

IMPACT OF YOUTUBE INFLUENCERS ON CONSUMER BUYING BEHAVIOUR OF THE GADGETS

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Abstract: Various opportunities in “Word-of-mouth communication” are provided through “web based technologies”. Through extensive use of “electronic commerce shopping communities”, the technique of communication of customers as well as product detail sharing with several other techniques is transformed. In the field of academic researches, it was observed that area of “e-commerce shopping communities” has remained unexplored. “Customer’s buying decisions” is greatly influenced by the online reviews shared by their customers. These reviews provide importance to the “concept of word of mouth”. In social media platform, YouTubers have already achieved a status of biggest influencers with loyal audience to support them. Therefore, with the enhancement in YouTubers’ fame, companies are focusing on targeting new audience and to also gain more visibility of their respective brand. The YouTube videos and their effects are combined together to study its effects on purchase intention of consumers, new factors in YouTube are also introduced in the present study.

Keywords: YouTube, Purchase intention, consumer buying behaviour, traditional marketing, YouTubers

I. INTRODUCTION

The internet is introducing a new environment of opportunities for marketing products, compelling marketers to rely less on traditional marketing tools and to engage more in new media technologies. In that respect, companies increasingly use social media to introduce their products in multiple platforms such as Facebook, Twitter, Instagram etc., and YouTube.[1]Blogs, online rating, social media accounts as well as other different survey sites on the internet are considered as the “internet based” sources of information. Some of the websites which provides opinions, reviews as well as ratings are consumerreview.com, Eopinion.com, Amazon.com and YouTube.com. On the basis of above mentioned sources, consumers’ determination is greatly influenced by the usage of these internet-based sites for the purchase of products and services. [2]

The major aim of influencers is to care about their content and also about their readers; if they will not care, they will be not considered as the influential. It becomes important to make a

valuable relationship from both sides if brands want to succeed with joining together with the influencers. Since ancient times, internet is considered as the fastest growing medium. Different social media sites are used by more and more businesses as marketing equipment. As social media platform is the place where consumers are creating contents, sharing as well as talking. The people who make YouTube videos are known as YouTubers who are now becoming true influencers for their customers and viewers. YouTubers are becoming celebrities everywhere now as they are the people who have courage to entertain the audience and bring their self-analyzed thoughts to the audience. YouTubers have thousands of followers who likes their videos, comments and shares on YouTube. [3]

What is buying Behavior?

“Buying Behaviour” is the act of customers and also a decision process which is involved in buying the product or selling the product. The study of consumer as well as the method selected by them, usage or consumption and at the end disposal of product is known as “Consumer Behaviour”. Consumer behaviour also includes the emotional as well as mental responses.

The idea of “consumer behaviour” is incorporated from different sciences in which biology, chemistry, psychology as well as economics are included. [4]

Buying Behaviour helps in understanding the following parameters:

- i. Why consumers make the purchases that they make?
- ii. What are the factors which influences the purchases of consumer?
- iii. What are the varying factors in our society?

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer.

Stages of the Consumer Buying Process:

There are 6 stages to the “Consumer Buying Decision Process” (for complex decisions). “Actual purchasing” is the only one stage of the process. Not all decision processes lead to a purchase.

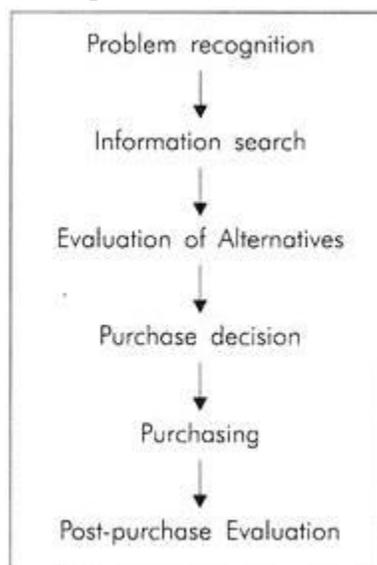


Figure 1: Six stages to the Consumer Buying Decision Process

It is important to study the behaviour of consumer for understanding the factors which influences the buying decisions of consumers. The gap in the market can be filled by understanding the decisions of consumers on buying the products as well as identifying the products. [5]

Marketers are also influenced by studying the consumer behaviour to represent their products in a way so that maximum impact can be generated on consumers. The significant secret behind the reaching as well as engaging the clients and also converting them to purchase is through “Understanding consumer buying behaviour”. [6]

II. TRADITIONAL MARKETING METHODS AND THEIR IMPACT

The most accepted way of marketing is the “traditional marketing” which became successful in last years. Several familiar forms of advertising are involved which are connected with our day to day life. Following are the methods of digital marketing are:

- Printed Advertisements in Newsletters and Newspapers
- Billboards and Flyers along the roadside
- Pamphlets and brochures
- Catalogues
- Magazines
- Commercial Ads on TV & Radio
- Direct mail

Ways of Traditional Marketing and their impact

- **Print Marketing** is one of the old methods of traditional marketing which was prevalent since olden times. It is the strategy of advertising in paper form through newspapers, magazines and newsletters which could be distributed to the customers.
- **Broadcast Marketing** is the advertisements of the product or service broadcasted on radio and television so that it could virtually attract people.
- **Direct Mail Marketing** uses printed material like postcards, brochures, letters, catalogs, and flyers which could be sent through postal mail to the customers.
- **Telephone Marketing / Telemarketing** is the practice of conveying sales information about the product or service via telephone and convincing them to purchase the product or service.[7]

III. YOUTUBE AS MARKETING PLATFORM

For advertising revenue, YouTube is becoming the “worldwide video platform” for competing worldwide. With the growth of YouTube, marketers are rapidly connecting with the platform. In comparison with the traditional TV advertising platform, YouTube is quite different by offering new interactions and community building possibilities. [8] Video content marketing methodology is provided by YouTube to the present generation which was not present in the past. For marketing purposes, it is important for the marketers to further understand the

characteristics of YouTube as there are billions of users of YouTube and online streaming is becoming the mainstream. [9]

YouTube was started in 2005, and since then it is becoming extremely popular. On YouTube more than 100 million videos are streaming every day. On YouTube, videos are shared by journalists, travellers, food bloggers, producers, directors and collects responses and feedbacks from the community. With the help of YouTube, opportunities are expressed in the form of videos; making content available for anyone who so ever is interested in consuming it. Users are engaged through social networking tools, encourages them to meet new people as well as be part of a community. Followers can be easily increased as well as for earning the respect of the peers are allowed for the members of communities through the interactive features of communities. [10]

On YouTube, individuals as well as institutions can have their own channels. By organizing the content in several different ways, user can promote their content on their channels; however, other users can either follow or subscribe the channels. Notifications are received by the users about the channel activities, who have subscribed any particular channel. It can be either new video, comment from the owner of channel or even recommendations. The channel structure on YouTube provides huge potential for brands to explore as they can be easily represented by their own brands. However, Brands can make their own content and share it in YouTube; they can also gather community to subscribe their channels. It is important for the brand to give positive experience to the consumer at first. It is not compulsory for the users to register themselves to watch the videos but for subscribing any channel, they need to register themselves. [11]

IV. YOUTUBERS AS INFLUENCER

Among the users, marketers have noticed that YouTube is getting popularity as a biggest video platform and also the YouTubers. For the advertisements as well as for marketing, there are various different ways which are already present on YouTube. Some of the significant forms of advertisement are “True View in-stream advertisements”, “bumper advertisements” as well as “True View discovery advertisements”. [12]

Here, “Influencer Marketing” is defined as, “identifying key communities and opinion leaders who are likely to talk about products and have the ability to influence the opinions of others.”

YouTubers on YouTube are the best example for influencer marketing who performs as an influencer or as a role model for the viewers. As per the studies conducted by the researchers, it was observed that YouTubers are more than a role model. YouTubers can easily influence the buying decisions of their followers. Commercial cooperation with the brands is done by various YouTubers which can be done by showing their products in their videos. In such conditions, “influencer marketing” is selected by the companies and YouTubers are selected as the brand advocates in their “social media marketing strategy”. [13]

Other than branding for the companies done by the YouTubers, they also do some personal brandings for themselves. In comparison to other video makers, several “YouTubers” have their strong personal brands. [14]

V. IMPACT OVER THE CONSUMERS

For several companies, great opportunity is provided by development of digital media to market their products. With respect to WoM, YouTube has become a great alternative for sharing video links on different social media platforms and it is also helpful for various other interactions which are happening inside or outside the website. In 2005, YouTube was come into existence and works as a “video sharing website” for free of cost. Videos can be shared directly by the users. After Google.com, Youtube.com is the most visited website on Internet. On an average, a single person uses minimum 9 minutes per day on YouTube and people are linking the links with 2.2 million other websites in the world. [15]

In the field of education, great promise is shown by the YouTube on the basis of several studies. As it increased the scores in test, increased satisfaction of the students and also observed positive impact upon the behaviour of students. Meanwhile, it was also observed that in comparison to TV, print media, online advertisements influences better. [16]

Further than media, there are many other factors which show effect on the purchasing decisions of the customers. In determining the purchasing decisions, attitude of the consumer, creativity in advertise as well as characteristics of the product plays significant role. “Brand Community” is the key aspect which can encourage the advertising on YouTube. From the study it was observed that in comparison to information provided by the company, YouTube shows more positive effect on the confidence of consumers. Community is greatly influenced by the social influencers than the company because they think that they both are the consumers of the product. [17]

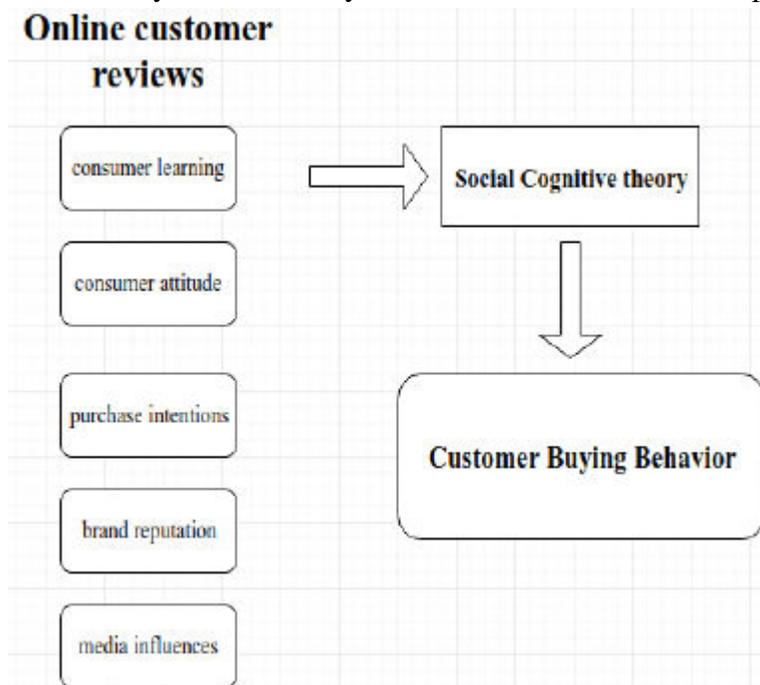


Figure 2: Customer Buying Behavior

In any advertisement, “purchasing decisions” are considered as the expected outcomes. Purchase decision is considered as “the possibility of consumer willingness to buy certain specific product”. The satisfaction of consumer with respect to the bought product is considered as the

general predictor for “buying decisions”. For determining the purchasing decisions, economic status, income, education are the significant parameters. On purchasing decisions, there is a effect of risk perception specifically in tourism and online context. Already present relationships can be mutual in the field of advertisement. From different studies it was observed that response of the customers in purchasing decisions affects greatly. [18]

VI. IMPACT OVER CONSUMERS’ BUYING BEHAVIOUR

The behavior of purchasing is determined by researchers that they observed in people. Various features are listed in below figure in the form of “why’s” which includes social, cultural, physiological and personal. Why consumers is the question for marketing person and looking this case the demand of buyers is not fulfilled and this creates major effect on buying behavior process. To get the right audience marketing person have to consider these factors as well though it’s strenuous to influence. [17]

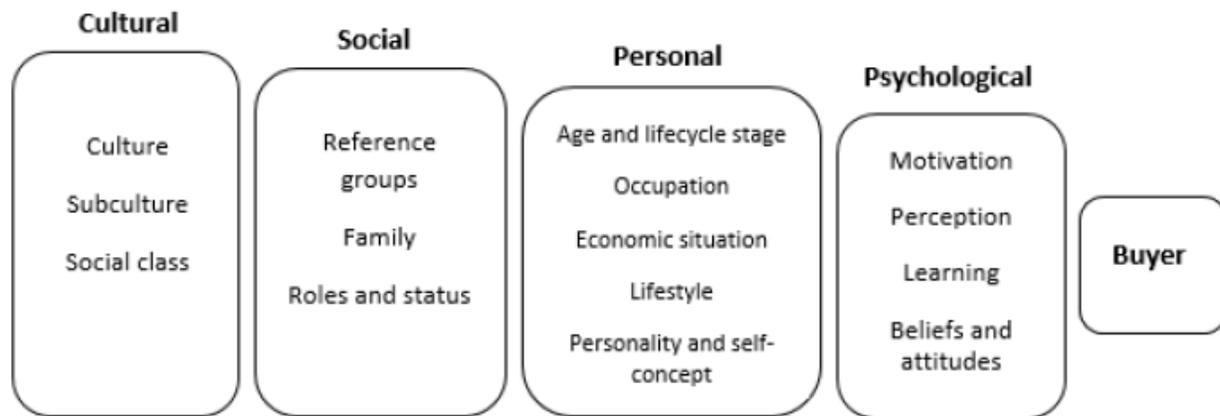


Figure 3: Characteristics which impact upon the buying behaviour of consumers

A customer has to play several role at their work place or from where he or she belongs along with that he or she has to play basic role in his/her family and groups. Near-by person and their desire define the role. The group is eligible by a status, which defines the popular respect for the position. [19]

The consumer buying behavior is affected by personal attribute such as profession, lifestyle, personality, age, life-cycle stage, economic situation and self-concept. By his age or her age relation consumer buying behavior is determined. Various changes occur in life cycle during their life span, buyers need and their taste changes. The example of the change in life cycle stages is being single, being a family person. Marketing person focuses towards the desired customer’s according to the customer’s working profile. Along with that marketing person has to look over his or her economic condition as per the working profile of the customer’s. For spending money to purchase the desired product, the amount which customer carries is buying behavior. Noticing design, price and position marketing person takes the initiative to modify their products as the changes occurring in global and local economic situation. [20]

Through knowing consumer's dissatisfaction or satisfaction for purchasing any desired product are the basic key factors for the marketing persons. The basic role is played by customers' dissatisfaction and satisfaction towards the product and the brand that is responsible for identifying customer's attitude towards products and brands. The behavior of several other customers' is influenced by recommendations, dislikes or communication by the bad and good experiences. The major role is played by YouTubers one who determines the product or brands by his /her like towards that desired product and this influences the customers whether it's good or bad. Generally people signs marketing persons as their brand -ambassador to raise their sales in market, here YouTubers are mentioned. [21]

VII. BENEFITS AND LIMITATIONS

Benefits: Through online mode of marketing plans many small scale businesses with fewer budgets go for the YouTube ads. To capture this advantage one must have to give time to him -self for creating innovative ideas and to prepare different video ads. One has to create marketing ads in such a way that it focuses market and ask them to share the video with others as well. In order to advertise the business using YouTube platform with respective five benefits that includes "easy to access stats to confirmed impact on buying activity." [22]

- To make a connection with the audience:

The video advertisement gives endless possibilities depending on the person's imaginative and creative ideas. The one of the best marketing tool is the videos and it gives the utmost option to represent our-self in market. Not only the benefit is being served to you tube advertisement but also to the person who makes video ads of it-self to represent in the market. Being emotional one can get the ideas to make the videos, videos are such a great platform.

In your movie clips, visitors can be related to the story-lines. Provided that the message is important to the viewer, they will be able to see how your good or bad service will change their lives. A number of brands have formed an emotional bond with buyers. You can develop a personality that can create more contact between the supplier and the customer.

- YouTube has an enormous reach

YouTube is ideally suited to reach a wide range of internet users as a combination of a social media network and a search engine. Online users are divided into two broad groups by Forbes: those who find data and those who find social interaction. With more searches than Bing combined, Yahoo, Query and AOL, YouTube is Google's second most popular search engine. You tube is rated as 3rd most important online networking platform.

- YouTube can affect buying behavior

To watch their favourite content, millions of people visit YouTube daily, and YouTube advertisements between these videos can have a huge effect on consumer behavior. Viewers are straight related to the content when viewing a YouTube video, and this is the perfect time to reach the viewer. When your ad is viewed by the viewers than only there will be chance that they will show their interest and involve him or her in your brand.

A recent YouTube research study shows that more than 66% of buyers of beauty products, 72% of buyers of cars and 62% of buyers of smartphones report that their purchasing decisions have been influenced by YouTube. YouTube can have a huge effect on the purchase decisions of most of your clients if your company falls under one of these categories, and that is a lucky chance for you. It's always a wise choice to start using YouTube's market scope with some well-placed advertisements or brand videos if your business falls into another group.

- Easy targeting is available

On the basis of gender, age, interest, and geographical location one can target the audience and YouTube has a huge audience. For confirming the reach of your content to the people, one can approach to the affinity groups who have greatly participated in the same topic. One can reach more exactly with the help of personalized affinity audiences.

Disadvantages for the Consumers

- Refined targeting is offered by YouTube for cost per click as well as for advertises on display. YouTube is considered as the best place to share viral content because people enjoy sharing videos. However, some times, follow-on content present can be random or of poor quality.
- “Cost-per-click” is considered as the public sale and for other highest spots, you are requesting others. So one can go down in line, if they bid more, so there are some expensive keywords present there.
- As per “search engine optimization”, it pays to get good advice and do it properly, as otherwise we are setting money directly into “Google’s pockets”.
- It is the of the common limitations of YouTube that sometimes the follow-on content can be irrelevant with the topic.[23]

VIII. CONCLUSION

YouTube, as a platform, continues to grow, and marketers are seeking new ways to integrate their brands with high profile YouTubers in terms of subscriber count to influence the potential target audience. Since the YouTubers interactions with their subscribers are continuous, this platform can be considered as a highly convenient marketing activity. YouTube is currently seen as a revenue generating platform for both companies and YouTubers. For benefits, companies

are entering into social media platforms, and on the other hand YouTubers are generating extra income from such companies with which they tie up. It is important to investigate more about social media and specifically the YouTube. YouTube can easily provide benefits to the marketers, YouTubers as well as consumers.

However, for the promotion of products by using YouTube, ethics will become an important topic for the companies, so future research can emphasize on it. A new perspective is provided through this study which can become inspiration in the future research.

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