



YOUTUBE AS A MERCHANDISING PLATFORM: A STUDY ON BRAND CHOICES PREFERENCE

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Abstract- Social media, notably YouTube, which has developed rapidly since its founding in 2005, is having an impact on people all around the world. YouTube significantly impacts people worldwide today by providing the most online income to YouTubers. Since 2007, YouTube has been magnifying its growth through Google, with YouTubers putting their videos on their channel to attract millions of viewers, and many subscribers are willing to continue watching their videos since they like the YouTube channel. In this way, they convert their subscribers and viewers into customers. Viewers can see the ads about the stores they post on the YouTube channel and the products they introduce by clicking on that ad link and buying their products online. Today, e-commerce is on the rise due to social media and so-called e-commerce websites. This data outcome allows customers to order their products online. The impact of YouTube usage on marketing communications attitudes and brand predictions, as well as a method of assessing the influence of usage and demographic characteristics on approach affiliation, is investigated in this study. A questionnaire survey of 200 people was undertaken, and the presumptive relationships were examined using structural equation models. The result of this study indicates a positive relationship between the effects of usage characteristics and brand selections as a result of YouTube business as well as communication usage. This data contributes to the constrained YouTube assessment of attitude-to-advertising theory in small countries. By identifying online application components and their effect on brand choices, research assists in bridging the theoretical-professional coaching gap. Research that helps companies educate young people on how to create the most attractive video-sharing platforms and efficient marketing communication strategies is possible in a healthy way.

Keywords: YouTube, Merchandising Platform, YouTube Videos, Brand Choice Preference

I-INTRODUCTION

The means of communication and dissemination have advanced along with modern technology. These methods have improved due to the fusion of new techniques as various concepts came together in one central point. Thanks to its growth and popularity, YouTube has become one of the most effective advertising tools in the world, allowing businesses to reach their target audiences easily. The revolution it has sparked in internet business is its most exciting aspect (Purchasing everyday needs online from merchants). This study's result makes it simple to receive their selected merchandise at their door without leaving their house. So, social media makes everything possible. The number of YouTube users is growing daily. The anticipated total number of YouTube users in 2016 was 2.34 billion, which is predicted to rise in 2017 to 2.51 billion throughout all social media websites. Along with providing opportunities for users to stock user-generated material like images, videos, and other services like social games, YouTube also allows users to converse with one another across national and international boundaries. The leading websites and channels of contact between businesses and consumers include Facebook, LinkedIn, Twitter, and Instagram. Based on information from the Consumer Electronics Association, about 24 % of consumers looking to buy gadgets "always or almost always" consult YouTube before making up their minds. Customers that fall into the "high involvement" spend 16 hours or more on social media per week, giving them 75% influence on purchasing decisions. Facebook has overtaken all other YouTube websites as the leading marketing, advertising, and sales hub. Facebook has 1.86 billion active users, according to Google. Additionally, it has a user interface that everyone can easily understand regardless of academic level. Additionally, Facebook offers the option to translate articles into the user's native tongue, making it simple for the customer to comprehend reviews of the goods he plans to buy. Thanks to recent developments, YouTube allows targeting a specific region or nation. This study ultimately gives YouTube a competitive advantage over other online business mediums. YouTube has emerged as a prominent actor in the modern online business, using additional strategies to compete with



rivals. It accomplishes this by promoting products online and contrasting them with those sold elsewhere. It also gives consumers a general understanding of brands, their characteristics, and their benefits. As a result, the current study's objective is to evaluate YouTube's contribution to online commerce by examining its impact in light of other social media. With 4.5 billion users worldwide and \$ 37 billion in advertising revenue on all video-sharing sites by 2022, digital video is the most preferred type of social media for people between 18 and 34. YouTube accounts for over a quarter of the planned advertising costs, with over 1 billion hours of video watched daily. Many organizations are using YouTube's marketing communications to obtain better insight into future customer behaviour trends, given the rising cost of youth and the fact that over 80% of them visit YouTube at least monthly (Smith., 2018) Tehkani et al. (2019) Few have witnessed YouTube as an advertising medium for innovation and sustainability since firms now focus more on topics Corporate social responsibility takes priority over traditional marketing. As a result, YouTube has become one of the most significant and targeted platforms for high-budget marketing and communication (Foye, 2018). Several researchers have examined consumer cognitive and behavioural responses and views of YouTube marketing interactions. A study that has a favourable impact on marketing communications is appropriate. Consequently, according to Araujo et al. (2017), if the primary objective of marketing communications is to promote a positive cognition towards advertising to improve economic production, just a few studies reflect young people's attitudes towards YouTube's marketing communication advertising. The relationship between YouTube user variables and brand preferences and the need to bridge the gap between academics and practitioners are two more themes that have received less attention. Because social media platforms and YouTube have established themselves as extremely popular, more research is required to identify the most efficient methods for launching YouTube advertising.

A. YouTube Advertising

YouTube has increased in popularity among professional video bloggers and YouTube users in recent years. YouTube is a video platform that is growing, according to marketers. There are a variety of strategies to market and advertise on YouTube. As part of their full-time job, many YouTubers try to edit and post videos on their channels (Viertola, Wilma, 2018). The most common ad forms are bumper ads, actual visual discovery ads, and real-view stream ads. When looking for videos using the search bar, real views discovery ads dominate in the search results and in streaming actual scene stream advertisements. Bumper advertising is at the beginning of the clip and lasts only a few seconds; however, while looking for videos using the search box, actual view-finding ads generally appear in the search results. In the real-scene stream, adverts are now playing. These new commercials will appear at the start of the video and will continue longer than

bumper commercials. The user can avoid the in-stream advertising if they want to view the video. Companies use YouTube to sell their brands and products in addition to the typical advertising types connected with YouTube videos. (Wilma Viertola, 2018) Many YouTubers work with sponsors on commercial projects by featuring their items in their videos. In this case, firms used Influencer Advertising to build these in their social media strategy; they use People on YouTube as brand ambassadors.

B. YouTube Content Creators

There is no doubt that YouTube and its creators significantly influence the market. More individuals buy and make daily decisions based on recommendations and word-of-mouth rather than standard commercial marketing Chow (2012). In the online age, video content plays a significant referral function, and influences can significantly impact a person's decision to buy a good or service. It is crucial to recognize YouTube as a platform for the growth of an industry's economy, whether a start-up or a powerful organization attempting to gain market share. YouTube has transformed how many industries conduct business.

C. Largest Social Media

Although there are many New Media platforms, this dissertation concentrated on producing material for YouTube and discussing how to use other Online Media tools for advertising the YouTube channel's content. According to Lon Safko and David K., video sharing is the quickest and most straightforward approach to constructing a social media portfolio (Safko & Brake, 2009, p. 251). The use of video in new multi-networks and creative business models is a global phenomenon on the rise. New terminologies that have emerged as social media has evolved over the years have proven crucial for its definition and comprehension. Although there are many New Media platforms, this dissertation concentrated on producing material for YouTube and discussing how to use other Online Media tools for advertising the YouTube channel's content. According to Lon Safko and David K., video sharing is the quickest and most straightforward approach to constructing a social media portfolio (Safko & Brake, 2009, p. 251). The use of video in new multi-networks and creative business models is a global phenomenon on the rise. New terminologies emerging as new media have evolved and proven crucial for their definition and comprehension. Since we can now access the internet from our PCs, tablets, and smartphones, it has also become our regular information source. Furthermore, we are always looking for trustworthy information, whether it originates from an expert or the experiences of others. Blogs and video blogs made by people from all over the world sharing their expertise, experiences, and opinions about various issues are some areas where such information can be accessed. A few well-known video blogs now attract more than a million



weekly visitors who visit their pages to watch or read new content.

II LITERATURE REVIEW

YouTube is the world's most popular video content and creation site, the second most popular Google search engine, and the third most visited website. This free membership, as well as the uploading and viewing of material, has the potential to gain much traction among social media users. YouTube is regarded as a forerunner of the shared economy or collaborative consumption notion, primarily achieved through online social networking involvement Hamari et al.,(2016). YouTube Figures (YouTube et al., (2018). Every month, YouTube is used by 1.6 billion people, with two-thirds of those aged 18 to 34 doing so; one billion hours of video are seen every day, more than 4,000 hours of video are posted each minute, and more than 55% of Video content is viewed on mobile devices. Businesses may use YouTube as an interactive ICT site to deliver fascinating information to their clients. Its impact on collective behaviour is achievable through posted videos that inform the business's social or environmental objectives, dubbed the "Content Community" Kaplan and Haenlein (2012). Humans are naturally sociable creatures; they have developed various ways of interacting with those around them. Since the advent of the Internet, people have been able to connect instantly with practically everyone from across the world. According to Vangie Beal, Web zero is the term used to describe a "second phase of the World Wide Web that is geared towards the potential for human collaboration and record-sharing online." Due to this growth, several social media platforms, such as Facebook, Instagram, and Twitter, have entered many people's daily lives. One social media site, however, continues to gain popularity because it not only makes it possible for people to connect with one other but also allows them to connect in ways that were not previously possible. YouTube serves as this platform. Customers may do more on YouTube than share updates or find friends; they can freely produce and upload original content. This website allows users to interact, share original content, and collaborate on that content in video form, something numerous websites previously had struggled to achieve successfully. Over six billion hours of YouTube videos are viewed monthly by a couple of billion people. The second most popular website in the market, YouTube, is increasingly being used as a platform for the dissemination of health information. Our objective was to evaluate the SARS (excessive acute respiratory syndrome) and CoV-2 viruses, which cause the Coronavirus Disease 2019 (COVID-19), in YouTube movies produced during the early stages of the pandemic.

A. Brand Videos on YouTube

Manetti et al. (2016). A customized YouTube account that holds all of the brand's video content and is accessible always

strengthens the brand's potent online presence. To enhance self-awareness and visibility, YouTube also provides tariff agreements and video content sharing; both are quick and cost-effective. According to Wang, R., & Chan-Olmsted, S. (2020), this video social media platform offers a productive setting for brands to engage consumers. The best brands use branded YouTube channels for content marketing purposes. Analyzing marketing strategies involves looking at them from interaction, attention, emotion, and cognitive message design perspectives. This engagement approach effectively guides our analysis of content strategies. This engagement approach effectively conducts our analysis of content strategies. Teenagers use the World Wide Web as an "extension of their personality, to reveal to their friends- and the world- who they are, what they care about, and to establish connections with other like-minded individuals" rather than as a medium for academic study. Research on YouTube is still expanding, so looking at and understanding how it is changing how Millennials interact and present themselves online is essential. YouTube demands additional scrutiny because many people will not comprehend its culture. This research project focuses on female-owned businesses in Yogyakarta and is mainly concerned with how social media contributes to their survival, according to Rahayu, N. S. et al. (2021). Social media's crucial function in preserving women's businesses in 2021 throws light on this. Facebook, WhatsApp, and Instagram are now the key platforms women use to sell their businesses and draw in new customers. According to Zafar, M. Z. et al. (2019), women entrepreneurs identified counterfeit goods, unfair price competition, and trust concerns as the main drawbacks of using social media for business. Due to insufficient financing, female entrepreneurs capture the desired market by operating firms informally or through formal, traditional ways. M. Torhonen et al.'s of the professional traits of creating video content was published in 2021. The literature review stresses the need for more research on producing video content in a professional setting. It looks at how the activity's vocabulary, research, and entrepreneurial components have evolved through time. A person who establishes a firm or business is an entrepreneur. A YouTube entrepreneur is someone who establishes a business using the platform. They typically launch their channels and produce content. Now that this method of entrepreneurship is fashionable, anyone may launch a channel and do business.

B. YouTube as a Merchandising Platform

According to Olsson, R. R. (2019), most YouTube videos are based on one or a combination of two YouTube-specific forms of self-presentation. These have been designated as the "Moving Self-Portrait/Exhibition of Creativity" (Self-portrait/Exhibition) performance and the "Voice of Reason" (VoR) performance. Lari-Williams, S. (2020) have screened that the content creators, in dealing with digital platforms, are in a more power-disadvantaged position than they are in the traditional value chain, which is itself tilted against the



creators and discussed deeply about YouTube Tuber relationship. Many marketing communication tools are available on YouTube. There are numerous ad formats, integrating ads, overlaying, sponsored cards, search discovery, video, and bumper advertisements. Manetti and Co. (2016). This analysis focuses on the following of these technologies, giving a full view of YouTube as a merchandising platform. The efficacy of the merchandising platform is analysed by its click-through rate, the level of views and shares of released videos, and the number of comments and choices (YouTube et al., 2018). Ad withdrawal, engagement, understanding, and feedback from customer reviews are further evaluation steps. This shows the general perception of a brand's marketing communications and influences the audience's purchasing behaviour. Furthermore, quality interviews. This study, which used a cross-cutting methodology to explore the impact of reactions to YouTube's marketing communications, shows how content analysis and attitude surveys can be used to assess the success of marketing communications. Businesses can benefit from collective theory since it expresses the most relevant marketing communication techniques that are adapted to each generation/group's traits, needs, and preferences. Due to similar developments, technical advancements, and personal experiences, each coeval exhibits Values, attitudes, desires, behaviours, and consumption patterns that are particular to Moore (2012). The contemporary digital generation has grown increasingly acclimated to social networks thanks to computers, cyberspace, downloaded music, movies, videos, instant messaging on mobile devices, and advanced mobile gadgets like smartphones, tablets, and iPods. As a result, such a constant atmosphere has paved the way for the widespread adoption of online shopping and social networking. Many people throughout the world rely on the internet for information about their daily lives now that it is more accessible to a broader range of demographics. This includes those who are concerned about their physical health, students, and occasionally even doctors. Since YouTube is the second-most visited website, we aimed to evaluate the meningitis-related content-exceptional of YouTube movies. By 2030, it is expected that this generation will make up 35% of all global consumers. (Frensky, 2011). Given that YouTube is used by more than 85% of today's youth, businesses must concentrate their efforts on the digital video content-sharing site to capture the attention of this lucrative group. Given the scarcity of research on the impact of internet video advertising on young people's attitudes (Araujo et al., 2017), a vacuum must be filled to get meaningful insight into the subject.

C. Online Business Campaign

The entertainment and information site YouTube gets many users who use the platform to advertise. Mao and Zhang (2016). The first step in eliciting such a response is establishing awareness, understanding, curiosity, and favourable emotions of the stimulus, followed by the purchase. These positions are frequently used as goals and

benchmarks for evaluating the success of a business marketing campaign. The hierarchical effects model places a premium on impact responses and brand choice. Entertainment ads can create a positive attitude towards a brand (Shawid et al., 1998). Positive or poor responses to social media marketing can influence a consumer's attitude toward a company and shift attitudes through social media-induced behavioural changes. YouTube videos containing advertising generate higher 'likes,' according to Araujo et al. (2017), though more research is needed to investigate the relevant factors. As a result, the current research tries to close that gap. Access devices, frequency of watching online videos, duration of viewers' time, membership number, and video sharing (Roy, 2014) are all variables that lead to the usage of YouTube, according to the previous study. Duffett (2015) states that this recent study considers some YouTube consumption characteristics, such as the application length to create the literature, the login frequency, the lock-on duration, and the number of ad viewers based on its development conceptual model. For many years, the length of the YouTube application has been used to determine whether a user's brand choice is influenced by their years of YouTube expertise. As a result, the following is Hypothesis H1: The influence of brand choice varies depending on how long you have been using YouTube. The frequency with which YouTube was used was examined to see if the brand choice was influenced by the frequency with which YouTube was used. Therefore, Hypothesis H2 is put forth: H2: Different brands have different effects depending on how frequently YouTube is used. The sign-in period was used to determine whether time spent on YouTube affects brand choice. Different brands have other effects depending on your time on YouTube. To determine if the quantity of YouTube commercials watched affects brand preference, the Advertising Viewer Factor is computed using lock-on frequency and login length. As a result, hypothesis H4 is proposed: H4. Different brands affect consumer behaviour differently depending on the YouTube ads' target audience. YouTube started as a social networking tool but has since transformed into a tool for communicating advertisements. This essay investigates how tourists and travel organisations feel about using YouTube for travel advertising. Motion pictures on YouTube concluded that many organizations needed to grasp that media generated for traditional advertising outlets (TV, film) cannot be transferred at once to YouTube after developing their theoretical foundation from the attitude on how travellers view images. Consumers' way of life is referred to as their lifestyle. It contains their tastes, viewpoints, and behaviours, which help to shape their purchasing decisions. Their interactions and behaviours are described in terms of the consumers' lifestyles. Understanding customer lifestyles gives marketers an edge in shaping consumers' behaviour by altering their ethical thinking and beliefs. Personal elements that affect someone's conduct include self-concept, personality, and lifestyle. PersonCharacters to a person's unique intellectual quirks,

which are frequently portrayed through his or her physical attributes. Self-confidence, assertiveness, social skills, and adaptability are a few examples of these attributes. Marketers use consumers' personalities to target the best goods and services, but they also exploit their self-image to strengthen the bond between the consumer and what they own.

III METHODOLOGY

The current study used Duffett's (2015) research tool, which produced a self-administered questionnaire. The length of time spent on YouTube over the years, the login frequency, the login period, and the number of ad viewers each login were all examined. For brand selections, Attitude Activities offers a five-item framework. The Likart criterion was used to determine the level of attitude response, which varied from "strongly disagree" to "strongly agree." The participants in the study are 18–32-year-old YouTube users in Chennai who have been exposed to YouTube marketing. The sample sequence / multilevel sampling method was used to pick 200 young individuals. Participation in the survey was entirely voluntary. A snowball sample was used to disseminate the questionnaires online and in identity physical format. Factor analysis, which is verified using SPSS to evaluate reliability and integrated and different validity, is part of data analysis. All previous hypotheses are tested using structural equation modeling. The study aims to determine YouTuber success rates and success factors. For instance, one of the things that makes YouTubers successful is the calibre of their content. This study serves to demonstrate how a particular YouTuber's success is a result of the quality of their content. The content's quantity and quality are assessed here. A questionnaire is given to a carefully chosen sample to achieve this goal and determine the percentage of respondents' attitudes toward YouTubers and their YouTube channel, which is positive and negative. The analysis is carried out using primary data, and the questionnaire is attached as an annexure.

IV OBJECTIVES

1. To assess the impact of YouTube on online income generation for content creators.
2. To investigate the relationship between YouTube usage, marketing communication attitudes, and brand preferences.
3. To provide insights for companies on effective marketing strategies and ethical content creation on YouTube.

V RESULTS AND FINDINGS

SPSS 16.0 has been used to analyze the data in this study. The correlation coefficient was explained based on the statistical importance of the p-values to determine if the variables in the study are connected (probabilities of the relationships). The review hypotheses were tested using regression analysis. In this study, the tests utilized have been the mean, standard error, Mann-Whitney, and Kruskal-Wallis. To determine the trustworthiness, Kroneback's alpha was determined. Individual

constructions had Cronbach's alpha values greater than 0.7. Reliability A = 0.79 for application length, 0.85 for login frequency, 0.81 for login period, 0.87 for ad viewers, and 0.91 for brand choice, suggesting good internal structural stability and reliability. To ensure validity, the Questionnaire was thoroughly pretested by academic experts.

Fig-1

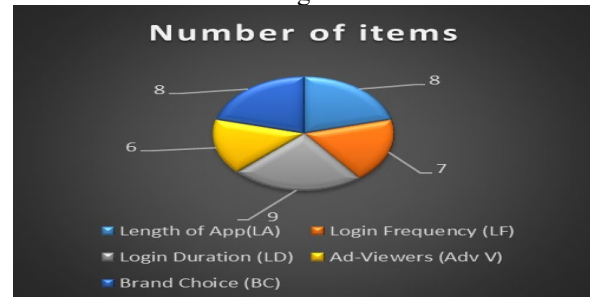


Table 2 shows the study variables' mean, constant deviation and correlation analysis. With an average score of 4.71, the length of the use is noteworthy. Also, with an average score of 3.69, the quantity of ad viewers is respectable. Furthermore, the length of the lock-on has a significant positive impact on brand selection (0.777). Any other YouTube contact and use framework has a positive, more substantial impact on brand choice (0.839) than login frequency. The length of the application and the number of ad visitors, on the other hand, have a solid and positive relationship with brand choice (0.679) and (0.739), respectively. The study concluded that although YouTube was useful as a promotional and communications tool, further research is needed to understand how the YouTube generation selects, filters, and uses tourism data for their travel planning. The respondents mentioned how, since they trusted the YouTuber, they had substituted their intuition with the actions of the YouTuber by substituting a product they had chosen with a product they had seen in the YouTuber's videos. Again, because they believed the YouTuber, they were all prepared to order the items from abroad. This is how YouTubers influence other people through their viewers: viewers recommend or share unpleasant experiences regarding the items because of their trust—or lack thereof. A viewer and a YouTuber can develop trust, which can be applied to many marketing strategies. The audience's buying behaviour is nevertheless influenced by a wide range of other factors that operate subliminally on a viewer.

Fig-2.1

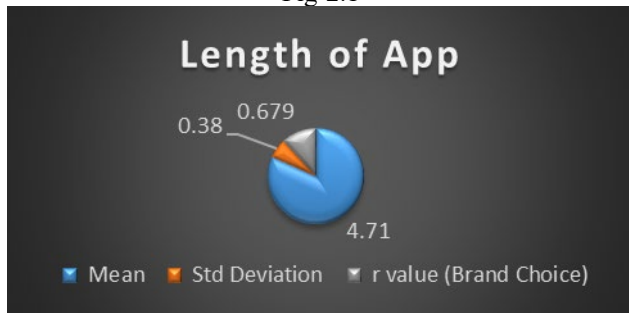
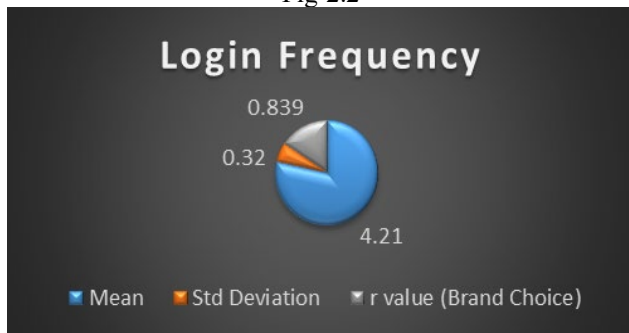


TABLE 1- INTERNAL CONSISTENCY

Variables	Mean	Std Deviation	r value (Brand Choice)
Length of App	4.71	0.38	0.679
Login Frequency	4.21	0.32	0.839
Login Duration	4.34	0.39	0.777
Ad-Viewers	3.69	0.43	0.739

Fig-2.2



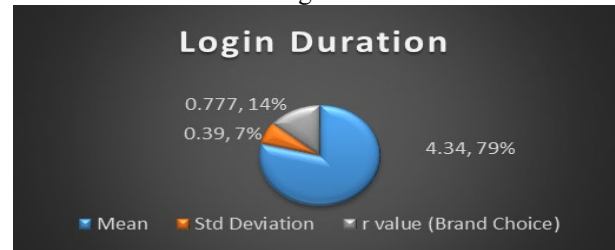
When an entrepreneur employs suitable and ideal success tactics, they will prosper. This study provides a comprehensive explanation of how many success criteria affect YouTuber success. These success elements will have a significant effect on the audience and encourage increased.

TABLE 2 REGRESSION ANALYSIS

Model	R	R ²	Sig
Length of App and BC (H1)	0.67	0.56	0.00
Login Frequency BC (H2)	0.69	0.51	0.00
Login Duration and BC (H3)	0.79	0.67	0.02
Ad-Viewers and BC (H4)	0.77	0.61	0.01

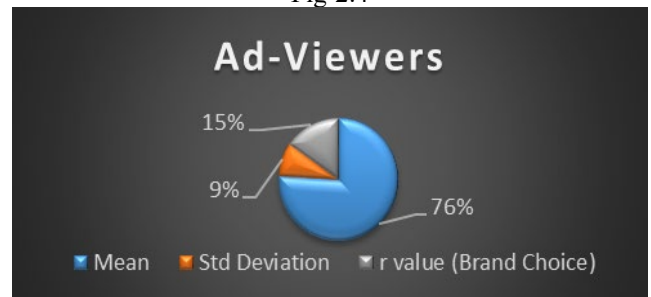
Engagement with that YouTube channel. The goal of the study was to determine how success criteria like reliability, word-of-mouth promotion, and trust affect or have an influence on the success of YouTubers. After extensive research, it was discovered that the success characteristics have a significant impact on the audience and the popularity of their YouTube channels.

Fig-2.3



The study also emphasized the growing influence of the individual consumer in tourism advertising, as evidenced by the predominance of travel-related movies made by actual travellers rather than by recognized travel organizations.

Fig-2.4



The major focus of this research was and see if there's any link between YouTube marketing interaction and brand choice. Therefore, research hypotheses are put to the test using average regression and correlation analysis. Table 2 shows that the average score for all factors is greater than 3, which is significant. A partial low-square regression analysis is used to test hypothetical relationships. The regression findings are summarized in Table 3.

Fig3.1



Fig- 3.2

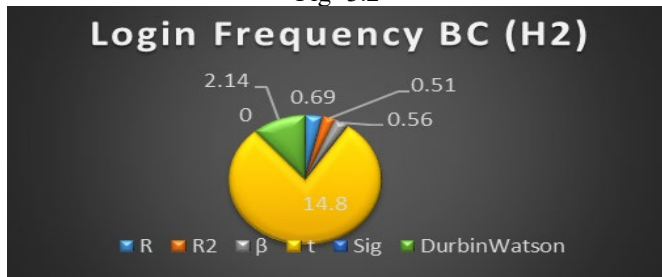


Fig- 3.3

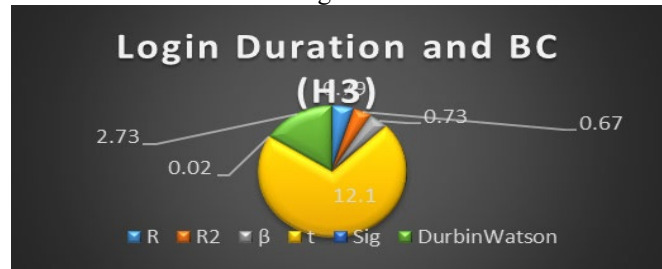
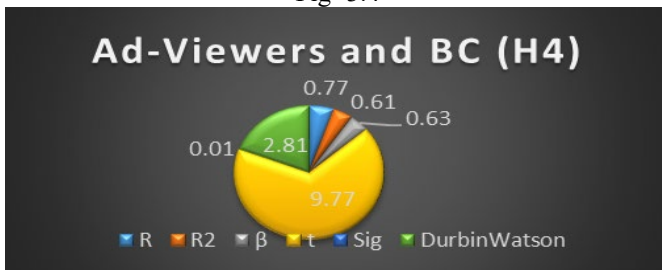


Fig- 3.4



Hypotheses 1, 2, 3, and 4 explored the influence of App Length, Login Frequency, Login Duration, and Ad-Viewers on PP. Login Frequency ($r = 0.69$, t -value = 14.8, $p < 0.00$) and HP ($r = 0.67$, t -value = 6.57, $p < 0.00$) both positively affect HP. Lodi similarly affects HP ($R = 0.79$, T -value = 12.1, $p < 0.00$). HP is also significantly affected by Adv View ($r = 0.77$, t -value = 9.77, $p < 0.00$). Hypotheses 1, 2, 3, and 4 have been validated in this way.

VI DISCUSSION

As an outcome of YouTube commerce communications, it was discovered that all YouTube video consumption criteria significantly positively impacted brand preference. YouTube marketing communication activities have had a beneficial impact on consumer sentiments. Similar results were obtained by Duffett et al.(2018), who discovered a connection between trade name equity and YouTube commerce communication. PC and mobile devices considerably and positively influence consumer attitudes toward YouTube marketing communications. Compared to more experienced respondents, there is a sizeable favourable influence on sentiments toward YouTube users. Users using YouTube for a long time have

become acclimated to marketing messages. On the other hand, new users are more susceptible to commercial content. Because of the widespread use of YouTube, the findings of Duffett (2018) provide the most significant positive attitude responses to YouTube marketing communications. Similarly, spending more time on YouTube significantly positively affects attitudes consistent with Duffett's (2018) findings. Finally, more YouTube advertising leads to better attitude responses because it indicates a positive bias for brands. Video can be a valuable tool for verbal exchange when utilised alongside social presence, a term initially coined and described as the pleasantness of receiving a present. In contrast, a verbal exchange medium is being employed. The notion of social presence suggests that increased verbal exchange medium richness leads to increased social presence and that different verbal exchange media have different phases of social presence. YouTubers are a quickly growing and evolving phenomenon that have cemented their status as genuine audience influencers. Companies have started utilising YouTubers for their marketing efforts through inbound and influencer marketing to utilise their celebrity and fan base. The results of the eight self-structured interviews revealed that trust is the main factor in YouTubers' ability to influence their audience. When a viewer trusted a YouTuber, it had a beneficial impact on all facets of the influence on their purchasing decisions. Due to their mistrust of commercialised content, all respondents acknowledged that they had purchased the products or developed an interest in them due to the YouTubers' marketing, even if content providers participated in some of the videos.

VII CONCLUSION

The hierarchical levels of identifying consumer progress in the purchasing decision-making process were evaluated using several advertising models. The effectiveness of traditional promotion research has been done on models in the social marketing environment. by academics and professionals due to the enormous expansion of social media and online ICT sites over the past year. According to the current study, brand preference is significantly influenced by usage duration, login term, login frequency, and the number of ad visitors. In the YouTube advertising platform context, the findings substantially contribute to the theoretical concepts of attitudinal inquiry. Many YouTube videos employ celebrities to advertise companies that appeal to specific demographics. Consider stars who serve as brand ambassadors. The limitations of this study open up opportunities for future research. For example, future surveys may explore other types of YouTube or brand marketing relationships not explored in this study. In The future, standard and prolonged methods may be used rather than the strategy used in this study. Other demographic indicators, such as education, income, and occupation, can also be used as independent variables.



Meanwhile, in future investigations, applying the probability sampling approach will corroborate the general character of the findings. In conclusion, future research using other social media sites can explore similar mindset relationships between the younger generations. Additionally, demographic considerations are essential in influencing the audience favourably, impacting the performance of YouTubers. A populous nation like India has a sizable audience, which can be effectively and perfectly utilised to achieve great success. Social media and the internet have both surged since Jio was introduced. Starting a YouTube channel has become a simple process, and most attempts fail due to a lack of knowledge about marketing tactics and success criteria. This analysis assists in identifying the problem's resolution by identifying the areas where marketing and success factors have the most influence. Background research demonstrates the magnitude and complexity of topics comparable to YouTube users. The main goal of this study is to determine what characteristics make a YouTuber a successful successor. The researcher aims to outline how the YouTubers' and their channels follow the success parameters. This study seeks to understand better how trust, word-of-mouth, brand marketing, consistency with video uploads, and content quality aid or hinder YouTuber success rates. The success rate of a specific YouTuber contributes to the expansion of that YouTube channel. The frequency of high-quality information will influence audiences favourably. Consistently posting films to their YouTube channels will help them efficiently attract viewers' attention. As a result, the audience will be positively affected. One of the most effective marketing strategies is word of mouth. One of the most effective marketing strategies is word of mouth. Moreover, the viewers will be more influenced by this success factor. More word-of-mouth advertising means more viewers. The YouTubers need to communicate with the audience more directly. Gaining the audience's trust through additional interactions will give them a beneficial influence. We need more original and inventive ideas to keep our communication formal and flawless.

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