



A STUDY ON THE EFFECT OF YOUTUBE VLOGGING ON PURCHASE INTENTION OF ELECTRONIC GADGETS AMONG YOUTH

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Abstract: Social media platforms have become an important part of consumers' sharing, searching, and commenting activities as they engage in online shopping. Video blog users, known as "vloggers," are becoming influential figures who can influence consumers' shopping decisions. With the development of internet and social media, YouTube vlogging has been considered as an effective marketing tool to reach the potential customers by the marketers. YouTube content creators are used to communicate with the public using videos and podcasts. This paper focuses on exploring the YouTube vlogging factors and their influence on the purchase intention of electronic gadgets among youth. Specifically, it studies the effect of Information Quality, Source Credibility, Information Usefulness, Information Adoption and Familiarity on Purchase Intention of customers. The present study attempts to unearth the answers to the research questions of exploring YouTube vlogging factors and their effect on purchase intention of electronic gadgets among youth. It was found that Purchase Intention is dependent on Information Quality, Source Credibility, Information Usefulness, Information Adoption and Familiarity. Hence, companies and marketers could approach YouTube vlogging as an efficient marketing tool to promote their products to larger audience and can integrate with credible YouTubers

Key Words: Video blog, YouTube Vlogging, Electronic Gadgets, YouTube content creators.

1. INTRODUCTION :

In the modern era, social media is gaining its importance day by day with the increasing number of users. Social media offers a wide range of tools for communication and marketing hence companies and brands are highly interested in using this platform for information sharing and thereby increasing demand for their products. Social media influencers especially YouTube content creators such as bloggers and vloggers are becoming leaders on social media who have a strong influence on the minds of consumers. YouTube content creators communicate with the public through their videos and podcasts. A video blog, shortened as a vlog, is user-generated content that combines consistent storytelling and audio-visual contents and is posted on a video sharing platform. People choose YouTube as a platform to share and post their personal experience after using a product or service, and the content on vlogs may range from daily life to traveling to makeup routine. The advertising industry keeps on searching for efficient methods to gain the attention of customers and they find influencer marketing the best tool for meeting their purpose. It identifies the individuals that have influence over potential buyers and develops marketing activities around these influencers.

2. RESEARCH GAP :

YouTube Marketing is the practice of promoting businesses and products on YouTube's platform. In this highly competitive world, brands find variety of ways to reach their customers. One of the recent and popular method adopted by brands is 'YouTube Vlogging'. Youtube vlogging and brand collaborations have gained attention to a large extend during this pandemic situation. Brands collab with YouTube influencers, and the reviews and suggestions of these YouTubers have been welcomed by the subscribers. The increasing influence of YouTube vloggers on consumer purchase behaviour and the specificity of the vloggers-viewers/subscribers relationship are under researched. Most of the studies were concentrated on the influence of YouTube Vlogging on beauty and textile products. A very few studies have been developed for studying the relationship between YouTube vlogging and purchase behaviour towards electronic gadgets. Hence keeping this in mind, this study is an attempt to find out the effect of YouTube Vlogging on purchase intention of electronic gadgets among youth. The study mainly focuses on addressing the following research questions:



1. What are the YouTube Vlogging factors that affect the purchase intention among youth?
2. Does the YouTube Vlogging factors affects the customer's purchase intention?

3. RELEVANCE OF THE STUDY:

Social media platforms have become an important part of consumers' sharing, searching, and commenting activities as they engage in online shopping. Video blog users, known as "vloggers," are becoming influential figures who can influence consumers' shopping decisions. It is relevant to understand the role of vloggers as brand influencers for marketers who wish to develop a relationship with consumers via social media (in this case YouTube). The role of vloggers as brand influencers from the perspective of consumer behaviour is thus an important academic endeavor and is the aim of this paper. This study addresses vloggers as brand influencers and subscribers/viewers as customers

4. OBJECTIVES :

The present study aims at the following objectives:

1. To explore the YouTube vlogging factors influencing purchase intention of electronic gadgets among youth.
2. To study the relationship between YouTube vlogging factors and purchase intention among youth.

5. DEVELOPMENT OF HYPOTHESIS AND MODEL FOR VALIDATION :

Information Quality

The information quality, central route, influence the degree of informational impact (Sussman & Siegal, 2003). Thus, information quality can determine how much persuasive power eWOM information has (Cheung et al., 2008). Because anyone can provide information about products, services, or brands in the online environment, the amount of eWOM information has increased, but researchers have found that the information quality inevitably decreases (Cheunget al., 2008; Erkan & Evans, 2016). To influence the consumers' decision making positively, high quality information should be provided (Matute, Polo-Redondo, & Utrillas, 2016; D.-H.Park, Lee, & Han, 2007). The information quality can be divided into four dimensions; relevance, timeliness, accuracy, and comprehensiveness (Cheung et al., 2008; Matute et al., 2016; Tang, 2017; Yu & Natalia, 2013).

Ho1: There is no significant effect of information quality on purchase intention

Source Credibility

Credibility has been defined as the believability of information or its sources to affect consumers attitude as well as their behavioral intention in the decision making process (Ayeh, Au, & Law, 2013). Focusing on sources providing information, source credibility refers to the degree of receiver's perception that they believe message source is trustworthy (Sussman & Siegal, 2003). The previous studies considered source credibility as an important characteristic of eWOM because the eWOM information is provided by anonymous people. In the online environment, people tend to evaluate source credibility subjectively because consumers do not have enough cues (acquaintance with sources, opportunities to judge a source's facial expression and clothing, etc) to interpret sources' opinions (Ayeh et al., 2013; Kim et al., 2017). Thus, most of the studies seem to agree that source credibility includes trustworthiness and expertise which can be considered depending on consumers' subjective perceptions or visual features (star ratings, characteristics of reviewers, a price of products) (Ayeh et al., 2013; Kim et al., 2017; Willemsen, Neijens, Bronner, & De Ridder, 2011).

Ho2: There is no significant effect of Source Credibility on purchase intention

Information Usefulness

Information Usefulness has been considered as the determining factor of information adoption and purchase intention because when people think that provided information is useful (information usefulness) and consider the information as the source to make their purchase decisions (information adoption), their purchase intention will increase (Hsu, Chuan-Chuan Lin, & Chiang, 2013; C. Park & Lee, 2009). In this process, information adoption can be defined as the extent to which consumers accept information that motivates them to buy a product (Coursaris & Van Osch, 2016; Sussman & Siegal, 2003). In addition, purchase intention refers to consumer's intention to be willing to purchase a product (Lu et al., 2014). Thus, if people believe that the eWOM information is useful and accept that information, their impression toward objects recommended from the information leads to positive attitudes and behaviors (Purnawirawan et al., 2012). Information usefulness, the predictor of information adoption and purchase intention is influenced by two factors; information quality (central route) and source credibility (peripheral route) (Sussman & Siegal, 2003).

Ho3: There is no significant effect of Information Usefulness on purchase intention

Information Adoption

Information usefulness has been considered as the determining factor of information adoption and purchase intention because when people think that provided information is useful (information usefulness) and consider the information as the source to make their purchase decisions (information adoption), their purchase intention will increase (Hsu, Chuan-Chuan Lin, & Chiang, 2013; C. Park & Lee, 2009). In this process, information adoption can be defined as the extent to which consumers accept information that motivates them to buy a product (Coursaris & Van Osch, 2016; Sussman & Siegal, 2003).

Ho4: There is no significant effect of Information Adoption on purchase intention

Familiarity

Familiarity is one of the antecedents of knowledge-based trust which decreases social uncertainty by increasing the understanding of the current situation (Luhmann, 1988). According to Doney et. al. (1998), trust is built between two parties when the trustor has enough knowledge about the other party and can predict their behaviour. Similarly, Luhmann (1979) said that, for creating an appropriate context to interpret the activities of the trusted party, familiarity is an undeniable choice. This argument is supported by Gefen and Straub (2000). However, developing a relationship based on trust requires interaction, history and time (McKnight et. al 1998; Blau, 1964). This finding is supported by the study of Hsu, Lin and Chiang (2013) which states that trust is formed among the followers of a blog as much as they view the contents of the blogger and also through frequent communication.

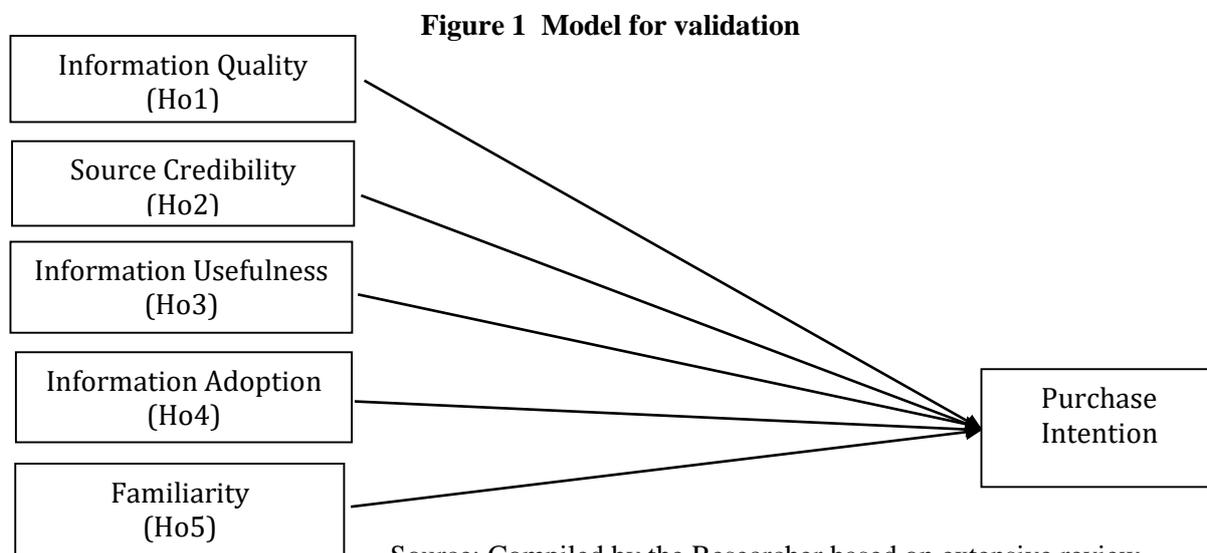
Ho5: There is no significant effect of Familiarity on purchase intention

Purchase Intention

According to the theory of reasoned action (TRA), behavioral intention is defined as the subjective probability of a person to perform a specific action and intention is the most prominent factor in defining behavior (Davis, 1986). In consumer purchase behavior studies, purchase intention is defined as consumers' intention to buy a product in the future (Hsu and Tsou, 2011; Saxena, 2011). Purchase intention can be used to predict real purchase behavior; therefore it has attracted a lot of interest by researchers (Hsu and Tsou, 2011). There are several studies related to the factors that affect consumers' purchase intention for online platforms such as websites (Lee, 2009; Park et al., 2007), social network sites (Mir and Zaheer, 2012), and blogs (Bouhleb et al., 2010; Hsu and Tsou, 2011; Hsu et al., 2013; Saxena, 2011); but only one related study is found for YouTube (Mir and Rehman, 2013). Therefore, this study aims to investigate the factors related to YouTube videos that affect consumers' purchase intentions; and purchase intention is defined as consumers' intention to buy the products after watching YouTube videos in which the products are mentioned or reviewed

MODEL FOR VALIDATION

Based on the above identified variables and review, the following Model was developed for Validation.



Source: Compiled by the Researcher based on extensive review



6. MATERIALS AND METHODS USED :

This study was conducted in order to assess the effect of YouTube vlogging factors on purchase intension of electronic gadgets among youth. To test the research model empirically a convenient sampling technique is applied. The instrument used is Questionnaire. The Sampling is convenience sampling among youth. The questionnaire was distributed to 245 youngsters who prefer to watch YouTube videos for making a purchase decision. 156 responses were collected and it was again filtered into 121 responses as 35 responses were incomplete and not properly answered. Thereby, 121 responses formed the basis of study. The collected primary data were statistically processed, classified, tabulated and analysed by using statistical and mathematical tools and techniques like percentages, mean, mode and standard deviation. Correlation and regression analysis was used to test hypothesis. In most case tables and statistical results were derived with the help of the software called Statistical Package for Social Science (SPSS).

7. ANALYSIS OF DATA :

Demographic Findings

- Majority of the respondents were male as compared to female respondents.
- Majority of the respondents were graduates and a very few respondents were less than graduate.
- Majority of the respondents were employees followed by students and professionals. A very few respondents belongs to other categories.

Regression Analysis, Model Validation and Hypothesis Testing

Regression Analysis was conducted to measure the influence of IQ, SOC, IU, IA and F on PI. The independent variables are IQ, SOC, IU, I, F and dependent variable is PI. The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variations in one or more other variables (independent variables). If multiple independent variables are used to explain variation in a dependent variable, it is called a multiple regression model. The output of multiple regression analysis was used to test the hypothesis.

Model Summary

Model	R	R square	Adjusted R square	Standard Error of estimate	Durbin - Watson
1	0.714 ^a	0.510	0.489	0.44282	1.935

a. Predictors: (Constant) : IQ, SOC, IU, IA, F

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be same when used for the case of few independents. The R square and adjusted R square shown in Table is almost the same. Hence, adjusted R square value is used for interpreting the results. Table shows that 44.282 percent variation in PI and is explained by IQ, SOC, IU, IA and F. The Durbin-Watson statistic tests for autocorrelation. As rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observations (Garson, 2010). The value of test is 1.935, which indicates independence of observations.

ANOVA of regression Model

	Model	Sum of square	DF	Mean square	F	sig
1.	Regression	23.488	5	4.698	23.956	.000*
	Residual	22.550	115	0.196		
	Total	46.038	120			

a. Predictors: (constant) IQ, SOC, IU, IA ,F

b. Dependent: Variable: PI **significant at 1 percent level.

ANOVA table showing the regression model fit presented in Table shows that the model is statistically significant at 1 percent significance level (F=23.956)

Coefficients of Regression Analysis

Factors(constructs)	Item Acronym	Standardized Beta Coefficient	Sig. (P value)
Information Quality	IQ	0.171	.022**
Source Credibility	SOC	0.019	.023**

Information Usefulness	IU	0.313	.001**
Information Adoption	IA	0.127	.041**
Familiarity	F	0.320	.000**

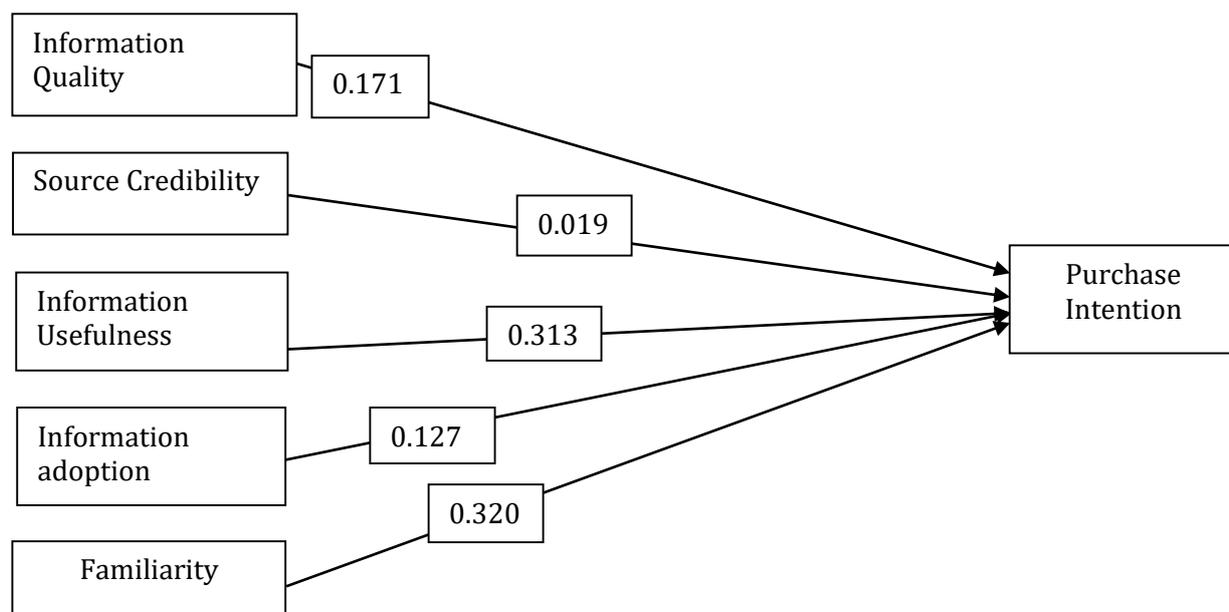
Source: Compiled by the Researcher

**Denotes significance at 1 percent level

*Denotes significance at 5 percent level

Table presents the Standardized Beta coefficient values and the significant values of independent variables Information Quality (IQ), Source Credibility (SOC), Information Usefulness (IU), Information Adoption (IA) and Familiarity (F). The Independent Variables Information Quality (IQ), Source Credibility (SOC), Information Usefulness (IU), Information Adoption (IA) and Familiarity (F) has impact on the dependent variable Purchase intention (PI). Hence **H01, H02, H03, H04 and H05 are rejected**. Empirically validated model is portrayed in Figure 3.1. Familiarity (beta = 0.320) has the highest beta coefficient followed by Information Usefulness (beta = 0.313). The beta coefficient of Information Quality, Source Credibility, Information Usefulness, Information Adoption and Familiarity are statistically significant at 1 percent significance level ($p < 0.01$). Based on the above model it is understood that all null hypothesis are rejected and all independent variables have a strong relationship with Purchase Intention.

Figure 2 : Validated Model



Source: Compiled by the Researcher based on Hypothesis test.

8. MAJOR FINDINGS:

The beta coefficients of Information Quality, Source Credibility, Information usefulness, Information Adoption and Familiarity are statistically significant at 1 percent significance level ($p < 0.01$). This result is in consistent with the findings of (Cheung et al, 2008) ,(Anish Padhi, 2021) Sussman & Siegal (2003), Erkan & Evans, (2016) as their studies also conformed that these independent variables has an effect on Purchase Intention. Therefore, it is clear that Information Credibility, source Credibility, Information Usefulness, Information Adoption and Familiarity has an effect on the purchase intention of customers. Hence, **H01, H02, H03, H04 and H05 are rejected**. Information Quality has **effect** on purchase intention of electronic gadgets with its beta coefficient, 0.171(H01). This result is in conformity with the findings of (Anish Padhi, 2021), Cheung et al (2008) and Erkan & Evans (2016) Source Credibility has **effect** on purchase intention of electronic gadgets with its beta coefficient, 0.019 (H02). The study of (Cheung et al, 2008) also had similar findings. Information Usefulness has **effect** on purchase intention of electronic gadgets with its beta coefficient, 0.313 (H03). This result conforms with the findings of Erkan & Evans, (2016) and Sussman & Siegal (2003). Information Adoption has **effect** on purchase intention of electronic gadgets with its beta coefficient, (H04). This result conforms with the findings of Sussman, S. W., & Siegal, W. S. (2003) and Erkan & Evans (2016). Familiarity has

effect on purchase intention of electronic gadgets with highest beta coefficient, 0.320(H05). This result is in consistent with the findings of (Purnawirawan, N. De Pelsmacker, P & Dens N, 2012)

9. PRACTICAL CONTRIBUTION :

This study aims at identifying the YouTube vlogging factors that influence the purchase intention of electronic gadgets among youth. Findings of the study might be useful for students and academicians doing similar nature of research in academic field in future. Vlogging is used by different companies and brands as an influential communication tool. Consumers continue to watch Vlogs and share the information provided by the Vlogger even though they know that many of the Vlogs are brand collaborations and sponsored by different companies. Therefore, companies and brands should focus on viewer's perception about different characteristics of the vlogger before collaborating with them. Marketers should also be aware about the importance of reviews from vloggers about the product as they generate both positive and negative word-of-mouth effects. They can collaborate with YouTubers to promote their product during the early stages of launch as it would catch great attention for the newly launched products. Customers view credible vloggers as similar to them, and thereby have similar brand evaluations like them. Thus, YouTube vlogging can be effectively used to reach these customers. Thus, brands should collaborate with credible and genuine vloggers. YouTube as a social media platform is gaining attention day by day. Marketers should integrate with high profile YouTubers with good subscriber count to reach larger audience. YouTube can be used as a revenue generating platform for both YouTubers and Marketers.

10. CONCLUSIONS :

For advertising revenue, YouTube is becoming the "worldwide video platform" for competing world wide. 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. There are lot of YouTube vlogging factors that affect the purchasing behavior of youth. "A Study On The Effect Of YouTube Vlogging Factors On Purchase Intention of Electronic Gadgets" had its objectives to explore the YouTube vlogging factors and their effect on purchase intention among youth with special reference to electronic gadgets. The present study attempts to unearth the answers to the research questions of exploring YouTube vlogging factors and their effect on purchase intention of electronic gadgets among youth. It was found that Purchase Intention is dependent on Information Quality, Source Credibility, Information Usefulness, Information Adoption and Familiarity. Hence, companies and marketers could approach YouTube vlogging as an efficient marketing tool to promote their products to larger audience and can integrate with credible YouTubers. Customers could also review their perception regarding the Vlogs and overview how vlogs affects their purchase behavior.

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