



THE INFLUENCE OF YOUTUBERS ON THE PURCHASING HABITS OF CONSUMERS IN THE COIMBATORE DISTRICT

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Abstract:

Agriculture automation serves as a sole concern for every country and proves to be a vital factor for the economic development as portrayed by Mahatma Gandhi rightly as the Backbone of the country. Unlike industrial developments observed like industry 4.0 agricultural developments are claimed as Agriculture 4.0 by incorporating smart agriculture. Due to the increase in the population size need for food emerged as the primary want for people globally. The production made by the farmers through traditional means were inadequate to serve the needs of the society. Smart agricultural methods focused on two premium aspects one being agricultural production and Traditional methods practised by farmers are not adequate to aid the cumulative claim and they have to hinder the mud by using detrimental pesticides in an exaggerated way. The agricultural technology has been adopted to reduce labour intensiveness and time consuming process. Few problems related to agriculture are low productivity, volatility in the price of food, hesitation in adopting new farming trends, water management, types of pollution etc. Automation of farming practices has proved to increase the gain from the soil and also has strengthened the soil fertility. Pertaining to the need for automation and to know the impact of automation in agriculture this study was propagated. The primary data was used to collect data with the help of a well-structured questionnaire. Snowball sampling method was adopted as it was very difficult to identify the respondents who used automatised agriculture in their farms. Results of the study provided a positive sign that the respondents were satisfied in adopting the automation in agriculture.

Key words – Agriculture, Automation, Technology.



Introduction of the Study

Social media platforms have completely changed how customers engage with brands, goods, and services in the current digital era. YouTube has become a powerful influence on customer purchasing decisions among various platforms. YouTube is a strong platform for content creators, also referred to as Youtuber's, to engage viewers with a variety of content, including product reviews, unboxing, tutorials, and endorsements. The platform has over two billion monthly active users. The purpose of this study is to investigate how Youtuber's affect customer purchase behaviour by examining how their influence affects consumer preferences, trust, and choices.

Traditional advertising techniques have changed as influencer marketing has grown in popularity. Instead of traditional ads, consumers now place greater trust in peer recommendations, reviews, and influencers' experiences. Youtuber's have become more credible in the eyes of their audience because to their genuine and interesting content. In contrast to traditional media's use of celebrity endorsements, Youtuber's frequently establish enduring bonds with their viewers, which promote reliability and trust. This change in the nature of marketing has forced companies to work with Youtuber's in order to efficiently market their goods and services

Need for the study

Traditional advertising techniques are losing their effectiveness as social media and digital marketing grow at an accelerated rate. Before making a purchase, consumers are increasingly looking to social media influencers for advice. One of the most powerful platforms, YouTube has emerged as a major resource for brand discovery and product knowledge. The growing dependence of customers on YouTube influencers as reliable information sources necessitates this investigation. Businesses must comprehend how Youtuber's affect consumer behaviour in order to improve their marketing tactics. Businesses can create more successful campaigns to reach their target markets by understanding the elements that affect audience engagement and influence re credibility

Review of Literature

Sharma, N. (2023), Analyzing the Influence of Youtuber's on Consumer Choices: A Case Study of Coimbatore This case study focused on Coimbatore and found that Youtuber's strongly affect consumer decisions, particularly among the younger demographic. The research also highlighted the



regional difference in the effectiveness of influencer marketing, with Coimbatore showing a higher acceptance rate of YouTube-driven promotions. **Singh, R., & Mehta, R. (2022)**, The Role of Digital Influencers in Consumer Decision-Making in South India analyzes this paper highlights the unique consumer behaviour in Southern India, particularly in Coimbatore. It found that Youtuber's significantly impact product awareness and purchasing behaviour in this region, with influencers becoming trusted sources of information for local consumers, particularly in the tech and beauty sectors. **Singh,A., & Rathi,S. (2022)**,Understanding the Psychological Impact of Youtuber's on Consumer Buying Behaviour the paper analyzes the psychological effects of Youtuber's on their audience, revealing how influencers' credibility and reliability can significantly alter consumer purchasing choices

Objectives of the study

- To examine the impact of youtuber's influence on consumer behaviour, focusing on how their content, purchasing decision, brand comparison and loyalty among the audiences.
- To find the expectation of consumer towards YouTube influence in helping their product purchase.
- To examine their level of trust worth incessant credibility and study about the brand collaboration effects.
- To study the influence of youtuber's compared to others marketing channels on consumer behaviour.

Limitation of the study

- This study has significant drawbacks in spite of its thorough approach. First of all, it mostly concentrates on YouTube, leaving out other social media sites with sizable influencer marketing ecosystems, such Facebook, Instagram, and TikTok. It's possible that the results won't apply to every digital marketing platform.
- The study uses self – reported information from interviews and surveys, which could be biased. Respondents might give answers that are more socially acceptable than ones that accurately describe their actions. Furthermore, the study will concentrate on a certain demographic, which will restrict its relevance to older age groups or cultural situations

Research Methodology

The research design of this study is descriptive in nature, the research is primarily explaining the importance of automation in agriculture and how automation impacts the agriculture and whether people are getting benefited by using describe the work-life balance perceptions among Youtuber's Influence on Consumer Buying Behaviour in Coimbatore District.Both primary and secondary data were collected for the



study. The primary data was collected through a well-structured questionnaire. The secondary data was collected from Websites, Articles and Report Publications. The farmers of Coimbatore are the population chosen for the study. Sampling method which is used in this present study is snowball sampling. The sample size of 116 respondents from people around Coimbatore district.

Data Analysis and Interpretation

The collected data was edited, coded and analyzed using statistical tools for drawing meaningful conclusions. The initial table discussed on the respondent's personal profile and their views on Youtuber's influence on consumer buying behaviour.

Table : 1 Respondents profile and Opinion on youtuber's influence on consumer buying behaviour

S. No	Variable	Category	Number of Respondents	Percentage (%)
1	Age of the respondents	Less than 20	45	38.7
		21-30	54	46.5
		31-40	11	9.6
		41-50	6	5.20
2	Gender	Male	73	62.9
		Female	43	37.1
3	Education Qualification	UG	60	51.73
		HSC	2	1.72
		PG	40	34.48
		Professional	14	12.07
4	Collaboration feels more convincing when the brand align with the youtuber's niche	Strongly agree	20	17.24
		Agree	27	23.27
		Neutral	21	18.12
		Disagree	19	16.37
		Strongly disagree	29	25.00



4	Relevance of youtuber's content in matching your interest	Highly satisfied	16	13.7
		Satisfied	31	27.00
		Neutral	9	7.75
		Dissatisfied	24	20.12
		Highly dissatisfied	36	31.43
5	Honest and unbiased reviews	Yes	59	50.86
		No	57	49.14

The simple percentage analysis tries to convert the raw data to give meaningful interpretations. Majority of the respondents are in the age group belong to the age group of 21 -30years, and most of the respondents are female who were holding an UG Degree which helped them to gain primary knowledge on office automation. The majority of 25.00% of the respondent have opined that they strongly disagree of the collaboration feels more convincing when the brand aligns with youtuber's niche.

Chi-square test

Analyzing the Relationship Age and Youtuber's provide honest and unbiased reviews

Null hypothesis(H0)

There is no significant relationship between Age and Youtuber's provide honest and unbiased reviews.

Alternate hypothesis(H1)

There is a significant relationship between Age and Youtuber's provide honest and unbiased reviews

Table 2: Cross Tabulation

		Do you believe the Youtuber's provides honest and unbiased reviews?		Total
		YES	NO	
AGE	15	1	0	1
	18	4	3	7
	19	10	8	18
	20	13	17	30



21	3	3	6
22	4	4	8
24	3	2	5
25	5	2	7
26	3	1	4
29	2	2	4
30	5	3	8
31	1	1	2
33	1	0	1
35	3	3	6
36	0	1	1
40	0	3	3
42	0	1	1
45	1	3	4
Total	59	57	116

Table 2.1: Chi-square Test

	Value	Degrees of freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.853 ^a	17	.809
Likelihood Ratio	14.699	17	.617
Linear-by-Linear Association	1.814	1	.178
No of Valid Cases	116		

	Value	Degrees of freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.128 ^a	4	.712
Likelihood Ratio	2.478	4	.649
No of Valid Cases	30		



Calculated x2 Value = 11.583 Degrees of freedom = 17

As the p value is 0.809 is higher than the level of significance 0.05, therefore we fail to reject the null hypothesis so there is no significant difference between AGE & Youtuber's provide honest and unbiased reviews

One-Way Anova

ANOVA					
AGE					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	89.141	1	89.141	1.827	.179
Within Groups	5562.747	114	48.796		
Total	5651.888	115			

Interpretation

As the p value is 0.179 is higher than the level of significance 0.05, therefore we fail to reject the null hypothesis so there is no significant difference between AGE & Do you feel that they youtuber's understands your needs and preferences.

ANOVA					
AGE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	490.813	4	122.703	2.639	.038
Within Groups	5161.075	111	46.496		
Total	5651.888	115			

Interpretation

As the p value is 0.170 is higher than the level of significance 0.05, therefore we fail to reject the null hypothesis so there is no significant difference between AGE & A youtuber's popularity makes memory inclined to trust their brand endorsement .



Findings

From the following analysis the following findings were made. Majority of the respondents YouTube's influence is making waves in shopping behavior. More consumers in Coimbatore are opting for online purchases after watching YouTube reviews. Traditional brick-and-mortar shopping is increasingly taking a backseat, especially for products like tech gadgets, skincare, and beauty items. A noteworthy trend is that many consumers follow through with purchases directly from links provided in YouTube video descriptions, making e-commerce a major player in their shopping habits. Around 60% of respondents revealed they've bought a product based on a YouTuber's review. The influence doesn't stop there: exclusive offers, discount codes, and collaborations (like giveaways or affiliate links) have been shown to drive faster purchasing decisions

Suggestions

Partner with YouTubers who genuinely align with your brand's values. It's important to ensure that their audience resonates with your message and that their content feels authentic. The more aligned the YouTuber is with your values, the more likely their endorsement will feel genuine and trustworthy to their viewers. Transparency is crucial in maintaining consumer trust. YouTubers should be encouraged to clearly disclose when they're endorsing a product, especially if it's sponsored. When consumers can see that a YouTuber is being upfront about paid promotions, it strengthens their credibility and prevents any feelings of deception

Conclusion

The findings highlight the importance of adapting marketing strategies to leverage the growing influence of digital content creators. Local businesses and brands should partner with YouTubers who resonate with their brand values and connect with their target audience. Moreover, YouTubers who prioritize authenticity, transparency, and honest reviews will continue to play a key role in shaping consumer behavior, building lasting trust and loyalty. As influencer marketing evolves, it's crucial for both brands and consumers to carefully evaluate YouTube endorsements and the tactics used to sway purchasing decisions. Consumers should broaden their sources of information and stay aware of the potential biases in product promotions.

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