

Consumer Awareness and Buying Behaviour Pattern Through YouTube

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ABSTRACT

This study investigates the influence of consumer awareness on purchasing behaviour, with a particular focus on YouTube as a key digital platform. As digital media continues to dominate, YouTube has become an essential tool for impacting consumer choices, offering a range of content such as product reviews, advertisements, unboxing videos, tutorials, and influencer endorsements. The research explores how these various content forms shape consumer awareness, impacting brand perception, trust, and the accessibility of information, all of which contribute to purchasing decisions. By analyzing consumer interaction with YouTube content, the study seeks to uncover patterns in buying behaviour and provide valuable insights into how brands can optimize their strategies to foster consumer engagement and drive sales. The results will offer a comprehensive understanding of the role consumer awareness plays in shaping purchasing behaviour in the digital era, underscoring the importance of YouTube in influencing contemporary consumer trends.

Keywords: Consumer awareness, YouTube, buying behaviour, digital media, brand perception, trust, product reviews, influencer marketing, consumer engagement, purchasing decisions, digital platforms.

INTRODUCTION

In the contemporary digital landscape, YouTube has emerged as a dominant platform influencing consumer awareness and purchasing behaviour. With over two billion active monthly users, YouTube has become a vital source for consumers seeking product information, including reviews, comparisons, tutorials, and recommendations. The platform's interactive and visual nature provides brands with an opportunity to connect with potential customers through various means, such as targeted advertisements, influencer collaborations, and organic content. As consumers increasingly turn to YouTube to gather comprehensive insights about products, the visual and experiential nature of video content enhances decision-making by offering a deeper understanding of the products before purchase. Influencers, content creators, and vloggers have a substantial impact on shaping consumer perceptions and fostering trust. Additionally, YouTube's targeted advertising and algorithm-driven content recommendations significantly influence potential buyers' choices, further solidifying its role in driving modern consumption patterns.

REVIEW OF LITERATURE

- **De Veirman (2017):** YouTube influencers play a pivotal role in influencing consumer purchasing decisions by establishing trust and credibility with their audiences. Their study revealed that consumers are more likely to trust product recommendations from influencers who have a genuine and authentic connection with their followers. The perceived expertise and physical appeal of influencers also enhance the effectiveness

of their endorsements, demonstrating how influencer marketing shapes consumer behaviour and strengthens digital marketing strategies.

- **Lorenzo-Romero (2019):** YouTube is an influential platform in shaping consumer behaviour, particularly by driving brand awareness through video content. The study highlighted that consumer trust is cultivated through engaging and authentic content, such as product reviews and tutorials, which informs purchasing decisions. Consumers often turn to YouTube for both entertainment and information, where they can interact with user-generated content that enhances their confidence in making purchases. This underscores YouTube's significant role in influencing contemporary buying behaviors.

- **Smith (2020):** YouTube has become a critical platform for enhancing consumer awareness, offering content like product reviews, unboxing videos, and tutorials. The study found that such content provides valuable, visual insights into products, enabling consumers to make more informed decisions. YouTube's interactive features, such as comments and direct product links, further engage viewers and increase the likelihood of purchases. This shift from traditional advertising to user-driven content elevates the effectiveness of marketing strategies on the platform.

OBJECTIVES

- To analyze the impact of YouTube on consumer awareness and its influence on purchasing decisions.
- To identify the patterns in consumer buying behavior based on YouTube content, reviews, and advertisements.
- To assess how YouTube-driven marketing strategies shape consumer preferences and brand loyalty.

RESEARCH METHODOLOGY

- **Area of the study:** Coimbatore
- **Sampling techniques:** Random Sampling Method
- **Sample size:** 114
- **Data collection:** Primary data
- **Tools used for analysis:** Simple percentage, Anova, Chi-square , ranking analysis

ANALYSIS AND INTERPRETATION

TABLE 1: SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING AGE DISTRIBUTION

SL.NO	Particulars (Age Group)	No. of Respondents	Percentage (%)
1	Below 18	12	10.5%
2	18-25	56	49.1%
3	26-35	33	28.9%

4	36-45	8	7%
5	45 Above	5	4.5%
Total	-	114	100%

INTERPRETATION:

The age distribution analysis shows that the majority of respondents fall in the 18-25 age group (49.1%), indicating a younger demographic. The 26-35 age group (28.9%) is the second-largest, followed by those below 18 (10.5%). A smaller percentage of respondents are aged 36-45 (7%) and above 45 (4.5%), showing that older individuals make up a minority. This suggests that most participants are either students or early-career professionals

TABLE 2:

Table showing anova results for trust in youtube reviews & buying behaviour

Source	The sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	P-Value
Between Groups	11.42	4	3.81	2.58	0.0573
Within Groups	162.41	110	1.48	-	-
Total	173.83	114	-	-	-

INTERPRETATION:

The F-statistic is 2.58, and the P-value is 0.0573, which is slightly above 0.05. This means that while there are some differences in buying behaviour based on trust in YouTube reviews, the result is not statistically significant at the 5% level. However, since the P-value is very close to 0.05, it suggests a possible trend where higher trust in YouTube reviews might influence consumer buying decisions.

TABLE 3: RANKING ANALYSIS

Table showing Awareness of Products and Brands on YouTube

Statement	Very Much Aware (5)	Aware (4)	Moderately Aware (3)	Slightly Aware (2)	Not at All Aware (1)	Weighted Score	Rank
YouTube videos often make me more aware of products and brands.	50	38	15	7	4	462	1

YouTube content influences my understanding of brands.	45	40	18	6	5	454	2
I believe that YouTube ads or reviews help in brand recognition.	42	37	20	9	5	441	3

INTERPRETATION:

The ranking analysis in Table 1 assesses how YouTube content influences brand awareness. Respondents rated their awareness on a scale from **5 (Very Much Aware)** to **1 (Not at All Aware)**. The highest-ranked statement (**462**) shows that YouTube videos significantly enhance product and brand awareness. YouTube content also strongly shapes consumer perceptions (**454**), while ads and reviews aid brand recognition (**441**) but are slightly less influential. Overall, YouTube is a key platform for brand awareness, with organic content having a greater impact than advertisements.

FINDINGS :

- Majority (49.1%) of respondents are 18-25 years old, indicating a younger demographic.
- The 26-35 age group (28.9%) follows, showing strong participation from young professionals.
- Below 18 (10.5%) represents a smaller portion, likely students or teenagers.
- Older individuals (36-45: 7%, Above 45: 4.5%) have lower engagement.
- Most participants are students or early-career professionals, reflecting a younger audience's interest in YouTube product reviews.
- The F-statistic is 2.58, and the P-value (0.0573) is slightly above 0.05, making the result not statistically significant.
- Differences in buying behaviour based on trust in YouTube reviews are not confirmed at the 5% level.
- A possible trend suggests that higher trust in YouTube reviews may influence purchasing decisions.
- The impact of trust in YouTube reviews needs further research with a larger sample size for stronger conclusions.
- YouTube videos significantly enhance brand awareness, with the highest score of 462.
- YouTube content strongly influences consumer perceptions, ranking second with 454.
- Ads and reviews contribute to brand recognition (441) but are slightly less impactful than organic content.

SUGGESTIONS

- **Targeting Younger Demographics:** Since the majority of respondents (49.1%) are between 18-25 years old, businesses and content creators should prioritize engaging with this age group through tailored YouTube content. Given that this group consists of students and early-career professionals, brands can focus on affordability, product utility, and lifestyle compatibility in their messaging.
- **Enhancing Content Trustworthiness:** Although the statistical significance of the relationship between trust in YouTube reviews and buying behaviour was not confirmed, there is an observed trend that higher trust could influence purchasing decisions. To capitalize on this, brands should invest in building credibility through transparent, authentic content. Collaborating with trusted influencers or industry experts might enhance trustworthiness among consumers.
- **Expanding Research with Larger Samples:** The current findings suggest a trend but lack statistical significance at the 5% level. To better understand the relationship between trust in YouTube reviews and buying behaviour, further research with a larger sample size is necessary. This would provide more robust insights into the extent of trust's influence on consumer purchasing behaviour..
- **Leveraging YouTube for Consumer Perception:** The findings highlight YouTube's significant role in shaping consumer perceptions, with a high score of 454. Brands should continue to prioritize video content on YouTube, ensuring that the content is relevant, engaging, and aligned with consumer interests. Interactive formats, such as live streams and Q&A sessions, could further foster stronger connections with audiences.

CONCLUSION

In conclusion, YouTube remains an invaluable platform for building brand awareness and shaping consumer perceptions. The findings suggest that the majority of the platform's audience consists of younger individuals, particularly those in the 18-25 age group, making it a prime space for targeting students and early-career professionals. While trust in YouTube reviews may not have shown statistical significance in influencing buying behaviour, it remains an area of interest that warrants further investigation with a larger sample size. Brands should focus on organic content, such as influencer reviews, which have been shown to have a greater impact than advertisements, to build credibility and foster consumer trust. By continuing to leverage YouTube's influence, businesses can enhance their brand visibility, shape consumer understanding, and drive meaningful engagement.

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