values of Cronbach alpha as 0.898, 0.938 and 0.885 on a set of statements for factors , consumer lifestyle changes and buying decisions. These values are above the bench mark values of 0.75 therefore it can be concluded that the statements prove a good reliability**.**

TABLE 1 - Cronbach Alpha Reliability Test

Measure	Number of statements	Cronbach Alpha
Factors that influences consumers	7	0.898
Impact of consumers on lifestyle changes	8	0.938
Buying decision of consumers	6	0.885

Demographic Profile of Respondents

TABLE 2 – Demographic Details

Personal Profile	Respondents Details	% of Responses
Age	less than 20	49.3
	20-30	24.2
	30-40	12.5
	40-50	9.7
	Above 50	3.3
Total		100
Gender	Male	11.7
	Female	88.3
Total		100

Educational Qualifications	UG	68.1
	PG	14.9
	Professional	12.8
	Others	4.3
Total		100
Type of institute currently employed	Private	55.3
	Government	7.4
	Self employed	10.6
	Others	26.6
Total		100
Gross Monthly Income	<Rs.25,000	53.2
	Rs.25,000 - Rs.50,000	20.2
	Rs.50,000 - Rs.75,000	17
	>Rs. 75,000	9.6
Total		100

- The gender of the respondents are distributed as 88.3% of female and 11.7% of male. This gives us an understanding that the female population is dominant in our study.

- The age group of the respondents distributed at the maximum of 49.2% belongs to age less than 20 followed by 24.2% belonging to the age group of 20-30. 12.5% of the respondents belong to the category of 30-40 years and 9.7% and 3.3% belong to the age group of 40-50 and above 50 years respectively.The above establishes that the younger generation have been more participative in this study.

- The majority of 68.1% of the respondents are Undergraduates and 14.9% are Postgraduates. 12.8% have completed professional education and 4.3% fall under the other category. This indicates that the majority of the respondents possess a good educational background.

- 55.3% of the respondents are employed in the private sector and 7.4% are employed in the government sector. 10.6 % of the respondents are self-employed.

- The gross monthly income at a level of less than Rs 25,000 among 53.2% of the respondents and a good 20.2% belongs to the category of Rs.25,000 - Rs.50,000 per month. 17% and 9.6% belong to the monthly income level of Rs 50,000 - Rs 75,000 and above Rs 75,000 respectively.

TABLE 3 – Frequency Table of Individuals span of using youtube

How frequently used	No. of respondents	Percentage
Everyday	64	62.1%
Two days once	6	5.8%
Weekly once	8	7.8%
When required	24	23.3%
Total	103	100%

A majority of 62.1% of the respondents use youtube on a daily basis. This shows that more people use this platform on a regular basis. 24% of the respondents use youtube only when required. 5.8% and 7.8% of the users ususes youtube two days once and weekly once respectively. Thus we can conclude that Youtube is one of the most widely viewed platforms. The more viewership helps in improved advertising on the platform.

TABLE 4 – Frequency Table of Individuals influenced by using youtube

Particulars	Frequency	Percentage
Highly influencing	53	50.96%
Moderately influencing	28	26.92%
Weakly influencing	15	14.44%
Not influencing	8	7.69%
Total	104	100

A fair 50.96% of the respondents claim to be highly influenced by youtube advertisements. 26.92% of the respondents claim to be moderately influenced by youtube advertisements. This helps us conclude that viewers make purchase decisions based on their advertisements and reviews on social media platforms. It also helps us understand that lifestyle changes or influences could also happen. 15% and 8% of the respondents claim to be weakly influenced and not at all influenced by advertisements on youtube. On a broader picture we can understand that there are more viewers on youtube and the advertisements also

have a positive influence on the viewers. This also helps us understand social media applications like Youtube can be used as a big marketing platform in the future.

Regression Analysis to Show Impact of Buying Decision on Influencing Factors

TABLE 5 - Impact of Buying Decision on Influencing Factors

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662	.438	.432	.587

Predictors: (Constant), Factors

ANOVA*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.129	1	27.129	78.622	.000
Residual	34.851	101	.345		
Total	61.981	102			

A) Predictors (Constants): Factors Influencing To View Youtube Advertisements

B) Dependent Variable: Buying Decision

From the above table it is found that R= 0.662, R Square= 0.438 and Adjusted R Square = 0.432 with standard error of estimate 0.587. This implies that the factors influencing to view YouTube advertisements like provide in-depth information about the products,Availability of a wide variety of advertisements for products, Appropriate to view advertisements, provides regular update of information about the brands and products, It saves time, effort and money in obtaining information about the product, Helps keeping the product in mind during off- season,more interactive advertisement created 43.8% variance over the dependent variable buying decision. This leads to computation of analysis of variance. This is found that f value = 78.622, p = 0.000   is statistically significant at 5% level. Therefore it can be concluded that the regression fit explains the relationship between independent variable factors influencing to view YouTube advertisements and the dependent variable buying decision significantly.

Correlation Analysis to Show change in the lifestyle of consumers on viewing advertisements on Youtube

TABLE 6 - Change in the Lifestyle of Consumers on Viewing Advertisements on Youtube

		Factors influencing	Impact on lifestyle
Factors Influencing	Pearson Correlation Sig. (2-tailed) N	1 103	.711 .000 103
Impact on lifestyle	Pearson Correlation Sig. (2-tailed) N	.711 .000 103	1 103

Correlation is significant at the 0.01 level (2-tailed).

Correlation reflects the degree of relationship between the two variables; having a range of +1 to -1. A value +1 indicates perfect positive correlation, -1 with perfect negative correlation while 0 shows existence of no relationship between the variables (Sekaran & Bougie, 2013)

Referring to Table 6, factors influencing (r = 0.711) have a high correlation with lifestyle changes. It is found that p = 0.000 (<0.01) is statistically significant at 5% level. This shows there is a significant relationship between the various factors like purchasing the product by viewing advertisements, viewing different models with demo video of product, induce one to buy the product, searching and selecting the right product while shopping online, buying unfamiliar brands by viewing advertisements with the lifestyle changes of the consumers. This can help us conclude that viewing advertisements on YouTube influences the viewer to buy the product and impacts their lifestyle.

CONCLUSION

In recent times different means are used to influence consumers due to increased competition in the market. Social media has become one of the mediums to influence consumers. As a social media option, YouTube has attracted the attention of business. The correlation and regressions test conducted proves that there exists a positive relationship between viewing advertisements in YouTube lifestyle changes and buying decisions. The study concludes that the advertisements on youtube have a lasting impact on the viewers. The study can be furthered by adapting more factors to measure the impact of viewing youtube advertisements. The study could also be expanded to different regions or to the whole of India.

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