



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 12, December 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.521



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

The Study of Social Media Marketing Through YouTube and Instagram on Customer

Echha Pareek, Roshan Roy

BBA 5TH Digital Marketing, NIMS School of Business Studies, NIMS University, Jaipur, India

Assistant Professor, NIMS School of Business Studies, NIMS University, Jaipur, India

ABSTRACT: This research paper investigates the role of social media marketing which we see in our day to day life specially on you tube and Instagram. This type of social media marketing shapes the customer behavior and decision making process. This two platforms are to influential in digital marketing sphere you tube and Instagram provide unique opportunities for brands to connect with audience through visuals content and interactive engagement. This study examines how different features like videos stories and influencer partnership help brands attract attention and encourage people to buy their products. The goal is to find out what makes social media marketing effective including the importance of good content being authentic and targeting the right audience. Overall this paper aims to help business improve their marketing strategies on social media and understand how customer relate to brand in today digital world.

I. INTRODUCTION

Despite its significance, the exploration of social media marketing through platforms such as YouTube and Instagram is still a growing field of academic and business research. These platforms are responsible for establishing consumer behaviour, driving purchases, and fostering brand loyalty. Within this backdrop, social media marketing analysis emphasizes the study of how brands, influencers and individuals use these platforms in order to reach the customer base. Here it is in outline form for study on the topic, organized by key areas of focus. Massive impact of YouTube and Instagram on brands today. Both YouTube and Instagram rely on visual content videos, photos, or stories to attract audiences. YouTube has a relatively large amount of studies that indicate video content effectively influences consumer purchasing decisions, as people tend to trust more the content they see and that makes them to purchase a product. This research paper study and aims to explore the impact of social media marketing on customer behavior, focusing on how YouTube and Instagram influence consumer engagement, decision-making, and brand loyalty. By examining these platforms, the research will provide insights into the evolving strategies businesses use to reach and connect with their audiences.

This research paper provide knowledge about the marketing through platforms like Instagram and you tube and shaping the decision of the buyers in purchasing the product.

II. OBJECTIVES OF THE STUDY

The main objectives of this study are to:

1. Examine the Impact of YouTube and Instagram on Consumer Behavior
2. Explore the Role of Visual and Video Content in Brand Engagement:



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

[2.1] EXAMINE THE IMPACT OF YOUTUBE AND INSTAGRAM ON CONSUMER BEHAVIOR

YouTube and Instagram are powerful influencers of consumer behavior as these platforms provide unique opportunities for brands to connect with their audiences along the journey to purchase. The goal is to investigate how the nature of content shared on these systems influences consumer perceptions, attitudes and behaviors. Specifically, it focuses on:

Consuming And Engaging with Content:

While consumers react to content shared on YouTube and Instagram differently, both are indispensable media outlets. YouTube encapsulates long-form videos that typically consist of detailed product reviews, guidance or testimonials as opposed to Instagram with an abundance of short form content consisting of images, stories and reels that are tailored for a much shorter consumption.

Many consumers interact with these platforms more for fun and curiosity than education and information. Understanding how people interact with brand content (e.g. liking it, sharing it)

Consumers on both are fed content through algorithms, meaning there is a higher likelihood that the content they see will be around topics in which they are interested. Such an approach enables personalized preferences and builds brand resilience as it gets re-iterated time and again through products that suit the needs and wants of the users.

Instagram is a highly aesthetic platform, so when brands and products are featured there, the association makes people feel emotionally connected to brands through seeing visually appealing photos. Finally, in the world of YouTube Ultimately Detailed product demonstrations, thorough tutorials and comprehensive reviews offer information, experiences and exposure which can effectively influence consumer preferences all to the effect of purchase decisions.

Studies have proven that social media influences the decision-making process of consumers, on you-tube and Instagram in particular. For example, on YouTube: product reviews, unboxing videos, and the more general "how-to guide can influence the consumers to make purchasing decisions by showcasing product features, quality, and benefits.

Instagram goes a step further with shoppable posts and Instagram Stories that help to reduce the gap between brand exposure and purchase, transforming passive engagement into active conversion. The combination of visual appeal from posts, influencers recommendation and frictionless shopping made it impossible to resist impulse buying.

Customer Loyalty and Retention:

The engagement with brands on Instagram (likes, comments, Stories and Reels) and the strong bond created by the frequent video content on You-tube can aid brand loyalty in permanence. Brands that provide valuable and entertaining content consistently build long-term relationships with customers, transforming one-time shoppers into repeat buyers. Connected people on instagram can also act as brand ambassadors because they will share their experience with products or services among their network

The Psychological Impact on Consumers:

Social comparison occurs when consumers compare their way of life and status with other individuals, including influencers or peers posting on social media platforms such as YouTube and Instagram. It also results in a higher demand for goods endorsed or shown on these platforms as consumers try to emulate the aspirational lifestyles exemplified by influencers or brand ambassadors.

In addition, FOMO can also impact the purchasing decision of customers on both platforms. Limited-time discounts, exclusive drops, or influencer collaborations marketed through a Story/short-form video drive real urgency, in turn pushing consumers to make quicker purchase decisions.

Consumer Opinion and Feedback:

Consumers interact directly with brands on platforms like YouTube and Instagram via comments, likes, shares, and reviews. What it means — this really instant sort of feedback gives the concept of connecting with audience.



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Analyzing sentiment through these interactions helps brands fine-tune their messaging and strategies to better align with consumer expectations and preferences of their buyers .

[2.2]EXPLORE THE ROLE OF VISUAL AND VIDEO CONTENT IN BRAND ENGAGEMENT

Driving into Video & Visuals & How They Impact Brand Engagement

Since You-tube, Instagram, etc., are all based on visual and video content so it becomes very critical for brands to connect with their audiences using Visuals. Such content is effective to catch the eye, share brand messages, and develop an emotional relationship between consumers. Focuses on how the use of visual and video content impact consumer behavior improve brand interaction, promote great connectivity of brands with their target audiences.

Visual Content — The Main Ingredient of Instagram

Instagram is one of the most image-intensive platforms out there and your images, graphics, and videos will be telling your story. A well-done Instagram feed visualizes a signature that waves high therefore associated with an emotional connection through colour schemes, style of photography and design elements This visually appealing and cohesive content is more likely to engage users and generate brand awareness.

Product Presentation: The visitor perception can be high impacted through the use of great pictures, videos or image galleries showing the products or services offered. Using Instagram, businesses can showcase products and demonstrate their attributes, advantages and applications in a manner that not only spreads awareness but also generates desire amongst consumers. In fashion, for instance, brands may show their clothes in lifestyle shots on Instagram or beauty merchandisers could feature mostly close-up shots to display various application techniques and textures.

User Generated Content (UGC): Promoting Users to post their photos and experiences related to a brand not only increases engagement but also works as social proof that further strengthens authenticity. UGC works exceptionally on Instagram because it brings that sense of community and trust. By showcasing customer pictures in the Stories or public feed, brands can create stronger bonds with users and entice new ones to join.

Video Content Power: YouTube

Deep Storytelling and Brand Messaging: Whereas Instagram is short-form only, YouTube supports long videos, which lends itself well to deeper storytelling. Brands can effectively communicate their essence, articulate products that are difficult to explain in text, and highlight behind-the-scenes footage using well-crafted videos. Such videos can help forge a more emotional link with consumers and share brand values, where products came from, or customer success stories.

Product demos and tutorials — Video content can let the brands show their products in action so consumers understand real-world use cases, benefits, and how to get started. Purchase decisions are highly influenced through how-to videos, unboxing videos, and tutor...

Developing a Personality for Your Brand — The format of YouTube provides brands with the opportunity to produce content that is engaging, entertaining or informative in order to keep their target audience interested, excited and informed. Brands humanize themselves by creating relatable and authentic brand persona, telling stories or simply being funny or showing educational contents to make person in you consumer feel connecting feelings. Collaborative content by influencers or hosting videos on the brand can bring a lively and humanized feel to the brand, capturing an audience that can potentially be transformed to loyal customers.

Visual Content & Video and Its Emotional Impact

Fostering Emotional Bonds: Visual and video content can engage people's emotions in a way text cannot. Like, emotionally appealing video ads or touching stories on Instagram can evoke emotions like pleasure, excitement or sympathy that will affect decision making – eating a chocolate bar will become relevant later. An emotional connection strengthens brand loyalty, as consumers are more inclined to be loyal to brands that evoke positive emotions.



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Multisensory Stimulus: Video and images include sights and sounds, making them more interesting than plain text or still pictures. For example, a YouTube video ad can supplement its message with soulful music backed by engaging voice-overs and visual effects that amplify the emotional response. Videos and Stories that contain music, filters or animation are regular on Instagram as they're much more engaging.

Shoppable Content and call to action (CTA): Both Instagram and YouTube integrate shoppable content; you can easily pay directly from the platform. Brands can have products tagged in their Instagram pictures or videos to be clicked on for more details about the product, and even purchase it directly. This seamless integration

III. REVIEW OF LITERATURE

The Power of Visual and Video Content :-

YouTube and Instagram are built around visual and video-based content that has been shown to greatly affect consumer interaction and brand perception. According to Liu et al. According to (2017), visual content tends to grab attention, generate an emotional reaction and motivate a consumer action. Long-form videos, tutorials, unboxings and influencer reviews on YouTube give consumers depth of engagement, while images and short-form videos (Reels) and Stories on Instagram offer a more ephemeral, visually-driven way to catch consumer interest.

YouTube: As the number-one platform for video, YouTube in particular has been a powerful tool to create meaningful relationships with consumers. In Hudders (2016) YouTube is the perfect place to showcase how your product works, show behind-the-scenes influencers collaboration, social proof, content or all three with a single goal: developing trust in your brand that points out into purchase. Additionally, Cao et al. Bai et al (2020) argued that, by offering authenticity, user-generated video content on YouTube (for example product review videos) plays an important role in gaining consumer trust and influencing their purchase decisions.

Instagram: Experimental Design Marques et.(2021) on Instagram Visual storytelling through high-quality images and short-form videos can help in increasing a consumer's recall of the brand (Reels) and his emotional connection to it as per Effy, (2019). That pairing lifestyle with product promotion image works wonders at evoking aspirational feelings among the consumers which can translate into more engagement and conversions on Instagram.

Buy Intent and Purchase

YouTube and Instagram: both platforms have become essential channels for influencing intent to purchase and driving conversions. Seamless transitions from content consumption to purchase are made via Instagram Shopping and clickable ads/product links within YouTube. Studies by Zhou et,(2018) and Sengupta,(2020) found that the introduction of new e-commerce components on Instagram, such as "shoppable posts," makes impulse buying more likely. Instagram reduces the distance from discovery to purchase by directly connecting purchases with a consumer's Instagram feed or Stories.

IV. METHODOLOGY

Research design

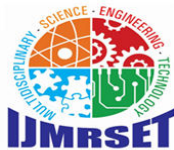
This primary and secondary research that study and collect the data about you tube and Instagram marketing on customer in buying choice and preference for there purchase. This survey made the inquiries about marketing effect on customer buying preference and purchase journey.

Population and sample

The survey was aimed on young generation and students to know their point of view and choices. The survey drew 54 responses. Most of the participants where students age18-24. 70% of the people where in this age group and were students rest 24% aged 24-35 and were working employee. Rest 6% were above age 35++.

Data collected

Data collected through google form and opinion and view where recorded in google form. survey include multiple options in google form and preference were recorded. 47% of the people like to purchase the product trending and



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

marketing in you tube and Instagram. 35% Of people who are students like to purchase product which is promoted by influencer and models. 10% of people buy the product based on their choice and they like to see product on you tube and Instagram for the information 8% of people like to buy the product on basis of their choice they do not follow any influencer and marketing advertising ads for their buying preference and choice

After research survey we can conclude it with that students and young generation prefer the Instagram and you tube marketing for their purchase of product and through which they get influenced and make purchase accordingly.

V. CONCLUSION

Market represents in a social form which we see influence playing a role, particularly in customer behaviour with respect to their decision making and product engagement & purchasing through avenues such as YouTube and Instagram. Long-form video content on YouTube enables detailed product demonstrations and reviews, leading to increased trust and improved purchase intent. On the other hand, Instagram with its visual-centric nature and its focus on lifestyle content, influencer partnerships, shoppable post features creates an instant emotional connection with consumers following up with impulse-buying through a clear brand loyalty. Both platforms tap into the two key drivers of engagement – Interactivity, and Community Building to increase user engagement, but more importantly strengthen brand-consumer relationships. These platforms will remain indispensable marketing tools in order to drive consumer decisions, as they evolve at a unique pace that balances the need for significant shift while keeping marketers on top of device usage trends.

REFERENCES

1. **Marques, D. R., Pereira, P. M., & Silva, D. R. (2019).** *Social media in marketing: A review of Instagram and YouTube's influence on consumer behaviour.* Journal of Marketing and Consumer Research
2. **Smith, A. N., Fischer, E., & Yongjian, C. (2020).** *How does social media usage influence the consumer decision-making process? A review of the literature.* Journal of Consumer Behaviour,
3. **Zhou, T., Zhang, X., & Zimmermann, H. (2018).** *How Instagram influences purchase decisions: Insights into consumer behaviour in e-commerce.* Journal of Business Research
4. **Hudders, L., De Jans, S., & Cauberghe, V. (2016).** *The effects of YouTube beauty tutorials on young women's body image and self-esteem.* Media Psychology,



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com