

**INFLUENCE OF YOUTUBE ON MARKETING STRATEGIES AND CONSUMER BEHAVIOR**

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**Abstract**

YouTube is identified as the largest online video platform with huge marketing opportunities. The purpose of this paper is to identify various effective marketing techniques and how it influence on customer buying behavior. Due to the tremendous usage of smartphones or other gadgets and increased internet bandwidth, You Tube is growing rapidly. You Tubers are those who have created content and maintain channels in YouTube, have already achieved a higher position with biggest influencers having loyal audience. Word-of-mouth communication can be recreated through this platform extensively. By enhancing the number of views and duration of the videos seen, companies can improve their fame and focusing on getting new audience, gain more visibility of their respective brands and thereby doing promotion.

**Keywords:** YouTube, Marketing Tool, Online Marketing Strategy, Consumer Behavior

**Introduction**

YouTube is an emerging online platform with more than two billion unique visitors each month. To fulfilling the marketing Strategy, entrepreneurs, no matter small or big, are approaching YouTube to get potential customers. YouTube is acting as not only for promotion but also building trust among the customers. Informative video of the particular product or services is always better than reading a lengthy sales article. Through the quality of the video, one can build trust among followers or viewers. Being world's second largest search engine, YouTube has a huge potential to implement marketing strategy along with brand building and product promotions. Videos having creative content attract more viewers and then lifted its rank to top corner by the search engines. Now marketers have envisaged YouTube as a strategic tool and identified the opportunity to penetrate through it. YouTube act as social media network as well as an online video platform at the same time. This is also improving the opportunity of marketers. Smartphone penetration and bandwidth enhancement are the two key factors which created favorable conditions for the growth of YouTube[1].

Almost half of the world marketers are considering YouTube as a strategic tool to boost up their marketing activities. Researchers identified that more than one quarter of the internet users are spending more than 10 hours and 500 hours of videos are uploaded in this platform every minute. Apart from these statistics, being world's second largest search engine, YouTube can help to develop the brand value through SEO techniques. YouTube allows marketers to create unique, creative content that can be easily to understand for its views. Most of the executives are also prefer video content to reading. Today, in digital era, mode of marketing is also changing and new techniques are started to practice with the help of wide landscape of content and information in the internet.

**Literature review**

The primary purpose of the literature review is to understand the background of YouTube and its opportunities. Steve Chen, Chad Hurley, and Jawed Karim are the persons behind the foundation of YouTube. All the three were formal employees of PayPal. YouTube established as a venture capital-funded technology startup in 2005. The company gathered funds from a variety of investors – Largest investment among them are \$11.5 million (Sequoia Capital) and \$8 million (Artis Capital Management). Initially its headquarters were located above a pizzeria and Japanese restaurant in San

Mateo, California. The company activated [www.youtube.com](http://www.youtube.com) in February 2005 and their first video titled 'Me at the Zoo' anchored by Jawed Karim, co-founder of YouTube, was uploaded on April 23, 2005. YouTube launched a public beta in May 2005 and a Nike ad featuring Ronaldinho became the first video that reached one million views in November 2005. The website of YouTube was receiving 8 million views a day when it was officially launched on December 15, 2005.

In July 2006, YouTube officially announced that more than 65,000 new videos were being uploaded as well as 100 million views per day. In October 2006, YouTube moved to a new office in San Bruno, California. Google announced the acquisition of YouTube for \$1.65 billion in Google stock on October 2006 and the deal finalized on November 13, 2006. This brings more popularity and helped to boost up the interest in video-sharing. The company acquired more than 14 billion views of videos and a market share of around 43% by 2010. Subsequently they simplified its interface to improve the view time. In that year Hurley announced his change from chief executive officer of YouTube to take an advisory role and Salar Kamangar would take over the role. In 2011, YouTube introduced a new logo with a darker shade of red and website reached 48 hours of new videos uploaded every minute and more than three billion videos were being watched per day. Further interface change in 2013 to unify the experience across desktop, smartphone and television. YouTube launched a pilot program for content providers to offer premium, subscription-based channels within the platform in 2013. In February 2014, Susan Wojcicki was appointed as YouTube CEO. More than 100 hours were being uploaded in every minute and subsequent increase of 300 hours occurred by November 2014. "Music Key," a subscription service which bundled ad-free streaming of music content, announced by YouTube with the existing Google Play Music service. In 2015, YouTube Red, a new premium service with ad-free access to all content on the platform, released. Another app also introduced for streaming and discovering the music content uploaded on the YouTube. By that period, YouTube tried to create different kind of products to attract or improve their client base. They have come forward with YouTube Kids, a mobile app designed and customized for kids. It provides features like parental control, age appropriate content, etc. Apart from these, YouTube Gaming, a video gaming app has launched in 2015 itself.

In the beginning of 2016, YouTube purchased an office park for \$215 million for expanding its headquarters in San Bruno with space of 51,468 square meters and can house up to 2,800 employees. By February 2017, YouTube reached with upload of 400 hours of video in every minute along with one billion hours watch time per day. Within two years, uploads increased more than 500 hours per minute. In August 2017, they have launched the "polymer" redesign of its user interfaces based on Material Design language and introduced logo that is built around the service's play button emblem. In addition to the revenue from advertisements, YouTube has started to generate revenue from super chat ability, which enables viewers to donate an amount between \$1 and \$500 to highlight their comments. Now YouTube experienced a drastic improvement as most of the people were stay at home in association with the COVID-19 pandemic. YouTube services are listed below;

### **YouTube Premium**

YouTube Premium (Initially YouTube Red) is subscription service offering advertising-free streaming, background and offline video playback on mobile devices, access to exclusive content and access to the Google Play Music "All Access" service.

### **YouTube TV**

YouTube TV is a service offers streaming television like live TV, on demand video and cloud-based DVR among different television networks which includes the Big Four broadcast networks and PBS in most markets.

### **YouTube Movies & YouTube Music**

YouTube Movies is a service of YouTube that allows showing movies through their website. Most of the movies are made available with free of cost but it includes ads. YouTube Music is a music streaming platform introduced in early 2018.

### **YouTube Go**

YouTube Go is an Android app for easy access of YouTube on mobile devices. It allows to download videos, preview videos and share with others via Bluetooth. It also provides more options for video resolution and mobile data control.

### **YouTube Shorts**

YouTube Shorts is a platform with 15 second videos similar to TikTok. It has built in creative tools, but does not work as a standalone application. This application is integrated into main YouTube app.

### **YouTube Stories**

Similar to Instagram Stories and Snapchat Stories, YouTube introduced a new service named as YouTube Stories (formerly called "YouTube Reels"). This feature is only available to users having more than 10,000 subscribers via YouTube mobile app.

### **TestTube**

Test tube is nothing but a feature of YouTube where users can be accessed their experimental features.

### **YouTube Kids**

YouTube Kids is another feature to provide customizing service for children with curated selection of content, appropriate videos for age groups, parental control features.

Both individuals and institutions are able to maintain their own channels on YouTube. Users can also promote their content on their channels and viewers of those channels can either subscribe or simply watching it. Viewers who subscribe the channels will receive the notifications whenever new videos uploaded in that particular channel. YouTube designed channels in such a way that to provide huge potential for brands to explore easily. Brands can also able to make their own content in YouTube to build community to subscribe their channels.

### **Objectives of the study**

The objective of this study is to identify the marketing strategies through YouTube and its opportunities and challenges along with how these strategies influenced on buying behavior and purchasing decision of the customer.

### **YouTube Marketing Strategies**

Today's fast-growing internet or digital enabled world YouTube plays a vital role to grab wide range of customers through attractive videos. Some methods to improve audience growth are as follows.

#### **Build an eye-catching Title**

Presentation style is the most significant tool which is very much essential for YouTube marketing. Title must be attractive to grab more attention from the audience. Title helps to attract audience attention and then by improving the ranking and performance.

#### **Optimization of videos**

Being the second largest search engine in the world, YouTube videos are widely accepted and easy to understand ideas. Video content needs to be optimized by using keywords, tags etc., to get more views and become popular.

#### **Give priority to audience's need**

Before creating or uploading a video content to the channel, make sure that it is in line to satisfy respective audience. To identify the type of content which is relevant to the viewers, go through similar kind of YouTube Channels and identify the most viewed videos and its content. YouTube Analytics is another option to evaluate the performance of uploaded videos.

### **Thumbnails Customization**

The easiest way to promote the videos by creating attractive customized thumbnails. These thumbnails make the videos more appealing at a glance and then by grabbing audience attention quickly.

### **YouTube community Creation**

YouTube act as a social media network platform where viewers are actively engaging with comments and likes. Interactions of subscribers provide a positive signal to the channel promotion along with strong bond with them.

### **Cross-promotion of videos**

Cross promotion of videos means promoting by putting links of similar topic videos in the description so that viewers those who are interested in those topics can easily get attracted to those videos. The best ways to get promote the channel to create relevant video series to cover the specific topic.

### **Encourage contest or Give away**

Giveaways and contests are the most accepted tools by the subscribers. These tools will bring more watch hours and subscription base. Specific branded product can be chosen as give away gift for promoting brands.

### **Playlists Creation**

Creation of playlist allows organizing the channel by grouping of similar content. Well planned playlists help to guide audiences to get relevant content without digging more.

### **Encourage Live streaming**

To get more interacted with audiences, youtubers offering live streaming in terms of Webinars, Product Demonstration, Live sessions, Q&A sessions, etc.

### **Opportunities & Benefits**

Being a social media network with huge online video platform, YouTube offers lot of marketing opportunities. YouTube marketing strategy is cost effective as compared to other traditional methods. Regular practice of YouTube marketing can bring more revenue by growing business. Let us discuss about its benefits.

### **Get Listed in Google Search**

Being a widely accepted search engine, it is very important to get listed in Google. It provides webpages, videos, images, books, news, etc as search results. By creating high quality content using Search Engine Optimization (SEO) techniques, can get good rankings in google searches. Videos are listed more than that of text -only pages in Google. Backlinks of videos in the webpages are the best option to get good ranking in Google search.

### **Easy Access with Audience**

As YouTube videos are growing enormously, grabbing of audiences is much easier for good content. Live video streaming in terms of webinars, Product demonstrations, Q & A sessions etc are the widely accepted tools to engage with audiences. The more interactive sessions help to get strong audience base.

### **Improves Audience Penetration – Across the Globe**

Global penetration of audience is one of the highlighted advantages of YouTube marketing. Making consistent videos enable the wide acceptance and can also attract new viewers who would never come across that particular business any other way. Even if using one specific language in video content, can attract worldwide audience due to the closed -captions. Researchers identified that videos with closed-captions receive 4% more views and subscribers than those without.

### **Creation of Email List**

Through this platform, it is easy to build your email list so as to promote the futuristic products. There is software which allows embedding sign-up form directly into YouTube videos.

### **Promotion by Audience**

Trust can build by creating videos with personal touch and can improve sale conversions. Buying behavior relates trust which builds among audience. Such audience also helps to grab more traffic to the specific videos and can increase the sales.

### **Target Audience with AdWords**

Google AdWords is the significant tool which is use to advertise the product or services whichever we want to be marketed. The most important feature of AdWords for Video is that pay only for the exact views, need not pay anything for the skipped video ads.

### **Monetization with AdSense**

Creating consistent videos help to bring opportunity to earn money through Google AdSense. More than 1 million content creators from different part of the world are earning money simply by enabling Google AdSense through YouTube videos. Clicks or views of ads populated in the videos are paid. Minimum requirement criteria for enabling Google AdSense is that the channel must have minimum of 1000 subscribers and 4000 watch hours.

### **Challenges**

Videos are the most significant part for taking purchase decisions and lead to the increase in sales by convincing potential customers. That is the reason companies or businesses using YouTube for marketing their products or services. But at the same time the following challenges are also identified.

### **Lack of Quality Content**

Video quality is an important factor to get good number of audience in a limited time. Those videos without having proper lighting or enough sound will affect the credibility of the channel and it will leads to failure. To make a good quality content, identify the objective and purpose of the video first and then create appropriate content in an effective manner. Most companies are simply flooding contents on internet; it is difficult for individuals to choose brands from these noises. Creating video content which can be able to hold audience attention and engaging with content is difficult process.

### **Lack of inadequate budget**

For doing effective video marketing, adequate funding is very much essential. Business organizations need to plan enough investment for making quality videos and then by marketing their products or services. Most of the marketing people are agreeing that video provides best return of investment compared to the other traditional methods.

### **Reverse Marketing Effect**

YouTube is a platform where one can easily create channels and can upload videos. YouTube never act as a publisher but allow someone to create videos with own opinions. Several controversial contents are there on YouTube. Competition can easily upload a video to create negative impact.

### **COPPA Compliance**

Complying with Children's Online Privacy Protection Act (COPPA) is critical for brands targeting audience 'under 13s'. Without being able to use cookie based or remarketing solutions, advertisers need to find alternative methods to reach their audience.

### **Findings & Suggestions**

Video is one of the most popular, promotional, budget friendly tools available for marketers. YouTube provides wide range of opportunities for marketing areas to explore. YouTube is the right place to promote the business and it can be easily spread around the world to bring the potential

customers. Personalized touch in videos enables to build trustworthiness and can create good consumer base by understanding their needs. Suggestions to improve video quality are as follows.

- Attractive Title and Thumbnail
- Apply Search Engine Optimization Techniques
- Include detailed descriptions
- Professional video creation
- Satisfy Customer demands
- Be specific to the content

### **Conclusion**

YouTube acts as the most competent platform for uploading videos. One can easily build channel, create traffic, and promote branding, grabbing overseas audience along with enhanced ROI. YouTube allows creating unlimited videos with no cost and also provides analytics tools to analyze the channel performance. YouTube Marketing is becoming an unavoidable strategy to get traffic shift of internet toward videos. By utilizing best practices, one can create, engaging videos to promote products or services on YouTube easily. Being a second largest search engine in the world, YouTube has a power to reach overseas audiences quickly. Content creators have to ensure the appropriate content enough for converting into business.

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