

IMPACT OF YOUTUBE AND INSTAGRAM MARKETING ON CUSTOMER BEHAVIOR

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ABSTRACT

This abstract offers a thorough explanation of the effects of YouTube and Instagram marketing on consumer behaviour, with a focus on visual content and online influencers in particular. Instagram and YouTube have grown into powerful platforms that let businesses interact with their target markets and influence their purchasing choices. For the benefit of marketers, this study intends to delve more into the key ways that YouTube and Instagram marketing methods affect consumer behaviour. The examination starts out by looking at the crucial function that online influencers play in YouTube and Instagram marketing. These influencers have amassed sizable fan bases and have the power to change the tastes and attitudes of their audience. The study looks into the effects of sponsored content, influencer partnerships, and clever product placements on consumer perception, brand awareness, and purchase intent. It digs into the elements of authenticity, credibility, and relatability that influencer marketing's effectiveness. Brands may optimise their tactics and use influencers' influence to positively affect customer behaviour by understanding the dynamics of influencer marketing. The study investigates how visual content on YouTube and Instagram affects users. Both platforms have a strong emphasis on visual storytelling, which enables marketers to present their goods, way of life, and aspirational content. The investigation explores the impact of appealing visual content on user engagement, brand loyalty, and purchase decisions. In addition to showing the effectiveness of images in eliciting emotions, arousing desire, and eventually influencing purchasing decisions, it dives into the psychological elements that underlie consumer behaviour on these platforms. Brands are able to create captivating storylines that connect with their audience and influence consumer behaviour by having a clear understanding of the impact of visual content. The study places special emphasis on how Instagram and YouTube marketing tactics interact and how this affects consumer behaviour. In order to improve brand perception, consumer loyalty, and trust, it examines the effectiveness of cross-promotion, integrated campaigns, and consistent message across platforms. The report also discusses the moral issues surrounding YouTube and Instagram marketing, highlighting the significance of openness, candour, and preserving sincere ties with the audience. Brands may develop long-lasting ties with their customers by upholding ethical standards.

Keywords: YouTube, Instagram, Marketing Customer Behavior, Digital Influencers, Visual Content Influencer Marketing.

Introduction

The development of social media platforms in recent years has changed how companies interact with their target markets. YouTube and Instagram have become effective marketing tools among the different channels accessible, allowing businesses to interact personally and shape consumer behaviour. The effect of marketing on Instagram and YouTube on consumer behaviour has drawn a lot of attention from researchers in the marketing industry.

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YouTube, the second-largest search engine in the world, has completely changed how people consume video content. The platform provides a huge audience for companies to reach and engage with because to its billions of monthly active users. On the other hand, Instagram, a visually-focused platform with over a billion users, has developed into a centre for sharing content connected to lifestyle, fashion, and goods. Due to their broad use and high user engagement, the platforms are desirable channels for marketers to advertise their goods and services.

YouTube and Instagram's emphasis on visual content makes them effective platforms for brand storytelling. Visual content can engage viewers and elicit strong feelings, making it a powerful tool for marketers to communicate their brand message and highlight goods and services. Brands can use visual material to engage customers, foster brand loyalty, and eventually affect their purchase behaviour through visually appealing photos, films, or product demonstrations.

By concentrating on the function of online influencers and the potency of visual content, we will delve deeper into the influence of YouTube and Instagram marketing on consumer behaviour. In order to help marketers improve their tactics and engage with their audience more successfully, we look into the variables that affect customer perception, brand awareness, and buy intent.

Objectives of Research

- Evaluating the efficiency of marketing on YouTube and Instagram
- To evaluate the effectiveness of visual material on Instagram and YouTube
- Investigating the impact of social media marketing
- To determine what influences customer involvement.
- To look at how user-generated content affects YouTube and Instagram
- To evaluate the marketing efficiency of YouTube and Instagram
- To assess how the content suggestions and algorithms on YouTube and Instagram effect consumer conduct

Scope of Research

- Examine the many marketing techniques used on Instagram and YouTube, such as influencer marketing, sponsored content, branded videos, and display advertisements.
- Examine the effects of these methods on consumer attitudes, perceptions, intentions, and actual purchasing behaviour.
- Analyze how marketing initiatives on YouTube and Instagram improve consumer contact and engagement.
- Examine the elements that affect consumer involvement, including how indicators like likes, comments, shares, and video views affect following actions.
- Investigate the function of influencers on Instagram and YouTube and how they affect consumer behaviour.
- Analyse how influencer partnerships, sponsored content, and endorsements affect consumer attitudes, perceptions, and buy intentions.

Research Methodology

What is study about? The investigation into how marketing activities on these platforms affect consumer attitudes, perceptions, and purchase choices focuses on the effects of YouTube and Instagram marketing on consumer behaviour. It looks at social media marketing strategies, consumer engagement, brand perception, consumer attitudes and behaviours, social influence, and consumer demographics and preferences. It also looks at how consumers perceive brands and their products. In order to maximise their use of social media for marketing purposes, firms and marketers can benefit from the study's insights about the efficacy of YouTube and Instagram marketing techniques.

Why is the study being made? comprehend how YouTube and Instagram marketing affects consumer behavior, analyse the efficacy of marketing, optimise marketing tactics, stay up with shifting consumer trends, improve customer experience, and provide information to organisations for decision-making.

Where will the study be carried out? To investigate the effects of YouTube and Instagram marketing on customer behaviour, the study can be conducted in academic institutions, market research firms, and within businesses and organisations themselves.

What type of data required? This study will require primary data and secondary data. Data collection will done by designing appropriate questionnaire

Types of Data Collection

- **Primary Data:** Primary data is that which is collected fresh and for the first time primary data is also called basic data or Original data."
Through Questionnaire.
- **Secondary Data:** Secondary data means data that which has been used previously for any research & now is use or the second time.
Through the website
- **Sample Size: -200**
- **Analysis Technique:** Random Sampling and Questionnaire technique selected by researcher to collect the data from the respondent.

Findings

- Most of the people use Instagram & YouTube in a day.
- Instagram find more influential in purchase decision (35%) & YouTube (32%).
- 55% of people purchase a product or service after watching a YouTube video or seeing post on Instagram.
- 88% of people purchased a product or service based on a recommendation or review from a YouTube video or an Instagram post.
- 60% people positively influence influencer's perception of YouTube videos or Instagram posts of a brand or product.
- YouTube video product reviews or Instagram posts showcasing products more helpful in making purchase decisions.
- It is Very important for brand to have a strong presence on YouTube and Instagram to gain your trust and loyalty.
- 77% people feel that YouTube and Instagram marketing campaigns influence your perception of a brand's authenticity.
- 63% people engage with a brand's YouTube channel or Instagram account (e.g., following, liking, commenting) after being exposed to their marketing content.
- 90% purchase based on limited-time offers or exclusive discounts promoted through YouTube or Instagram.
- 57% people share YouTube videos or Instagram posts related to products or brands with others.
- 58%feel that YouTube and Instagram marketing practices are transparent and trustworthy.
- 87% people recommend a brand or product to others based on their YouTube and Instagram marketing efforts.

Suggestion & Recommendation

Given the significant number of consumers who base their purchasing decisions on YouTube videos and Instagram postings, it is crucial for brands to be well-represented on these sites. Produce interesting material that authentically and appealingly promotes your goods or services.

Consider working with influencers who share your brand's beliefs and target market because many people rely on suggestions or reviews from YouTube videos and Instagram posts. The perception of your brand among consumers might be favorably influenced by endorsements from influential people.

Making decisions about purchases has been discovered to benefit from watching product reviews on YouTube and viewing Instagram posts that feature your products. Customers should be encouraged to share their insights and offer candid criticism. Think about working with content producers who can write interesting product reviews and showcase them.

Profit from the fact that a lot of individuals base their purchases on time-limited deals or special discounts advertised on YouTube or Instagram. Utilize these platforms to advertise exclusive offers and engender a sense of urgency to boost conversions.

Customers believe that marketing campaigns on YouTube and Instagram affect how authentically they view a brand. Create material that speaks to your target audience by putting your attention on being truthful and authentic. Engage with your audience, reply to messages and comments, and give precise details about your goods or services.

Limitations of Research

- There may be biases in the results and a limited capacity to generalise them because the sample employed for the study may not be entirely representative of the target population.
- Identifying a causal link between YouTube and Instagram marketing and particular consumer behaviours can be difficult.
- The algorithms and features on YouTube and Instagram are constantly changing, which could have an impact on the research findings.
- Longitudinal studies that monitor customer behaviour over a protracted period of time can offer deeper insights.
- For academics, access to platform-specific data may be limited or restricted, such as comprehensive user engagement metrics or ad targeting algorithms. This might have an effect on how thorough and in-depth the analysis is.

Conclusion

The marketing on YouTube and Instagram has a significant impact on consumer behaviour. The bulk of users rely their purchasing decisions on the recommendations, reviews, and promotional content they come across while using these platforms every day. Brands must be active on YouTube and Instagram and produce interesting, genuine content there. Product evaluations, demonstrations, time-limited deals, and special discounts are especially efficient at encouraging purchases. Building customer trust requires being transparent, trustworthy, and authentic. Strategies must be optimised through follower interaction and campaign results tracking. Overall, marketing on YouTube and Instagram can have a significant impact on consumer behaviour, increasing customer trust, loyalty, and sales.

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