



## **Women's Buying behaviour Based on YouTube Advertisement**

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### **ABSTRACT**

Advertisement plays a major role now a days in purchasing behaviour of women's this study mainly deals with the purchasing decision of women's by watching youtube advertisement. Due to the COVID-19 pandemic situation everybody prefers online shopping by watching ad their purchasing behaviour are changed they mostly prefer online shopping by watching youtube advertisement but the statement of problem is how these advertisements are placed in youtube channels. It mainly deals with the satisfaction level of the customers they all satisfied with the youtube advertisement.

### **INTRODUCTION:**

In today's world, all of us are under the influence of '**Advertisement**'. Right from buying groceries to children's study materials, finding a holiday spot to watching a movie, selecting restaurant for dinner to booking a banquet hall for special events, and searching educational institutions to hunting for a company to find jobs, almost every act is guided and decided by advertisements. Advertisement (ad) is an efficient and effective technique to promote goods, services, and ideas. It is a paid form of non-personal communication wherein business information is made available for potential customers.

### **STATEMENT OF THE PROBLEMS:**

YouTube advertisements are truly an effective way of advertising, but due to this, questions have been raised to how these advertisements are placed in different channels and how people favour them. Therefore, the researchers would like to test the reaction of the people towards these YouTube advertisements and how they are also segregated in different channels and videos. Now a days lots of celebrities are doing paid promotions. We analysis the effectiveness of paid promotions done by the you tube celebrities on consumer purchasing behaviour.

### **OBJECTIVES:**

To identify the factors that influence the consumer to purchase products through YouTube advertisement. To study the level of satisfaction towards the consumer purchasing behaviour on YouTube advertisement.

### **REVIEW OF LITERATURE:**

**Anish Padhi (February 2021)**<sup>1</sup> conducted a study on "**Impact of YouTube Influencers on Consumers Buying Behaviour of The Gadgets**". The ISSN Number of the study was 2515-8260. In the study marketers noticed that YouTube and also the YouTubers is getting popular as a biggest video platform. "Purchasing decisions" are considered considered as the expected outcomes in any advertisement. Purchase Decision is considered as "the possibility of consumer willingness to buy certain specific Product". The behavior of purchase is determined by observation in people. Various features are listed in the form of "why's" which includes social, cultural, physiological and personal. YouTube, as a platform, continues to grow, and marketers are seeking new ways to integrate their brands with high profile YouTubers in terms of subscriber count to influence the potential target audience. This study concluded that every day people watch their favourite video in YouTube so continuous advertisement of a product created impact on their purchasing behaviour.

**TABLE: Simple percentage analysis**

Factors	Options	No. of Respond ents	Percenta ge
Age	15-20	55	50
	20-30	3	2.7

	31-40	52	47.3
	ABOVE 50	-	-
Marital status	Married	8	7.3
	Unmarried	102	92.7
Educational qualification	School level Education	10	9.1
	Ug	89	80.9
	Pg	6	5.5
	Professional	3	2.7
	others	2	1.8
Monthly income	Below 20000	79	71.8
	25000-40000	24	21.8

	45000-50000	3	2.7
	ABOVE 50	4	3.6
Interest towards Youtube ad's	Yes	45	40.9
	No	65	50.1
Is youtube Aduseful	Yes	70	64.3
	No	40	34.4
Ad you saw frequently	Food	34	29.1
	Cosmetics	32	30.9
Suggestion to improve	Not repetitive	38	34.5
	Begin more attractive	20	18.2
Ignoring ad's	Time consuming	41	37.3
	Disinterest	46	41.3
	Lack of patience	16	14.5
Product purchased	Dress	52	47.3
	Gadgets	22	20.1
Repetitive ad	Increase the familiarity of the products	44	40
	Influence to buy the products	24	21.8
App Ad saw frequently	Meesho	49	44.5
	Zomato	42	38.2
	Swiggy	36	11.8
	Nyka	19	5.5
Ad's saw in a day	3	29	26.4
	6	32	29.1
	10	30	27.3
	More	19	17.3

## INTERPRETATION

The age category of 31-40 years and there is no responses in the age of above 50. 92.7 per cent of the respondents are unmarried and 7.3 per cent of the respondents are married. 71.8 per cent of the respondent monthly income is below 20000, 21.8 per cent of the respondent monthly income is 25000-40000 and 2.7 per cent of the respondent monthly income is 45000-50000 and 3.6% are above 50000.

80.9 per cent of the respondents are undergraduates,

13.6 per cent of the respondents are post graduates,

9.1 per cent of the respondents are school level education, 2.7 per cent of the respondents are professionals and others are 1.8% 53.6 per cent of the respondents frequently seen youtube advertisement,

21.8 per cent of the respondents always seen youtube advertisement, 23.6 per cent of the respondents rarely seen youtube advertisement and 0.9 per cent of the respondents never seen youtube advertisement 63.6 per cent of the respondents watch videos in youtube advertisement frequently, 10.9 per cent of

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the respondents watch videos, posters and popup in youtube advertisement frequently, 4.5 per cent of the respondents watch posters in youtube advertisement frequently and 20.9 per cent of the respondents watch popup in youtube advertisement frequently.

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### **SUGGESTIONS:**

Majority of the respondents think YouTube advertisement provide useful information about market/ product. So, it increases the purchasing behaviour of the customers.

Mostly, respondents feel that promotional videos are a paid one. If videos on YouTube are sorted and only honest reviews are posted, it could drive more confidence and trust among viewers.

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### **CONCLUSION:**

From this survey it is found that YouTube advertisements has receive Its viewers have multiple perceptions towards it. There has been a shift in viewing habits with YouTube becoming more popular than the traditional TV which implies an increased audience (who are potential buyers). The purchase behaviour of customers has seen a change in recent years as a result of advertisements in YouTube. They are driven by the YouTube advertisements and are inculcating the habit of online purchase of those promoted products. YouTube advertisements could out reach a wide base of customers with proper utilization of this platform with no defects.

It is clear from the table that 50% per cent of the respondents are in the age category 15-20 years, 2.7 percent of the respondents are in the age category 20- 30years and 47.3 per cent of the respondents are in

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### **REFERENCE:**

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