

INFLUENCE OF YOUTUBE REVIEWS ON PURCHASE OF ELECTRONIC GOODS.

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ABSTRACT:

Social media sites, such as YouTube, have provided a platform for many individuals to have online communities and form their own audiences through their shared interests and a sense of belonging. When a customer who purchased a certain good or service leaves a review on YouTube, they are referring to that customer. In order to learn more about the good or service they want to purchase, prospective customers rely on a variety of sources. In a world when everything is done digitally, the majority of companies ensured they have adjusted by ensuring a website where clients can provide feedback or ask concerns regarding a particular product they have purchased. Platforms for YouTube reviews come in a variety of distinct varieties. These platforms are grouped together because they primarily cater to user feedback. In this article the researcher highlights the study about the buyer's attention to the YouTube reviews pop-up, to evaluate the impact of YouTube reviews on buying behavior of respondents, to find out the influence of YouTube reviews on the purchase decisions, to reveal the credibility of YouTube reviews among the respondents and to bring out the problem faced by respondents, while purchasing the product and offer suitable suggestions. Electronic goods are devices powered by electricity and built with advanced components like microchips and circuits. They include consumer electronics such as smartphones, laptops, televisions, and smartwatches, as well as home appliances like refrigerators, washing machines, and air conditioners. Other categories include computer accessories, telecommunication devices, industrial equipment, and wearable technology. These products constantly evolve with new innovations, focusing on energy efficiency, portability, and connectivity. Modern electronics integrate smart features, AI, and IoT for better automation and convenience. The industry is shifting toward sustainability with eco-friendly materials and power-saving designs. Wireless technology advancements, such as 5G and Wi-Fi 6, enhance connectivity. Foldable and flexible displays are revolutionizing screens in smartphones and TVs. As technology advances, electronic goods continue to shape how we work, communicate, and live. Their growing role in daily life makes them essential in today's digital world. The study is based on both primary and secondary data. In this study sample size is 122 respondents to be taken from buyers, and secondary data were collected from various books, articles and websites. This study is based on Convenience sampling method. To analyses the objectives statistical tools like Chi-square and Likert scale were used.

KEY WORDS: Customers, Electronic goods, Reviews, YouTube.

INTRODUCTION

When a customer who purchased a certain good or service leaves a review on YouTube, they are referring to that customer. In order to learn more about the good or service they want to purchase, prospective customers rely on a variety of sources. In a world when everything is done digitally, the majority of companies ensured they have adjusted by ensuring a website where clients can provide feedback or ask concerns regarding a particular product they have purchased. Platforms for YouTube reviews come in a variety of distinct varieties. These platforms are grouped together because they primarily cater to user feedback A video-sharing website, individual blogs, and independent websites are examples of places where users can post comments in the form of customer reviews customer websites for reviews and. Due to the variety of content formats that these platforms offer, they might be further divided. In their reviews,

bloggers share their knowledge of a service or product as well as their own experiences. As a result, bloggers frequently focus on them in their reviews since they believe they have extraordinary understanding of those products. As a result, a blog's main objective is to share user suggestions for certain product categories after collecting and disseminating purchasing experiences. Retail websites, on other hand, they are primarily concerned with online marketing and product sales. As a result, the main marketers are who create the content for the review platforms.

YOUTUBE USER STATISTICS

The second most popular website in the world is YouTube.com, which has over 2.70 billion active users. With over 476 million active users, India has the largest YouTube audience in the world. Of all YouTube users globally, 45.6% are female and 54.4% are male. About 47% of internet users worldwide watch YouTube each month.

LITERATURE REVIEW

Buyers' attention to the YouTube reviews pop-up:

Early studies emphasized on Web-based consumer opinion platforms are primarily concerned with offering advice on consumer purchases. **Hennig-Thoreau (2021)**, Consumers can share their ideas online, the process through which people modify their views, feelings, attitudes, or behaviors as a result of connecting with others online, as per Jobs & Gilfoil20 (2012), uses the internet as a channel for social influence **Jones (2017)**, electronic word-of-mouth is more extensive in its information-spreading capabilities than conventional word-of-mouth, as well as faster, larger in volume, savable, instantaneous in reception, anonymous, and transcending location and time. Consumers can get a lot of market openness throughout the entire e- activity. **Honing Thoreau (2012)**, One sort of social influence that has gained traction is word-of-mouth marketing gained popularity as a subject of study in the context of consumer behavior, **Bailey (2005)**

Impact of YouTube reviews on buying behavior of respondents

The participants had looked at e-platforms before making a decision, and 59% believed that user reviews on e-platforms were more valuable than expert opinions. **Yolanda and Chan (2021)**, Highlighted the important function that emails uploaded online play since they affect how consumers behave. **Bickart and Schindler (2019)**

The influence of YouTube reviews on the purchase decision

Consumers frequently look to the opinions of experts or other customers who have used the products in order to eliminate doubt when they are looking for things that they are unfamiliar with. This holds true for experience-based goods in particular. **Liu 2021**, The internet is highly effective at swaying customers' decisions throughout the information-seeking phase. They also note that the quantity, kind, and value of the intelligence needed to make these decisions are quite impressive. **Steffes and Burgee (2020)**, customers' purchase intentions are influenced by the number of online comments since a product's many remarks indicate that many people have purchased it. **Park (2017)**,

Problems Faced by Buyers

Some reviewers may lack technical knowledge or provide inaccurate information, leading to misinformed purchasing decisions (**Liu et al., 2021**). Unlike professional critics, amateur reviewers might base their opinions on personal preferences rather than objective evaluation. Fake or manipulated reviews are a growing issue on YouTube. Some brands collaborate with

influencers to create misleading content, undermining consumer trust (**Cheung et al., 2020**). Identifying authentic and unbiased reviews becomes a significant challenge. One of the primary concerns in relying on YouTube reviews is the potential for bias. Many influencers receive sponsorships or free products, which may lead to exaggerated positive reviews (**Hwang & Jeong, 2016**). Consumers may struggle to differentiate between genuine opinions and paid promotions.

RESEARCH GAP

The popularity as well as impact of YouTube reviews has grown, yet there are still some issues with them. Individuals with interests, prejudices, and arbitrary opinions make up the YouTube review community. A product might be of interest to a particular individual's but nuisance another. Because of this subjectivity, forming an unbiased judgment based entirely on one reviewer's viewpoint can be difficult. Not every reviewer on YouTube is an authority in the subject matter. Others might lack competence or fail to offer adequate context for their reviews, despite the fact that some may have extensive knowledge and experience. The information that is displayed to viewers as a result may be inaccurate or misleading.

Not every YouTube reviewer is an expert on the topic. Despite the fact that some may have substantial skills and knowledge, some may not have competency or fail to provide appropriate context for their reviews. This may lead to false or deceptive information being presented to viewers. The degree of production quality, presenting style, and analytical rig our found in YouTube reviews varies greatly. Others may be hurriedly written or lacking in critical analysis, while some evaluations may be thoroughly researched and thoughtfully presented. Because of this inconsistency, it is essential to evaluate the reviewer's reputation and dependability before depending on their viewpoint.

YouTube reviewers may not have enough time to adequately assess a product's performance and features depending on what is being reviewed. To identify problems or determine long-term durability, some products may need to be used or tested for prolonged periods of time. Initial impressions—which might not accurately represent the products' performance over time—are frequently the subject of YouTube reviews.

OBJECTIVES OF THE STUDY

1. To study the buyer's attention to the YouTube reviews pop-up.
2. To evaluate the impact of YouTube reviews on buying behavior of respondents.
3. To find out the influence of YouTube reviews on the purchase decision.
4. To bring out the problem faced by respondents, while purchasing the product and offer suitable suggestions.

RESEARCH METHODOLOGY

Methods of data collection and sample size

The study is based on both primary and secondary data. In this study sample size is 122 respondents, and secondary data were collected from various books, articles and websites. This study is based on Convenience sampling method.

2.8. HYPOTHESIS OF THE STUDY

The following null hypothesis are framed by the researcher for analyze the data.

1. There are no significant association between YouTube reviews and buying behaviour of the respondents.
2. There is significant association between Monthly income and Frequency of reviewer posting reviews affects the purchase decision.

Table 1
INDIVIDUAL DIFFERENCES OF RESPONDENTS

S.No	Variable	Classification	Frequency	Percentage
1	Gender	Male	70	57
		Female	52	43
2	Age group	Up to 20	9	7
		21 to 30	69	56
		31 to 40	36	30
		41 to 50	7	6
		Above 50 years	1	1
3	Marital Status	Single	53	43
		Married	69	57
4	Occupational Status	Business	33	27
		Professional	27	22
		Student	36	30
		Employed	4	3
		Others	22	18
5	Monthly Income	Upto Rs.10,000	17	14
		Rs.10,001- Rs. 20,000	11	9
		Rs.20,001- Rs.30,000	30	25
		Rs. 30,001 – Rs.40,000	28	23
		Above Rs.40,000	36	29

Source: Primary Data

Table 1 shows the individual differences like Gender, Age, Marital status, Occupation and Monthly Income of the respondents, these factors are directly affecting influence of YouTube reviews on purchase of electronic goods. So, the researcher analyzes the individual differences of the respondents. It is understood that the Gender Classification of the respondents were 57 per cent Male and 43 per cent Female. Classification according to their Age group of respondents reveals that 56 per cent of respondents 21 – 30 and 7per cent Up to 20. Out of the 122 respondents 69 are Married and 53 Unmarried. Respondents' Occupational status reveals that 36 per cent of the respondents of the study area were Students, 27 per cent are Professionals and 33 per cent are doing business. Finally monthly income of the respondents is analyzed in the above table shows that 17 per cent of the respondents earned below Rs. 10,000 and 30 per cent are earned 20,001 – 30,000 per Month.

Table 2
MONTHLY INCOME AND FREQUENCY OF REVIEWER POSTING AFFECTS THE PURCHASE DECISION

HO: There is no significant association between Monthly income and Frequency of reviewer posting affects the purchase decision.

MONTHLY INCOME	FREQUENCY OF REVIEWER POSTING AFFECTS THE PURCHASE DECISION					TOTAL
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	

BelowRs.10000	2	6	4	1	4	17
Rs.10001-20000	3	3	1	2	2	11
Rs.20001-30000	8	9	1	6	6	30
Rs.30001-40000	8	9	1	5	5	28
Above Rs.40000	5	16	1	6	8	36
Total	26	43	8	20	25	122

CHI-SQUARE TEST

Particulars	Value	Df	Asymptotic significant(2-sided)
Pearson chi-square	15.226	16	.508
Likelihood Ratio	13.087	16	.666
Linear-by-linear association	.006	1	.938
No. of valid cases	122		

The chi-square test is used to test the null hypothesis.

Degrees of freedom -16

Chi-square-15.226

The distribution is 5% significant level

Result:

This value is significant .508(i.e., $p=.508$), the chi-square value is 15.226 which is above 0.05 at 5% significant level. The null hypothesis is accepted. Therefore, there is no relationship between Monthly income and Frequency of reviewer posting reviews affects the purchase decision.

Table 3

OCCUPATION AND RATINGS OF USEFULNESS (LIKES, COMMENTS, REPLIES, AND RATINGS) OF THE REVIEW AFFECTS THE PURCHASE DECISION

HO: There is no significant association between Occupation and Ratings of usefulness (Likes, Comments, Replies, and Rating) of the review affects the purchase decision.

OCCUPATION	RATINGS OF USEFULNESS (LIKES, COMMENTS, REPLIES, RATINGS) OF THE REVIEW AFFECTS THE PURCHASE DECISION					TOTAL
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	
Business	7	12	2	4	8	33
Profession	8	7	0	5	7	27
Student	6	4	7	10	9	36
Employed	0	3	0	1	0	4
Others	4	5	1	7	5	22
Total	25	31	10	27	29	122

CHI-SQUARE TEST

Particulars	Value	Df	Asymptotic significant 2-sided
Pearson chi-square	24.432	16	.103
Likelihood Ratio	25.561	16	.061
Linear-by-Linear association	1.039	1	.308
No. valid cases	122		

The chi-square test is used to test the null hypothesis.

Degrees of freedom-16

Chi-square value-24.432

The distribution is 5% significant level.

Result:

This value is significant .103(i.e., $p=.103$), the chi-square value is 24.432 which is above 0.05 at 5% significant level. The null hypothesis is accepted. Therefore, there is no relationship between Occupation and Ratings of usefulness (Likes, Comments, Replies, and Ratings) of the review affects the purchase decision.

Table 4
STATEMENT ABOUT OPINION LEVEL USING LIKERT SCALE

Particulars	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Likert value	Rank
Same age group opinion of reviewers affects the purchase decision.	31(155)	15(60)	22(66)	23(46)	31(31)	122(358)	0.959	2
Same interest to opinion on reviews affects the purchase decision.	13(65)	26(104)	29(87)	37(74)	17(17)	122(347)	0.930	3
Similar products of reviews affect the purchase decision.	22(110)	21(84)	21(63)	22(44)	36(36)	122(337)	0.903	4
Location of the reviewer affects the purchase decision	21(105)	30(120)	23(69)	31(62)	17(17)	122(373)	1	1

Source: Primary Data

Table 4 indicates the various factors influence the opinion level of YouTube reviews. First rank is location of the reviewer affects the purchase decision. Second rank is same age group opinion of reviewers affects purchase decision. Third rank is same interest to opinion on reviews affects the purchase decision. Fourth rank is similar products on reviews affects the purchase decision.

Table 5
STATEMENT ABOUT REVIEWERS' KNOWLEDGE LEVEL USING LIKERT SCALE

Particulars	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Likert value	Rank
The way of the reviewer started the reviews improves the trust ability of the same	62(310)	20(80)	8(24)	15(30)	17(17)	122(461)	1	1
Number of reviews returns by reviewer shows their knowledge of online product evaluation.	17(85)	47(188)	16(48)	21(42)	21(21)	122(384)	0.832	2
Longer period a reviewer helps to acquire more experiences purchasing in online.	21(105)	25(100)	14(42)	25(50)	37(37)	122(337)	0.731	6
Frequency of reviewer posting reviews affects the purchase decision	25(125)	20(80)	8(24)	43(86)	26(26)	122(341)	0.739	5
Rating of usefulness (Likes, Comments, Replies, Ratings) of the review affects the purchase decision.	29(145)	27(108)	10(30)	31(62)	25(25)	122(370)	0.802	4
If the reviewer use nickname, it influences purchase decision.	24(120)	28(112)	16(48)	27(54)	27(27)	122(361)	0.783	3

Source: Primary data

Table 5 indicates the various factors influence the knowledge level of reviewer. The first rank is the way of the reviewer started the reviews improves the trust ability of the product. The second rank is number of reviews return by the reviewer show their knowledge level of online product evaluation. The third rank is if the reviewer use nickname, it influences the purchase decision. The fourth rank is rating of usefulness (likes, comments, replies, and ratings) of the review affects the purchase decision. The fifth rank is frequency of reviewer posting reviews affects the purchase decision. The sixth rank is longer period a reviewer helps to acquire more experiences purchasing in online.

FINDINGS AND SUGGESTION

Major findings of the study indicates that:

Before buying a product, the reviewers on You Tube ask for guidance. Most reviewers agree that YouTube reviews are trustworthy sources of information about the brand and the product, and that they influence and suit our tastes. The overwhelming majority of respondents assert that watching YouTube product reviews aids in their product selection and

decision-making. The reviewers also believe that their emotions impact their assessment of the product's quality.

Nowadays, the vast majority of viewers look for goods that prioritize quality. They are prepared to pay extra for better things. As a result, the influencer gives a prompt review of the product. By assessing the product's quality and worth, the reviewers will boost the number of viewers and subscribers. On YouTube, users are constantly searching for interesting, new material. People are keen to experiment with new forms, styles, and concepts, and trends shift swiftly. Creators that innovate and adapt are more likely to draw attention, whether their work involves short-form videos, interactive content, AI-driven storytelling, or distinctive visual styles. YouTube users have an impact on the site's ratings, and some of them might even suggest particular videos to others.

CONCLUSION:

In today's society, most people have jobs in various places and cities. They desire technological items because they are wealthier and prefer to spend their money on ease. Utilizing reviews on the YouTube site, viewers can buy significant and innovative things. If reviewers talk about their products on various social media sites and include quotes from other actors and celebrities, there is no doubt that this will have an impact on the audience. YouTube users now make up the bulk of viewers. Thus, it is advantageous for reviewers to post their product reviews on all social media platforms. Undoubtedly, more people will view the content and subscribe to it.

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