

A Study on Impact of YouTube and Instagram marketing on Customer Behaviour

Mr. Rudraksh Sharma, Dr Anita Choudhary, Mr. Mandeep Singh

E- mail Id: - 1. rudrakshsharma8386@gmail.com 2. anita.ch@nimsuniversity.org 3. mandeepsingh1official@gmail.com

1. MBA (Marketing), NIMS University, Jaipur, India
2. Associate Professor, NIMS University, Jaipur, India
3. MBA (Marketing), NIMS University, Jaipur, India

ABSTRACT

The tremendous growth in number of people using social media has confronted us with a new reality. And in this, the two most popular are YouTube and Instagram. The content being deconstructed by YouTube reviewers is being consumed by the influencer audiences of FBEs users. The paper focuses on the problem of the influence of YouTube and Instagram influencers on consumer behaviour. This research used a quantitative survey research method of a sample size of 160 social media users Results 2.1 Sample A total of 160 people responded to an online questionnaire. Survey results indicated that Instabloggers and YouTubers seemed quite trustworthy, and that they are trusted by consumers. They also influence consumers through positive reviews on YouTube or images that appear on Instagram and convinces them to make the purchase.

The research results indicative that recruiting influencers to cooperate with brands is a new attractive marketing tool, mainly, for its efficacy in reaching the social media ensnared youth, the prime consumers of the solution daily. Working with influencers can lead to acquiring new customers, driving positive word of mouth for new offerings and boosting sales.

Keyword: influencers, consumer behaviour, social media.

1. Introduction The figures revealed that June 2018 witnessed more than four billion Internet user. In Internet field, social media have a lot of accepted everywhere on the planet. An increased number of people are now either on Instagram or own a Youtube account. Use their personal and non-industrial sites to showcase their images and movies as well as exchange on brands and goods in addition to exchange critiques approximately them). Consumers are able to discuss products with both friends and strangers. Social media represent a communication between peers and largely influences their buying decisions as well as marketing strategies. Needless to say that social media changed the communication directions between the brands and consumers by allowing immediate and two-way communication. In addition to all this, people in general can interact with brand content, unlike information, which

until now they could only receive passively. Moreover, and they directly create content for the brand. Their activities are part of the brands marketing, influenced by more literate consumers. The power of social media on consumer and brand Therefore, the marketing tools have been altered. This also gives a business a rather rare chance to get prospects and even existing consumers to partake in their news stories and to build a rapport with their consumers on a personal level. Some of those examples are Instagram or YouTube.

2. Literature Review

2.1.1. Instagram and YouTube as Sites of Influencer Marketing Born in 2010 to Kevin Systrom and Mike Krieger (Instagram Press, 2019), the property has gained explosive popularity and is considered the third most trafficked site in the world today. By June 2018, there were over 1 billion active users. Everyday Instagram is used by more than 500 million active users (Instagram Press, 2019). These daily actives are performed by you and people who not only passively scroll the application, but also actively Like, Comment, Share or Post a picture of theirs. Why is Instagram such a successful app? It was originally designed for viewing posted pictures on small screens such as in smartphones. Print the photos as they are no need to crop or resize. Secondly – we can really connect Instagram with the biggest social media — Facebook. However, this has been replaced by a heart, still conveying the fundamental message that a picture or, more recent from 2013, a short video is liked (Instagram Press, 2019). Every Post can be labeled with a brief description, location and a hashtag to help it go viral, as in turn to hundreds of millions of photographs. It can also be labeled with another user profile or even with a brand, so users can share the sources of any of the purchases and thus create e-WOM. Instagram, as a social networking website, it is in its burgeoning stage, hence it has also given birth to a new breed of bloggers. This means they only make posts directly through the app without a complementary site on WordPress or Blogger.

Regular publications and activities cause the viewers and YouTubers to be close to each other. Influencers posting the videos of daily routine, honest reviews, replying to the questions of the subscribers being like friends. After having since followed much of their life, people may even know more about them than their acquaintances. According to Solomon, Bamossy, et al, we tend to have greater retention of information from our friends. So those simply looking for advice will search for the videos of vloggers. In addition, blogs and other forms of vlogs are synchronous as opposed to typical one way radio or television.

2.1.2. eWoM

WOM (word of Mouth): WOM is informal and none of the people communicating are marketers. Word of mouth is integral, according to Richin and Root More than just a way of influencing customers, positive eWOM is conceived as a potent marketing tool for companies. It is interesting to know that the word of mouth is the most trusted marketing tool that is trusted by people than any other marketers supported the medium. Research indicates that eWOM is more credible and convincing than traditional media (e.g. TV advertising, print ads). Hence, the research results also indicate that there are potential marketing benefits in using EWOM from the blogger in which it enhances sales. Authors: Faculty of Management University of Warsaw Bloggers: vloggers. All rights reserved. As for the Journal of Marketing and Consumer Behaviour, they review on their sites (Instagram) and channels (YouTube) through short clipped videos about a product or taken photos of it. Consequences of Interest Researchers explored.

In addition, the results of Hsu, Lin and Chiang's research (2013, 69) indicated that using bloggers' electronic word of mouth may not only be a promising tool for marketing, which could generate sales. Adding Bloggers: as they can publish reviews on their sites (Instagram) and channels (YouTube) or video and image from a product. Studies have also demonstrated the outcomes of eWOM, affecting product purchase and product attitude (Christodoulides et al., 2012; Lee & Youn, 2009). It is also linked to the tendency to recommend (Sun et al. 2006). As comes with little surprise, influencer marketing figures in one of the many guises of eWOM.

2.1.3. Influencer Marketing

The emergence of social media has given rise to Influencer Marketing. Wiley (2016, p. 30): “the art and science of reaching out to people online who have a greater influence on the community than others within their community and to get them to read brand messaging and (in) to share it in (s) the form of message payments” Additionally, the use of ordinary, average individuals who you and I can relate to as brand advocates is something that will provide them an even greater advantage (Belch & Belch, 2011). The internet, social media especially, loves a trusted opinion leader whose reviews will shape the buying decisions of the followers. The most important success in a company is to find someone with whom you will be able to align and be successful together. worthless than the business information (Wu, 2011).

Companies easily get benefitted by influencers joining hands with them as they know the influence their customers place on them. For example, blog marketing is both perceive to be a cheap and quick way to target an audience that many see---(Halvorsen et al., 2013, p. 222). Previously, a customer used to visit blog sites to read reviews to find information out about a product. But now they watch YouTube and they like tagged or marked goods on Instagram. These are recognised to be non-commercial and therefore authentic to consumers. For brand new clients, marketers provide to influencers giveaways-product samples and discount codes to be consumed by their followers.

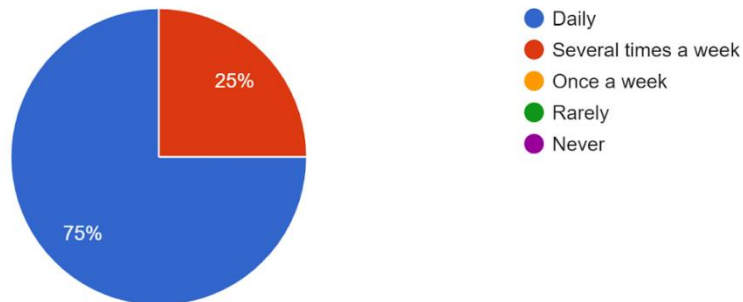
2.2. Research Method

The research method applied for hypotheses validation was the survey research, or rather, an online survey that had qualitative character. We used purposive sampling to access 160 social media users who follow influencers on YouTube and Instagram. The Questionnaire research The questionnaire of research consisted of two parts; The first part of the survey consisted of filling the metrics and the questions regarding the overall activity on social media. The second part required them to rate statements about both Instagram and the influencers who appear there. Every item was on a five-point Likert scale. Part three was all about YouTube and vloggers.

Primary Data

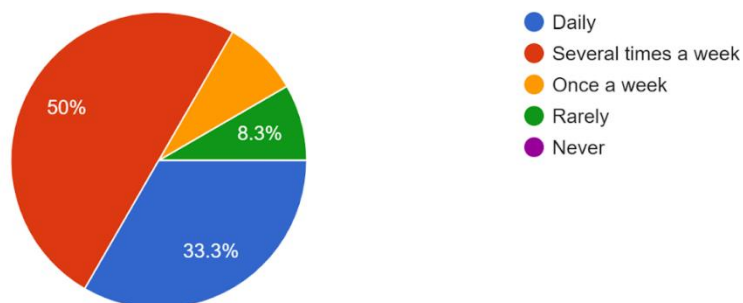
1. How often do you use YouTube?

12 responses



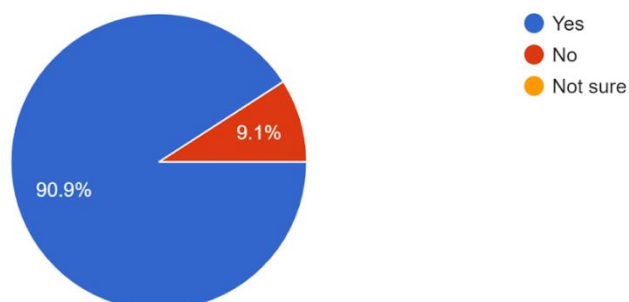
2. How often do you use Facebook?

12 responses



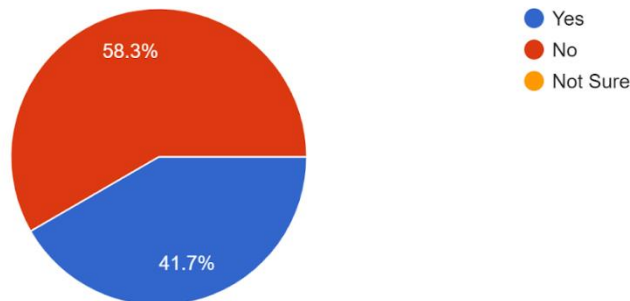
3. Have you ever made a purchase based on an advertisement you saw on YouTube?

11 responses



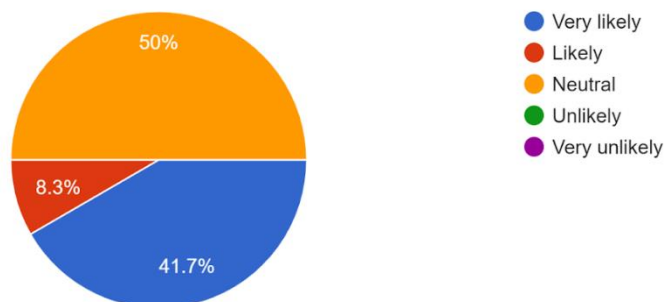
4. Have you ever made a purchase based on an advertisement you saw on Facebook?

12 responses



5. How likely are you to click on an advertisement while watching YouTube videos?

12 responses



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