

## YOUTUBE'S KEY ROLE AND INFLUENCE TOWARDS E-COMMERCE AND ITS EFFECTS

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### ABSTRACT

The investigation tries to determine whether YouTube is beneficial for online shopping. Users of YouTube can exchange goods and services online, which opens up the possibility of cross-border communication. YouTube has become a significant participant with more methods of fending off competitors. This is done through promoting products online and comparing them to others that are offered elsewhere. Additionally, it gives customers a fundamental comprehension of brands, their traits, and advantages. Therefore, the goal of the current study is to assess YouTube's contribution to e-commerce by evaluating its effect in comparison to other social media. The report is quantitative in nature, and information from the sample size of 140 respondents was gathered using a survey method. Opportunity-based entrepreneurship theory were adopted from previous studies. The results show that many respondents purchase online often. Additionally, the results show that since YouTube is open to all users and gives them the opportunity to frequently learn about new trends and products, it has stimulated e-commerce, according to the respondents. According to the study's findings, YouTube is causing a survival of the fittest phenomenon among online businesses and products, which will support economic growth as e-commerce develops.

**Keywords:** YouTube, Key Role, Influence of E Commerce, Effect of E-Commerce, Social media

### 1. INTRODUCTION

The means of communication and dissemination have advanced along with modern technology. These methods have improved as a result of the fusion of new techniques as various concepts came together and in one central point. YouTube has become one of the most effective advertising tools in the world thanks to its growth and popularity, allowing businesses to reach their target audiences with ease.

The most fascinating aspect of it is the revolution it has triggered in the concept of Internet business (The concept of purchasing everyday needs online from merchants). This makes it convenient for someone to obtain their chosen goods at their door without having to leave their home. Social media thus opens up all possibilities. Users of YouTube are increasing every day. 2.34 billion Users were expected to use YouTube as a whole in 2016, and it is anticipated that this number would increase to 2.51 billion users across all social media networks in 2017. YouTube offers users the chance to share user-generated content such as photographs, videos, and other services like social games, as well as the chance to communicate with one another across national and international borders.

Facebook, LinkedIn, Twitter, and Instagram are the primary online platforms and avenues of communication between companies and customers. According to data from the Consumer Electronics Association, over 24% of buyers who are looking to purchase electronics "always or almost always" search YouTube before making a decision. Customers that come under the category of "strong participation" spend at least 16 hours each week on social media, giving them a 75% impact over purchasing decisions. Facebook is becoming the top hub for marketing, advertising, and sales, surpassing all other YouTube websites. According to Google, there are 1.86 billion active Facebook users. Additionally, it offers an intuitive user interface that anyone, regardless of academic background, can use. Facebook also gives users the opportunity to have articles translated into their local tongue, making it simple for the user to understand reviews of the products he plans to purchase. Thanks to recent advances, YouTube now gives users the option to target a certain country or region. In the end, this gives YouTube an edge over other e-commerce platforms. In the current e-commerce era, YouTube has emerged as a significant player, utilizing extra tactics to fight with rivals. This is done through promoting products online and comparing them to others that are offered elsewhere. Additionally, it gives customers a fundamental comprehension of brands, their traits, and advantages. Therefore, the goal of the current study is to assess YouTube's impact on online business by comparing it to other social media.

## 2. OBJECTIVES

- To investigate YouTube's function in e-commerce.
- To investigate YouTube's effect on online shopping.
- To evaluate YouTube's benefits and drawbacks for e-commerce.
- To determine which YouTube platform is better for online shopping.
- To compare and contrast traditional and e-commerce.

## 3. REVIEW OF LITERATURE

According to Haouas, T. et al., "YouTube is digital, content-based communications built on the interactions afforded by a plethora of web technologies" (2018). Digital media websites, which have substantially expanded in appeal and popularity over the past few years, can be used to watch a realistic population, claim Bilal et al. (2014) These online communities have received a large number of registrations. YouTube, in Young's opinion provides customers with a platform where they can communicate and work together to strategically build something beneficial that will benefit the business and the customers, claims J. A. (2012). The concept of e commerce is "the use of electronic means and technologies to undertake commerce (selling, purchase, transfer, or exchange of items, services, and/or information, business to consumer interaction," according to Mennecke et al., 2002. Internet communities are more frequently joined than online shopping is. He asserts that 84% of social media users have engaged in meaningful community interactions or participation, and that both membership and usage are projected to increase. (2006) Evans-Cowley and others Ayed et al. (2014) claim that social media sites are crucial for e-commerce because they collect user information that marketing departments at bigger corporations may utilize to their advantage.

Users receive what they want, businesses do business with vendors, and social media platforms are paid by retailers for producing those leads.

Social networks have had a big impact on how modern Internet users exchange data, communicate, and seek for information. When users sign up for social networks, they build and maintain personal profiles for themselves and interact with friends. The resulting social relationships demonstrate a level of trust among consumers. Similar to how social media tools boost user satisfaction and trust among business partners, internet markets do the same. Wilson and additional (2009) Later, Trusov et al. (2009) argued that word-of-mouth marketing and web advertising had a bigger impact on sales than traditional marketing tactics. They asserted that the previous marketing tactic had been defeated and that suggestions were now significantly influencing how people view online purchasing. The research "The Impact of New Media on Customer Relationships" by Hennig-Thurau et al. (2010) claims that consumers have transformed into significant, active participants in the market and have even brought down long-standing business empires. In order to comprehend how customers impact e-commences, a new "pinball" paradigm of media and customer relationships has been provided in this study report. Lambert on et al. (2016) made the assertion that YouTube acts as a connecting medium between customers and sellers by facilitating both the purchase and selling of items, hence strengthening the relationships between them, in a paper that was published in the Journal of Marketing Research. For one's purchasing patterns, getting information about one's own social networks is crucial. Although social networks have long been a part of traditional shopping, they have just recently become accessible online. Product reviews, suggestions, search, and product comparison features have been effectively integrated into e-commerce websites, but social networking capabilities have taken far longer to become a part of the user experience. (2011) (Guo et al) (Guo et al.) Gauli, K. (2021) claims that the growth of web media, particularly social media, is to blame for changes in e-commerce habits. This study finds that there hasn't been enough research done to fully grasp the social commerce phenomenon. This study has looked at the relationships and ties between major social e-commerce platforms. Consumers utilise social media, like online communities, to generate video content and communicate with other users. The results of a survey show how YouTube promotes user social involvement, raising user confidence and buying intent. The results also show that dependency has a significant direct impact on the purpose of purchases (Sadasivan, et al., 2019). According to Iblasi et al. (2016), YouTube websites help users make decisions since they provide a complete evaluation of the advantages and disadvantages of the company and its products.

#### 4. RESEARCH METHODOLOGY

The research approach was quantitative in nature because the outcomes were preset using prepared questionnaires. The quantitative method focused heavily on exact measurements, statistical, mathematical, or numerical analysis of data gained through polls, surveys, and other sorts of research, as well as the manipulation of statistical data that had previously been acquired using algorithms. Quantitative research's objectives included gathering numerical data, extending it across populations, or using it to explain a particular event. The main goal of quantitative research is to identify the relationship between one thing (an independent variable) and another (a dependent or outcome variable) within a population. It requires evidence, analysis, and objectivity.

Convergent thinking is utilized to generate ideas in a spontaneous free-flowing manner as opposed to divergent reasoning. Quantitative research, which is centered on numerical and immutable data, aims to address a study problem. It includes quantitative findings that have been impartially interpreted. The survey form is made up of two components. The first section of the article discusses YouTube and e - shopping, and the second section discusses the viability or dependability of e-commerce on social media. The information was gathered by the 140 volunteers, who then reviewed it. Purposive sampling was used to select the respondents.

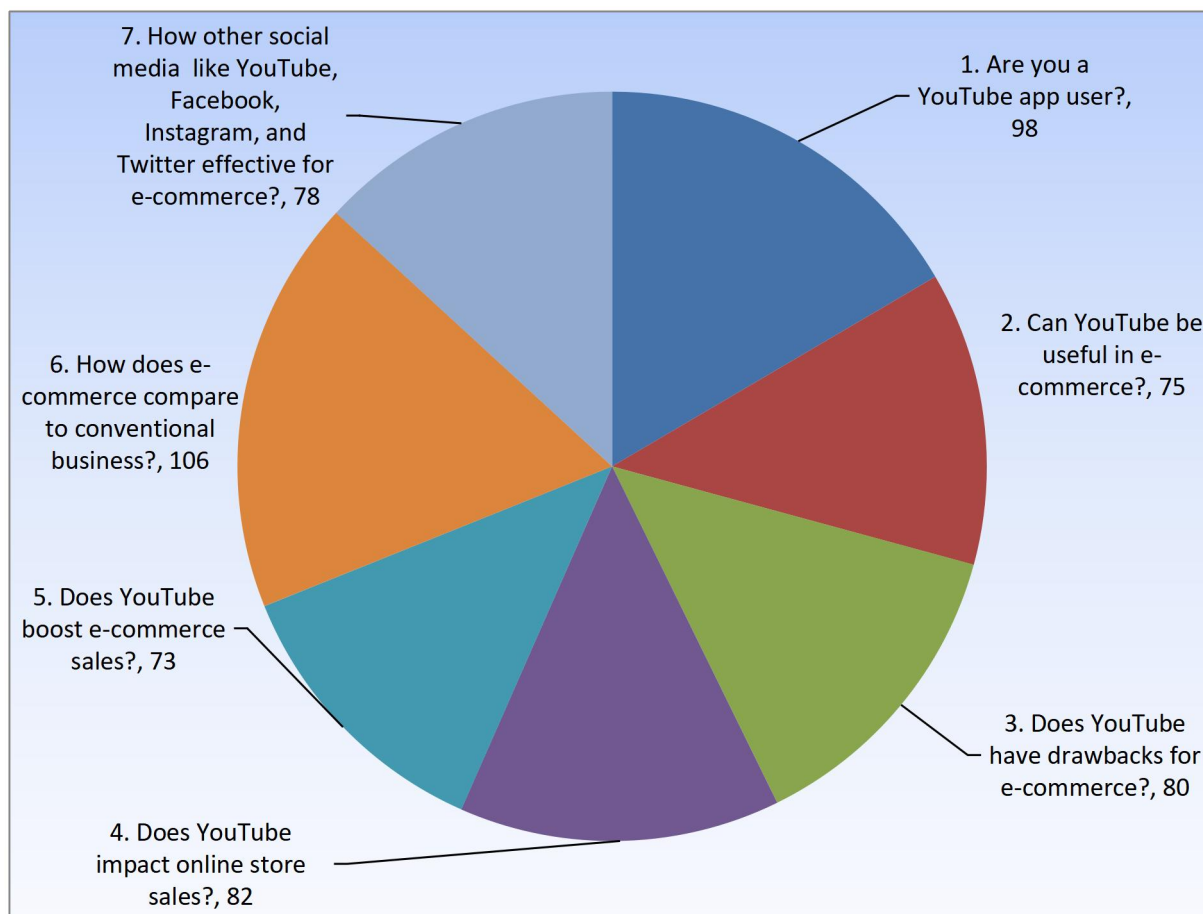
## 5. RESULT AND FINDINGS

The study looked at YouTube's role in Chennai's E Commerce. The survey approach was used to get the data from 140 participants, both male and female. Table -1

QUESTIONS	Male	Female	Total
1. Are you a YouTube app user?	98	42	140
2. Can YouTube be useful in e-commerce?	75	65	140
3. Does YouTube have drawbacks for e-commerce?	80	60	140
4. Does YouTube impact online store sales?	82	58	140
5. Does YouTube boost e-commerce sales?	73	67	140
6. How does e-commerce compare to conventional business?	106	34	140
7. How does other social media like effective for e-commerce?	78	52	140

Table -1 results indicate. Male respondents made up 73% of those who frequently used the YouTube app, while female respondents made up 27%, with men using the app more frequently than women. In the same manner that 54% of the men who responded agreed that YouTube is one of the benefits of e-commerce, 46% of the women who responded also agreed to the question. At the same time, 42% of women and 58% of men who responded to the survey agreed that there are some drawbacks to using YouTube for e-commerce. 40% of the female respondents and 60% of the male respondents both believed that YouTube may have an impact on e-commerce. In response to this question, 53% of the male respondents said that YouTube has an effect on sales, while 47% of the female respondents concurred. E-commerce differs from traditional business, according to 80% of the male respondents who took the survey, and 20% of the female respondents. All social media are supportive of conducting online business, according to 65% of the male respondents, and 35% of the female respondents.

**YouTube's role in Chennai's E Commerce**



Pie chart-1

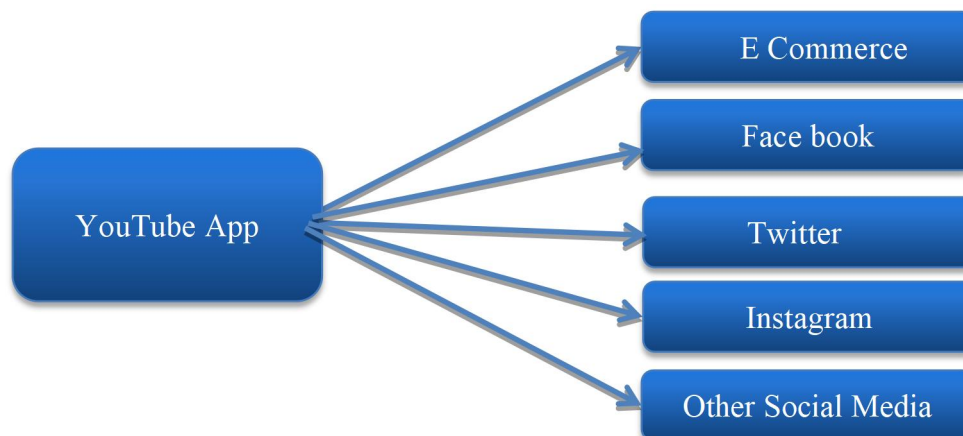
**6. DISCUSSION**

A public poll was done utilizing detailed questionnaires to discover the responses to the study's questions because a sizable portion of responsive YouTube users frequently purchase online. Several responses were gathered from that survey that satisfactorily answer the questions. Because it is open to all users and enables them to occasionally learn about new trends and items, they claim that YouTube is to blame for the growth of e-commerce. In addition to improving international communication, YouTube also gives viewers the option to shop for products from foreign markets and stores. In addition, respondents predicted that the percentage of e-commerce using YouTube would rise over time. They are worried that YouTube's attractiveness may be waning and that it would soon stop being appealing and well-liked as a result. They contend that rather than retaining the benefits and charms of social media, YouTube will turn into a platform where people solely shop. There is a community among the respondents who appear unsure about the future of e commerce via YouTube because they are suspicious of online buying and believe that e commerce is not the future and is just a gimmick. YouTube has increased e commerce and made it feasible for individuals to shop online.

Facts and actual events, however, diverge since some respondents are currently sceptical of e-commerce but believe that it will eventually take off. Many YouTube users believe that they can learn all there is to know about a product, including both its benefits and drawbacks, simply using YouTube.

Advertising, as respondents also think, is largely responsible for e-growth. commerce's In fact, if you don't advertise, even the priciest goods in the market won't help you much unless you have excellent customer service. Customers and vendors must consequently provide excellent customer service before, during, and after the sale of a product, especially if they want to maintain and sustain their reputation on the global market. There is a widespread notion that buying things online and in stores costs quite differently. Although traditional shopping requires hours of meandering from store to store and market to market, online shopping gives users a sense of competition and a range of products from different brands and stores at the touch of a button. This is true to some extent because it can be seen that online prices are fixed, even though most people prefer traditional shopping over online shopping because it is less expensive and they have the right to do so.

### 6.1 OPPORTUNITY BASED ENTREPRENEURSHIP THEORY



Opportunity-based entrepreneurship theory (Drucker, 1985). According to the definition of an entrepreneur, "the entrepreneur always looks for change, reacts to it, and seizes the opportunity it presents." According to Drucker's opportunity construct, businesspeople tend to be more interested in the opportunities presented by change than the issues. Resourcefulness is added to Drucker's opportunity-based construct by Stevenson (1990). This is based on analysis of the distinctions between organizational leadership and entrepreneurial management. According to Peter Drucker's concept, "this identifies the entrepreneur and entrepreneurship. The entrepreneur always looks for change, reacts to it, and seizes the opportunity it presents. A chance successfully taken advantage of leads to another. Chances come in all shapes and stages. Another group of people thinks that e-commerce is untrustworthy because, in the age of advanced technology, scammers are becoming more cunning and customers are becoming wary of disclosing personal information online. In order to safeguard customers from scammers, online transaction vendors collaborate with online businesses and brands to provide users with full money-back guarantees and to assure that their data won't be exploited or disclosed. Users do, however, still have the option to take these businesses to court if this does occur. So, as time goes on, e-commerce becomes more reasonable and reliable.

Without a doubt, Facebook leads all YouTube platforms in promoting online shopping around the globe. 52% of consumers' online and offline purchases in 2015 were affected by Facebook, up from 36% in 2014. (The Drum as an example.) More than 60 million small companies use Facebook Pages now for branding and advertising to reach out to their customers (Source: Face book). Four million of them businesses invest in YouTube Facebook advertising. E-commerce as a whole experienced a spectacular rate of growth in 2014, growing by over 17% (source: Forbes). E-commerce is predicted to generate revenues of well over \$376 billion annually by 2017, up from \$26 billion in 2017. Compared to \$800 to \$900 on average in 2015, the average online shopper will spend between \$1,700 and \$2,000 this year. Only 13 percent, 10.5 percent, and 8 percent, respectively, of website visitors for internet enterprises come from Pinterest, Twitter, and YouTube, while over 63 percent of visitors to those websites come from Facebook. YouTube is in second place with 1.16 percent, followed by Google Plus with 0.96 percent, Twitter with 0.77 percent, and Interest with 0.54 percent, much like how Facebook is at the top when it comes to conversion rates for video content (source: Ready Cloud). Facebook is the most popular social media platform among marketers globally due to its user-friendly layout and active user base. Because it is obvious that internet commerce will eventually surpass traditional retail as the preferred form of purchasing around the world, the survey results have been overwhelmingly positive. People are willing to implement these changes because they think doing so would help them save time and offer them access to more options with just one click. As a result, YouTube and all of e-commerce are simultaneously updating and simplifying life.

## **7. LIMITATIONS AND RECOMMENDATIONS**

E-commerce through YouTube is restricted because those who are tech-resistant cannot utilize it. There are many opportunities for them to fall prey to scam artists. There are restrictions on some payment methods, for example, PayPal services are available everywhere except Chennai, which makes it difficult for people to compete effectively in the global market because they are unable to accept orders internationally.

Globally, they are prohibited from making payments to some nations due to con artists, including several African nations and areas that have experienced recent war. As for how different payment options have likewise restricted internet buying. It is extremely difficult for e-commerce businesses to flourish in a country where the majority of the population lacks computer literacy, is uninformed of its use, and only engages in traditional purchasing. YouTube websites have so far shown to be highly beneficial in expanding e-commerce since they are social media platforms that are accessible to everyone and related to the same medium. Over the past few years, trends have shifted, and advertising firms have appeared that focus on marketing particular products. The banking sector has developed in e-commerce to the point that they now offer a variety of services in addition to customised discounts for different brands and online merchants. Because of the proliferation of online shops, which encourages competition aWe can say that YouTube has facilitated the survival of the fittest among online brands and products by enabling customers to compare prices and choose the best option. Growing e commerce will lead to greater economic expansion and individual prosperity.

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