

Influence In Consumer's Purchases by YouTube Influencers – An Analysis

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ABSTRACT- YouTube influencers have become a dominant force in shaping consumer behavior and impacting marketing strategies. This study aims to examine the role of YouTube influencers in the digital landscape, exploring the factors that contribute to their success and analyzing the implications for businesses and marketing strategies. This study analyzed the content and strategies employed by successful YouTube influencers, surveyed the audience's perception and behavior, and explored the unique features of YouTube as a platform. The results suggest that YouTube influencers have a significant impact on consumer behavior, with their opinions and recommendations driving purchasing decisions. The study also identifies several factors that contribute to the success of YouTube influencers, including authenticity, engagement, and niche expertise. Additionally, the study highlights the importance of understanding the unique features of YouTube as a platform, including the role of community and the potential for viral content.

KEYWORDS: YouTube, YouTube Influencers, purchasing decision, Marketing

1.1 INTRODUCTION

YouTube has emerged as one of the most popular social media platforms, with billions of users worldwide. Along with its growth, the platform has also seen the rise of a new phenomenon: YouTube influencers. These influencers, with their massive followings, have become a force to be reckoned with in the marketing world. The purpose of this study is to investigate the extent to which YouTube influencers influence the purchasing power of their followers. With the increasing popularity of influencer marketing, it is important to understand how consumers are influenced by the content they see on social media platforms like YouTube.

The study will explore various aspects of YouTube influencers, including their reach, engagement, and content, and how these factors influence the purchasing decisions of their followers. Additionally, the study will examine the role of trust and authenticity in influencer marketing, as well as the impact of sponsored content on consumer behavior. Overall, this study aims to provide insights into the complex relationship between YouTube influencers and their followers, and the potential implications for marketers looking to leverage influencer

marketing to drive sales and grow their brands. YouTube has become a significant platform for content creators to reach millions of viewers worldwide. Among these content creators, a new breed of influencers has emerged, leveraging their online presence to influence their followers' behavior and decision-making. These YouTube influencers wield significant power over their audience, and their opinions can make or break a product or service. As a result, understanding the phenomenon of YouTube influencers has become a topic of interest to researchers, marketers, and business owners alike. Studying YouTube influencers can help us understand how they shape consumer behavior, how they build their audiences and brand identities, and how they influence the future of advertising and marketing. This study aims to explore the role of YouTube influencers in shaping consumer behavior, identifying the factors that contribute to their success, and understanding the implications for businesses and marketing strategies. By examining the unique features of YouTube as a platform, analyzing the content and strategies employed by successful influencers, and surveying the audience's perception and behavior, this study aims to provide valuable insights into the growing influence of YouTube influencers.

1.2 Objectives of the Study:

- i. To understand how YouTube influencers impact the purchasing behavior
- ii. To identify and analyze various factor's affecting the YouTube influencers
- iii. To provide suggestions to improve the purchasing behavior of customer based on YouTube influence

1.3 Variables of the Study

Independent Variables

a. Price

This part of the study analyzes the average money spent on purchasing various wears, frequency of purchasing and preferences in

purchasing

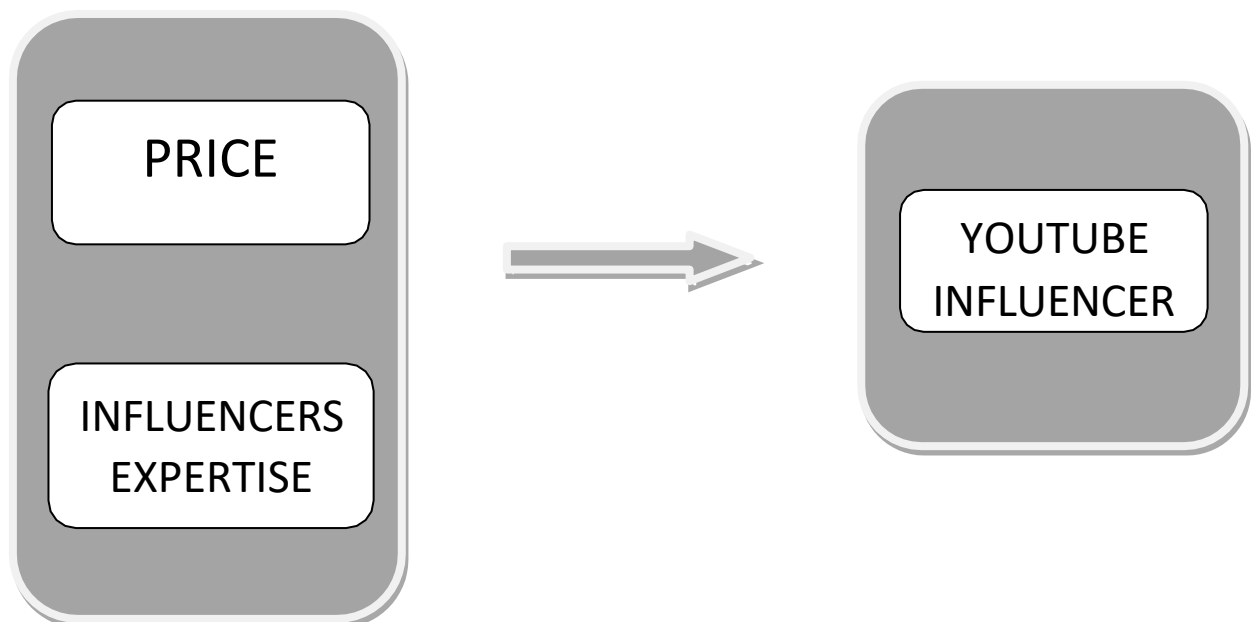
Influencer's expertise

Influencer's expertise includes knowledge on various brands and wears offered by those brands which also add on their personal experience and reviews from another influencer's

Dependent variable

Purchasing behavior refers to the actions and decision-making processes individuals undertake when buying goods or services. These behaviors can be influenced by influencers under a variety of factors, such as price, expertise, and personal experience

1.4 Conceptual Framework



1.5 Hypothesis of the Study

H1: There is significant association between age and money spent on purchasing products.

H2: There is significant correlation between age and factors influencing the purchase decision.

REVIEW OF LITERATURE

Khamis, Ang, and Welling (2017) Measured that YouTube influencers have a significant impact on the purchasing decisions of their followers. The study revealed that influencer

marketing can be more effective than traditional forms of advertising, as it is perceived as more authentic and trustworthy.

Chen and Chen (2019) It was found that YouTube influencers who disclose their sponsored content are perceived as more credible and trustworthy by their followers. The study also found that the perceived credibility of influencers has a significant impact on the purchasing decisions of their followers.

Jin and Phua (2014) Investigated that YouTube influencers who provide informative and entertaining content are more likely to attract and retain followers. The study also found that influencer marketing can be

particularly effective for niche products, as influencers with a specific focus can reach a highly targeted audience.

Grewal, Stephen, and Kavanoor (2020) Found that the authenticity and relatability of YouTube influencers are key factors in determining their influence on the purchasing decisions of their followers. The study also found that influencer marketing can be more effective when the content is aligned with the values and interests of the influencer's audience.

Ong and Ramanathan (2020) Measured that YouTube influencers can have a significant impact on the purchasing decisions of their followers, particularly for products that are considered high involvement. The study also found that influencer marketing can be particularly effective for younger consumers who are more likely to follow and trust YouTube influencers.

RESEARCH METHODOLOGY

Research Design

The research design of this research was descriptive in nature as the primary goal of this study is to provide an accurate, comprehensive and detailed account in the influence in purchasing behavior of purchasers by you tube influencers

Sample Design

- Study Population: The study population includes all college students since it is aimed at studying factors influencing purchasing behavior of purchasers by you tube influencers
- Sample: College Students in Chennai
- Sample Size: 125
- Sampling Technique: Non-probability Convenience Sampling

Nature of Data

Primary Data

Primary source of data was collected through questionnaire and the data collected from respondents were regarding the factors influencing purchasing behavior

Secondary Data

The secondary data is collected from various research articles and other published records related to the same study

3.2 Research Instruments - Questionnaire

The questionnaire aimed to study the purchase of products based on you tube influencers recommendation. The respondents were asked a series of close ended questions comprising of multiple choices. It was divided into three parts
Part I: Demographic Profile of the Respondent
Part II: Preferences in Purchasing Behavior
Part III: Factors Influencing Purchasing Behavior

Statistical Analysis

Software

- Statistical Package for the Social Science (SPSS)
- MS-Excel

Statistical Tools

- Percentage Analysis – as a method of description
- Chi-square Analysis
- Correlation Analysis

Limitations of the study

- The study was limited to Chennai City
- There was a time constraint as the study was conducted only for a month
- Respondents might have taken a haste decision while responding to the questions

4. DATA ANALYSIS AND INTERPRETATION:

CHI-SQUARE ANALYSIS

Research Question: To determine whether there is a significant association between age and the amount of money spent on purchasing products under influencers' recommendations

H0: There is a significant association between age and the amount of money spent in purchasing

H1: There is no significant association between age and the amount of money spent in purchasing

Table Showing case processing summary of chi-square analysis

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * What is the maximum amount of money you would be willing to spend on a product based on a YouTube influencer's recommendation?	125	100.0%	0	0.0%	125	100.0%

Table Showing Age*Amount of Money Spent in Purchasing Crosstabulation

Age * What is the maximum amount of money you would be willing to spend on a product based on a YouTube influencer's recommendation? Crosstabulation						
Count						
		What is the maximum amount of money you would be willing to spend on a product based on a YouTube influencer's recommendation?				Total
		Less than 500	500 - 1000	1000 - 5000	More than 5000	
Age	Below 18	1	4	1	3	9
	18 - 20	6	8	2	2	18
	20 - 30	18	31	15	5	69
	30 - 40	5	1	4	1	11
	40 - 50	6	4	3	5	18
Total		36	48	25	16	125

Table Showing Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	17.864 ^a	12	.120
Likelihood Ratio	17.804	12	.122
Linear-by-Linear Association	.010	1	.921
N of Valid Cases	125		

Analysis

45% of respondents are willing to spend less than 500 and 12.8% of respondents are willing to spend more than 5000

Interpretation

The p value is 0.120 which is greater than 0.05 therefore, the null hypothesis is rejected there is no significant association between age and the amount of money spent in purchasing products

CORRELATION

Research question: To determine whether there is significant correlation between age and factors considered while deciding on purchase of product based on influencers recommendation

H0: There is significant correlation between age and factors considered on product purchase

H1: There is no significant correlation between age and factors considered on product purchase

4.12.1 Table Showing Case Processing Summary

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * What factors do you consider when deciding whether to purchase a product based on a YouTube influencer's recommendation?	125	100.0%	0	0.0%	125	100.0%

4.12.1 Table Showing Age*Factors Considered in Crosstabulation

Age * What factors do you consider when deciding whether to purchase a product based on a YouTube influencer's recommendation? Crosstabulation							
Count							
		What factors do you consider when deciding whether to purchase a product based on a YouTube influencer's recommendation?					Total
		Price	Brand reputation	Review from other customers	The influencer's expertise	Other	
Age	Below 18	2	2	5	0	0	9
	18 - 20	5	1	7	3	2	18
	20 - 30	9	21	30	3	6	69
	30 - 40	3	2	5	1	0	11
	40 - 50	5	3	8	1	1	18
Total		24	29	55	8	9	125

4.12.2 Table Showing Correlation Between Age and Factors Considered on Product Purchase

Symmetric Measures					
		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.320			.582
Interval by Interval	Pearson's R	-.046	.089	-.509	.612 ^c
Ordinal by Ordinal	Spearman Correlation	-.057	.093	-.634	.528 ^c
N of Valid Cases		125			

Analysis

The correlation value is 0.582 there is a weak positive correlation between these two variables

Interpretation:

The p value is 0.582 which is greater than 0.05 therefore, the null hypothesis is rejected. This means that there is no significant correlation between the age and factors considered on purchasing product

FINDINGS OF THE STUDY

More than half of the respondents come under the age group 20 to 30. It is found that 38.6% of respondents watch you tube influencers Every day and 2.4% of respondents never watch you tube influencers. The percentage of respondents that have purchased products based on you tube influencers recommendation is 56.8 and 43.2% respondents do not purchase products based on influencers recommendation. 23.2% of respondents purchase top wear, 14.4% purchase bottom wear and 24% purchase footwear. More than half of the respondents stand neutral when it comes to trust on you tube influencers recommendations. The primary motivation of majority of respondents for purchasing products based on you tube influencers recommendation is trust in the influencer's opinion and the second major response is curiosity about the product. When it comes to amount of money the respondents are willing to spend on a product based on

Influencer's recommendation, 38.4% 500 – 1000 rupees, 28.8% less than 500, 20% 1000 – 5000 rupees and 20% more than 5000. It is also found that 12% respondents are very likely and 38.4% respondents are likely to continue their purchasing based on influencers recommendation. 38.4% of respondents think you tube influencers should disclose when they are being paid to promote a product. 19.2% of respondents consider price as a factor on deciding whether to purchase the product based on influencers recommendation, 23.2% consider Brand reputation as a factor and 33.5% consider reviews from other customers as a factor. 22.4% of respondent's primary motivation for purchasing a product based on influencers recommendation is the desire to support the influence.

SUGGESTIONS:

It is suggested to conduct a focus group with consumers who have purchased products based on youtube influencers recommendation. Using social media listening tools to monitor you tube influencers marketing campaign. Conducting a content analysis of you tube influencers video to identify the common strategies and tactics used by influencers to promote products. The Usage of experimental designs to measure the impact of different types of influencers' content on consumers purchasing behavior. Comparing the effectiveness of influencers marketing and the traditional advertising methods such as TV commercials or print ads. Exploring the impact of YouTube influencers marketing campaign on

brand loyalty and repeat purchases. The size of the influencer's audience has impact on the effectiveness of the marketing strategy. Studying the impact of online reviews since they have become the essential part of the purchase decision making process. Analyzing the brand perception, customer's perception on brands can significantly impact their purchasing behavior. Examining the role of personalization since it has become an aspect of many businesses' marketing strategy. Purchasing behavior under personalization include personalized recommendation, personalized advertising, personalized product offerings. Brand perception includes brand awareness, brand loyalty and brand personality.

CONCLUSION:

Research on purchasing behavior is critical for businesses to understand consumer decision-making process. By studying the impact of online review, social media, brand perception, personalization businesses can develop effective market strategies. Effective market strategies resonate their target audience and drive sales. YouTube influencer marketing has become an increasingly popular strategy for companies looking to reach a younger demographic and drive consumer purchases. There is anecdotal evidence to suggest that youtube influencers can be effective at driving purchasing behavior. There is a need for more rigorous research to understand the impact of influencer marketing campaigns on consumer decision-making. By conducting surveys, content analysis, and experimental designs, researchers can gain a deeper understanding on the factors that contribute to the success of influencer marketing campaigns and consumer's responses to promotional content. Such incites can help companies to optimize their influencer marketing strategy and ultimately increase their return on investment

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