

# Effectiveness of Youtube Influencers on Consumer's Buying Behavior with Special Reference to Kerala

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## ABSTRACT

The main aim of this study is to know the effects that YouTuber's will have on their viewers' buying behaviour. It also helps to know their decision-making process and the factors that influence their buying behaviour which focusses on the beauty industry. YouTubers have reached a status as they are one of the biggest influencers of social media having a great, loyal audience to support them. For years now, Virtual communities are highly becoming the most important sources of consumer knowledge which influences consumer behaviour (De Valck, VanBruggen, & Wierenga, 2009). 200 customers selected as sample. Data collected through structured questionnaire to analyse the impact of demographical profile on consumers purchased decision through YouTube influencer.

**Keywords:** YouTube influencer, consumer, buying behaviour, purchasing decision, demographical profile

## I. INTRODUCTION

In 2017, growth of influencer marketing in Kerala evolved. This happened with the starting of YouTube channels with content which is related to Kerala. This aims at huge majority of people using YouTube in Kerala. The contents that are useful and related to topics led to popularity of many YouTube channels in Kerala. Hence, it is regarded as the most effective and newest way for creating buzz online. The aim of this research paper is to know the role of such YouTubers who influence the purchasing decisions of people in Kerala. The concept of influencer marketing in this digital evolution is new. These influencers have always spent many years in developing their audiences, and look at maximizing that sense of affiliation. They also look at inclusion within their groups. Consumers always trust recommendations. They feel they are more trustworthy. Social media influencers are considered more powerful in this aspect. If a product is accepted in their own circle, it immediately raises its reputation and affiliated connection.

## II. STATEMENT OF THE PROBLEM

This research will reveal factors which affect consumer attitude and perception like experience, trustworthiness and credibility to assess this form of marketing. An important area to be explored is the impact of sponsored content and their disclosures. The following research provides insights for further research in this real be

scholars and also provides relevant data distributed across different genders and age. This research will also help us identify various relationships, challenges, issues and will also burst the false notions built by various companies.

### III. OBJECTIVES

1. To analyze the impact of YouTube influencer on purchasing decisions as per demographical variables.
2. To know the factors to follow the YouTube influencer for making a purchase decision

### IV. SCOPE OF THIS STUDY

The scope of study is to analyze the impact of YouTube influencer on purchasing decisions as per demographical variables and to know the factors to follow the YouTube influencer for make a purchase decision. It helps both the business and YouTube influencers to increase their customers as well as followers.

### V. SIGNIFICANCE OF THE STUDY

In this present scenario, most of the people are highly depending on social media like Facebook, Instagram, YouTube, twitter etc. so that its all aspects influencing the viewers or its users by their lifestyle, buying behaviour, attitude, perception etc. This study focusing to analyse the influential factors of YouTube influencers on their buying behaviour with different demographical character. So it will help the entrepreneurs and YouTube influencers.

### VI. RESEARCH METHODOLOGY

This study is descriptive in nature and makes use of a descriptive research design. Both primary and secondary data are used for this study. Primary data is collected through survey. Secondary data were collected from website, books, journals etc. Primary data was collected from sample of 200 respondents in Kerala. To collect the information about the impact of YouTube influencer on customer's buying behaviour, the methodology adopted in the research comprises of primary and secondary data and their systematic analysis. Crosstabulation and chi-square test are used to analyse the first objective. Regression coefficient method used for analysing the reason to follow the YouTube influencer on their purchase decision.

### VII. REVIEW OF LITERATURE

The media richness theory states that certain communication channels are much rich than others. This depends on the characteristics that the channel has to pass the information, mainly the feedback and the cues which the medium can give says Dennis & Kinney, 1998. According to Fredberg, the victory of social media influencers is more important to brands; hence, technology has been developed to find and track influencers' relevance pertaining to a brand or organization. Influencer marketing on social media paves way for a new channel for brands to engage with consumers more directly and organically says (Adweek). Social media influencers encourage their brands through their personal lives, making them engaging to the average consumer. Ledbetter says that when a party attempts to influence another party to take specific actions, a dynamic follows to change the course and content of the relationship. Influencers are ultimate connection among a brand and a consumer.

Their candidness and open talk with consumers, influencers have great social hit and credibility says Buyer, 2016. However, the voice of an influencer and the trust that consumers have for individual is implanted in the brand through the two-way conversation which is established for the product through social media outlets says Booth and Matic,

**VIII. RESULTS AND DISCUSSION**

**Gender**

Table 1 Gender: Impact of YouTube influencer on purchasing decision Crosstabulation							
			Impact of YouTube influencer on purchasing decision				Total
			Always	Occasionally	Rarely	Donot visit	
Gender	Male	Count	8	32	60	4	104
		% within Gender	7.70%	30.80%	57.70%	3.80%	100.00%
	Female	Count	8	44	24	20	96
		% within Gender	8.30%	45.80%	25.00%	20.80%	100.00%
Total		Count	16	76	84	24	200
		% within Gender	8.00%	38.00%	42.00%	12.00%	100.00%

H0: Impact of YouTube influencer on customer’s buying decision is independent of Gender. H1: Impact of YouTube influencer on customer’s buying decision is depends on Gender. Table 2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.714a	3	<0.001
Significant			

The result of the chi-square test to test exhibited in the following table indicate that the test is significant as the p value is <0.05, so conclude that Impact of YouTube influencer on customer’s buying decision is dependent on Gender.

**Marital status**

Table 3 Marital status: Impact of YouTube influencer on purchasing decision Cross tabulation							
			Impact of YouTube influencer on purchasing decision				Total
			Always	Occasionally	Rarely	Donot visit	
Marital_status	Single	Count	8	28	44	24	104
		% within Marital_status	7.70%	26.90%	42.30%	23.10%	100.00%
	Married	Count	8	48	40	0	96
		% within Marital_status	8.30%	50.00%	41.70%	0.00%	100.00%

Total	Count	16	76	84	24	200
	% withinMarital_status	8.00%	38.00%	42.00%	12.00%	100.00%

**H<sub>0</sub>:** Impact of YouTube influencer on customer’s buying decision is independent of Marital status.**H<sub>1</sub>:** Impact of YouTube influencer on customer’s buying decision is dependents on Marital status.**Table4 Chi-SquareTests**

	Value	df	Asymp.Sig.(2-sided)
PearsonChi-Square	29.180	3	<0.001
Significant			

The result of the chi-square test to test exhibited in the following table indicate that the test is significant as the p value is <0.05, so we conclude that impact of YouTube influencer on customer’s buying decision is dependent on Marital status.

**Age:**

Table5 Age: Impact of YouTube influencer on purchasing decision Crosstabulation								
		Impact of YouTube influencer on purchasing decision				Total		
		Always	occasionally	Rarely	Donot visit			
Age	Upto25	Count	8	40	24	0	72	
		%within Age	11.10%	55.60%	33.30%	0.00%	100.00%	
	26-35	Count	4	28	40	0	72	
		%within Age	5.60%	38.90%	55.60%	0.00%	100.00%	
	36-45	Count	0	4	12	12	28	
		%within Age	0.00%	14.30%	42.90%	42.90%	100.00%	
	46-55	Count	0	4	8	4	16	
		%within Age	0.00%	25.00%	50.00%	25.00%	100.00%	
	Above55	Count	4	0	0	8	12	
		%within Age	33.30%	0.00%	0.00%	66.70%	100.00%	
	Total		Count	16	76	84	24	200
			%within Age	8.00%	38.00%	42.00%	12.00%	100.00%

**H<sub>0</sub>:** Impact of YouTube influencer on customer’s buying decision is independent of Age.

**H<sub>1</sub>:** Impact of YouTube influencer on customer’s buying decision is dependent on Age

Table6 Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
PearsonChi-Square	27.212	3	<0.001
Significant			

The result of the chi-square test to test exhibited in the following table indicate that the test is significant as the p value is <0.05, so conclude that impact of YouTube influencer on customer’s buying decision is independent on Age.

**Education:**

<b>Table7Education:Impactof YouTubeinfluenceronpurchasingdecisionCrosstabulation</b>							
			<b>ImpactofYouTubeinfluenceron purchasingdecision</b>				<b>Total</b>
			Always	occasionally	Rarely	Donot visit	
<b>Education</b>	Illiterate	Count	0	0	0	4	4
		%within Education	0.00%	0.00%	0.00%	100.00%	100.00%
	Highschool	Count	4	8	4	8	24
		% withinEducation	16.70%	33.30%	16.70%	33.30%	100.00%
	Intermediate	Count	0	0	8	4	12
		% withinEducation	0.00%	0.00%	66.70%	33.30%	100.00%
	Degree	Count	4	32	44	8	88
		% withinEducation	4.50%	36.40%	50.00%	9.10%	100.00%
	Master’sdegree	Count	8	36	28	0	72
		%within Education	11.10%	50.00%	38.90%	0.00%	100.00%
	<b>Total</b>	Count	16	76	84	24	200
		%within Education	8.00%	38.00%	42.00%	12.00%	100.00%

H0: Impact of YouTube influencer on customer’s buying decisionis independent of Educational level.H1: Impact of YouTube influencer on customer’sbuying decisionis depends on Educational level.8Chi-SquareTests

	Value	df	Asymp.Sig.(2-sided)
PearsonChi-Square	31.706	4	<0.001
Significant			

The result of the chi-square test to test exhibited in the following table indicate that the test is significantas the p value is <0.05, so conclude that Impact of YouTube influencer on customer’s buying decision isdependenton Educational level.

**Occupation:**

**Table9Occupation:ImpactofYouTubeinfluenceronpurchasingdecisionCross**

tabulation							
			Impact of YouTube influencer on purchasing decision				Total
			Always	Occasionally	Rarely	Donot visit	
Occupation	Agriculturist	Count	0	0	4	4	8
		%within Occupation	0.00%	0.00%	50.00%	50.00%	100.00%
	Employee	Count	4	64	48	4	120
		%within Occupation	3.30%	53.30%	40.00%	3.30%	100.00%
	Business	Count	0	4	20	0	24
		%within Occupation	0.00%	16.70%	83.30%	0.00%	100.00%
	Professional	Count	8	8	12	0	28
		%within Occupation	28.60%	28.60%	42.90%	0.00%	100.00%
	Others	Count	4	0	0	16	20
		%within Occupation	20.00%	0.00%	0.00%	80.00%	100.00%
	Total	Count	16	76	84	24	200
		%within Occupation	8.00%	38.00%	42.00%	12.00%	100.00%

H0: Impact of YouTube influencer on customer's buying decision is independent of Occupation. H1: Impact of YouTube influencer on customer's buying decision is dependent on Occupation. Table 10 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.772	3	<0.001
Significant			

The result of the chi-square test to test exhibited in the following table indicates that the test is significant as the p value is <0.05, so conclude that impact of YouTube influencer on customer's buying decision is independent on occupation.

**Income:**

Table 11 Monthly income: Impact of YouTube influencer on purchasing decision Crosstabulation							
			Impact of YouTube influencer on purchasing decision				Total
			Always	Occasionally	Rarely	Donot visit	
Upto 10,000	Count	4	0	4	20	28	
	%within Monthly_i	14.30%	0.00%	14.30%	71.40	100.00	

<b>Monthly_income</b>		ncome				%	%
	10,000-15,000	Count	4	20	28	0	52
		%withinMonthly_income	7.70%	38.50%	53.80%	0.00%	100.00%
	15,001-20,000	Count	0	20	28	0	48
		%withinMonthly_income	0.00%	41.70%	58.30%	0.00%	100.00%
	20,001-25,000	Count	0	28	4	4	36
		%withinMonthly_income	0.00%	77.80%	11.10%	11.10%	100.00%
	25,001-30,000	Count	4	4	8	0	16
		%withinMonthly_income	25.00%	25.00%	50.00%	0.00%	100.00%
	30,001-35,000	Count	0	0	12	0	12
		%withinMonthly_income	0.00%	0.00%	100.00%	0.00%	100.00%
	35,001-40,000	Count	4	4	0	0	8
		%withinMonthly_income	50.00%	50.00%	0.00%	0.00%	100.00%
<b>Total</b>		Count	16	76	84	24	200
		%withinMonthly_income	8.00%	38.00%	42.00%	12.00%	100.00%

H0: Impact of YouTube influencer on customer’s buying decision is independent of Income level.H1: Impact of YouTube influencer on customer’s buying decision is dependents on Income level. Table12 Chi-SquareTests

	Value	df	Asymp.Sig. (2-sided)
PearsonChi-Square	26.729	5	<0.001
Significant			

The result of the chi-square test to test exhibited in the following table indicates that the test is significant as the p value is <0.05, so we conclude that Impact of YouTube influencer on customer’s buying decision is dependent on Income level.

Analysethereasons to follow YouTubeinfluencer tomakepurchasedecision

Table13ModelfitIndicesforCFAreasonsforadoptionof E-pharmacyservices

	$\chi^2$	DF	P	Normed $\chi^2$	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Influencingfactors	12.559	5	0.028	2.52	0.988	0.888	0.997	0.985	0.998	0.014	0.103

(Source:surveydata)

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates areasonable fit of the measurement model with data. In short the measurement model confirms to thefactorstructureof theconstructs.

Table14Regressioncoefficient

Path	Estimate	CR	P	Varianceexplained
Honestreview->Reason	0.953	26.155	<0.001	90.8
Guidance->Reason	0.859	18.099	<0.001	86.2
tentionto use theirproducts->Rea	0.886	19.692	<0.001	97.3
Fanism ->Reason	0.973	30.117	<0.001	94.7
Theirown experience->Reason	0.987	35.296	<0.001	78.5
YouTuber'spromotion->Reason	0.929	23.173	<0.001	73.8
Offercode->Reason	0.988	35.861	<0.001	90.8

(Source:surveydata)

The results revealed that the Honest review, Guidance, Intention to use their products, Fanism, their ownexperience,

YouTuber'spromotionandoffercodehavehighestvaluewhich aremorethan0.5.soacceptallhypothesisandconcludethatHonestreview,Guidance,Intentiontousetheirproducts,Fa nism, their own experience, YouTuber's promotion and offer code are the reason to follow YouTubeinflucerto makepurchasedecision.

## IX. FINDINGS

The impact of YouTube influencer on consumer's purchasing decision depends on the Gender, Age,Marital status, educational qualification, occupation and income level. So that demographical factorseffecting on impact of YouTube influencer on consumer's purchasing decision. Second objective where toidentify the reasons to follow YouTube influencer on purchase decision. This study found that honestreview, guidance, intention to use their products, Fanism, their own experience, youtuber's promotion andoffer code are the influential factors to follow YouTube influencer on customer's purchase decision. Sothatthisstudyreveals thatYouTubeinfluencers affectingthe consumer'sbuyingbehaviour.

## X. SUGGESTIONS



- Influencers marketing is useful for creating brand recall and building a favourable image for new brands. While the experienced brands with high brand awareness and visibility can leverage this form of promotion for building relationships through engagement, giveaways and reinforcement of the brands.
- Purchase decisions regarding Health and beauty products involve high level of trust, thus influencers should focus more on organic posts and real-life experiences with products to build a sense of trust.
- Though the tests do not display very high degree of correlation on account of purchase intent but the various factors taken into consideration do contribute to positive brand positioning and drive considerable sales. Thus, brands should select influencers based on credibility, motives, experience, reach, appearance and expertise.
- Brands should create unique campaigns in collaboration with influencers to not get lost in the clutter.

## XI. SCOPE FOR FURTHER STUDY

This study focuses to analyse the impact of YouTube influencer on purchasing decision as per demographical variables and to know the factors to follow the YouTube influencer for make a purchase decision. For further research there is a scope to study the customers attitude and perception towards YouTube influencers, problems faced by customers while following the YouTube influencers.

## XII. CONCLUSION

As a conclusion it can be stated that YouTubers play a very important role in the life's of Keralite as female group, married group, younger age group, educated group, employees and middle income level group. Demographical variables have an effect of follow the YouTube influencer to make the purchase decision. This is a huge possibility which many marketers are missing out as there is still scope for promotion in YouTube influencer videos in Kerala. This is a huge advantage for marketers if they want to focus on this age group of Keralite. Marketers should try to include more YouTubers to promote their brand and create awareness.

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