



A Study On User Behavior And Impact Of Youtube Videos With Special Reference To Coimbatore City

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1.1 INTRODUCTION OF YOUTUBE

YouTube is a video-sharing platform that was created in 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim. It is one of the most popular websites in the world, with over 2 billion monthly active users. On YouTube, users can upload, share, and view videos. The platform features a wide variety of content, including music videos, movie trailers, short films, educational videos, vlogs, and more. Users can also interact with each other by liking, commenting on, and sharing videos. YouTube has become an important tool for content creators and businesses to reach a global audience. Many creators have built successful careers on the platform, with some becoming household names.

Additionally, businesses use YouTube to advertise their products and services, often through collaborations with popular YouTubers or by creating their own branded content. YouTube is changing the outlook of the integral world. This video sharing site receives billions of viewers daily, the latest reports show that more than half the viewers are students. "Teens constitute the dominant demographic on YouTube in terms of their viewership, comments, and rating and other feedback mechanisms".

The exploration of YouTube videos in recent days are elaborated in review of literature. As such, the platform offers a wide variety of user-generated and

corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos.

1.2 OBJECTIVES OF STUDY

- To understand the trend of viewers engaging with YouTube videos.
- To determine the effectiveness of videos formats and styles.
- To understand how viewers discover and find new content on the platform.
- To determine the impact of YouTube on the advertising industry.
- To know the viewers' satisfaction with the YouTube platform.

1.3 SCOPE OF STUDY

A study on user behavior and the impact of YouTube videos could focus on topics such as audience engagement, content preferences, impact on mental health, brand awareness, educational impact, and political impact. The scope of the study would depend on factors such as the population being studied, the data collection methods, the time frame, the geographical scope, the variables being measured, and the methods for data analysis. The scope would need to be defined clearly based on the research questions and objectives of the study

1.4 STATEMENT OF PROBLEM

YouTube has become one of the most popular online platforms for watching and sharing videos, and has transformed the way people consume media. However, little is known about the ways in which YouTube affects users and its potential impact on mental health, education, brand awareness, and political attitudes. As a result, there is a need for research to better understand user behavior on YouTube and the potential benefits and drawbacks of the platform, in order to develop more effective strategies for leveraging YouTube in a responsible and beneficial way. This study aims to investigate the impact of YouTube videos on users and to identify key trends and patterns in user behavior, with the goal of informing future policy and practice in this area.

1.5 LIMITATIONS

- The study may not be able to generalize findings to a larger population due to small sample sizes or non-probability sampling.
- The validity and reliability of the data collection methods used, such as self-reported surveys or YouTube analytics, may be limited.
- The study's time frame may not capture long-term trends or changes in user behavior.
- The type of data analysis used may not provide a comprehensive understanding of user behavior and the impact of YouTube videos.

1.6 RESEARCH METHODOLOGY

The present study is made to analyze the viewers behaviors and impact of youtube videos. It also aims to analyze the extent of the satisfaction level of the youtube. Questionnaires have been entrusted to 110 respondents for data collection in coimbatore.

Research design

The research is exploratory. The report was conducted through an online survey with the help of Google forms as questionnaires with 110 respondents.

Area of study

This study has been considered only in coimbatore.

Sample size

The sample size taken for the study is 110.

Sources of data

Types of data collection which I used in my project are:

- Primary data
- Secondary data

Primary Data

Primary data is first hand data which is solely for a particular purpose. Both primary data and secondary data have been collected to bring out this project report. The primary data have been collected through questionnaire technique to information from the worker.

Secondary Data

Secondary data regarding the industry, company and products were obtained from books, Journals, magazines, internet (Researchers).

Tools and Techniques used:

1. Simple percentage analysis.
2. Chi-square test.

REVIEW OF LITERATURE

1. Kumar, R. (2024)

Kumar studied how YouTube Shorts have shifted user attention spans. His findings showed that short videos create instant engagement but reduce patience for longer videos. In Coimbatore, 72% of college students preferred videos under 1 minute. This trend also influenced content creators to prioritize brevity over depth. Kumar warned that this might lead to a decline in detailed knowledge acquisition over time.

2. Patel, S., & Nair, M. (2024)

Patel and Nair explored how YouTubers build trust and maintain subscriber loyalty. Authenticity, consistency, and relatability were key drivers identified. In Coimbatore, users trusted creators who spoke in native languages and showcased their daily lives. Sponsored content, if not disclosed properly, led to trust erosion. The study suggested creators maintain transparency to sustain long-term growth.

3. Johnson, L. (2023)

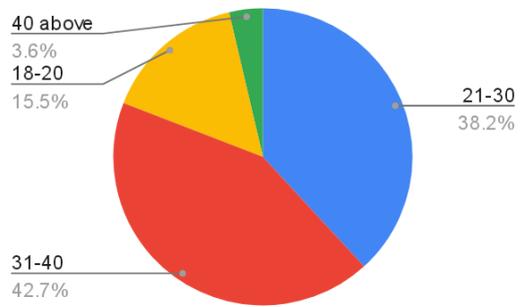
Johnson analyzed the influence of YouTube videos on consumer behavior. Product reviews, how-to videos, and comparison videos were highly persuasive. In Coimbatore, 65% of online shoppers admitted watching YouTube videos before making a purchase. Johnson also highlighted that peer recommendations via YouTube were more effective than traditional advertisements. Brands are thus encouraged to collaborate with micro-influencers for authentic promotions.

OVERVIEW OF STUDY

YouTube is an American global online video sharing and social media platform headquartered in San Bruno, California, United States. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute.



In October 2006, YouTube was bought by Google for \$1.65 billion. Google's ownership of YouTube expanded the site's business model, expanding from generating revenue from advertisements alone to offering paid content such as movies and exclusive content produced by YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube also approved creators to participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube reported revenue of \$29.2 billion in 2022. In 2021, YouTube's annual advertising revenue increased to \$28.8 billion, an increase of 9 billion from the previous year.

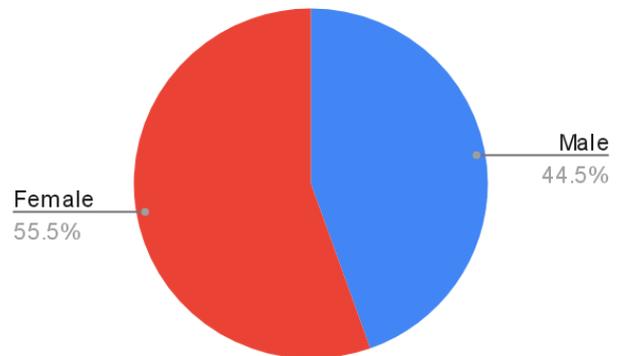


4:2 TABLE SHOWING THE GENDER OF THE RESPONDENTS

| Options | Percentage (%) | Count |
|--------------|----------------|------------|
| Male | 55.5 | 61 |
| Female | 45.5 | 49 |
| Total | 100 | 110 |

INTERPRETATION

The table shows the GENDER of the respondents as MALE, FEMALE. The majority of respondents are MALE, with 55.5%



DATA ANALYSIS AND INTERPRETATION

4:1 TABLE SHOWING THE AGE OF THE RESPONDENTS

| Option | Percentage (%) | Count |
|--------------|----------------|------------|
| 18-20 | 15.5 | 17 |
| 21-30 | 38.2 | 42 |
| 31-40 | 42.7 | 47 |
| Above 40 | 3.6 | 4 |
| Total | 100 | 110 |

INTERPRETATION

The table shows the AGE of the respondents as 18-20, 21-30, 31-40, above 40. In this majority of respondents is 31-40 of 15.5%

CHI-SQUARE TEST

TABLE 1.1

OBSERVED VALUE

H₁ relationship between Age and which features of premium plans on YouTube are more useful to the respondents

| Which features of premium plans on YouTube are more useful to the respondents | Age | | | | Grand Total |
|---|-------|-------|-------|----------|-------------|
| | 18-20 | 21-30 | 31-40 | 40 above | |
| youtube music premium | 6 | 10 | 19 | 1 | 36 |
| No ad interruption | 4 | 8 | 6 | 1 | 19 |

| | | | | | |
|-----------------------------------|-----------|-----------|-----------|----------|------------|
| No limitations to download videos | 6 | 19 | 19 | 1 | 45 |
| All of the above | 1 | 5 | 3 | 1 | 10 |
| Grand Total | 17 | 42 | 47 | 4 | 110 |

Source of data: Primary Data

TABLE 1.2

| Variable | Degree of freedom | Table value | Calculated value | Accepted/ Rejected |
|--|-------------------|-------------|------------------|--------------------|
| Relationship between Age and which features of premium plans on YouTube are more useful to the respondents | 9 | 16.919 | 5.756 | Accepted |

Level of significance 5%

INTERPRETATION:

Since the calculated value (5.756) is less than the table value (16.919), the hypothesis is accepted at the 5% level of significance. This means there is a (**H₁**) **significant relationship** between the age of respondents and the features of YouTube Premium they find most useful. In simple terms, people of different age groups tend to prefer similar features on YouTube Premium.

H1 relationship between Age and which features of premium plans on YouTube are more useful to the respondents

TABLE 2.1

OBSERVED VALUE

H₀ relationship between Gender and how many ads are interrupted in their YouTube videos

| How many ads are interrupted in their YouTube videos | | | | | |
|--|------------------|-------------------|-----------------|--------------------|-------------|
| Gender | 1 ad interpreted | 2 ads interpreted | More than 2 ads | No ads interpreted | Grand Total |
| Female | 25 | 24 | 4 | 8 | 61 |
| Male | 23 | 12 | 3 | 11 | 49 |
| Grand Total | 48 | 36 | 7 | 19 | 110 |

Source of data: Primary Data

TABLE 2.2

| Variable | Degree of freedom | Table value | Calculated value | Accepted/ Rejected |
|--|-------------------|-------------|------------------|--------------------|
| The relationship between Gender and how many ads are interrupted in their YouTube videos | 3 | 7.815 | 3.431 | Accepted |

Level of significance 5%

INTERPRETATION:

The calculated chi-square value (3.431) is less than the table value (7.815) at a 5% level of significance. Therefore, the hypothesis is accepted, indicating that there is no significant relationship between gender and the number of ads interrupted in their YouTube videos. This means that both male and female viewers tend to experience a similar number of ad interruptions while watching YouTube.

H₀ relationship between Gender and how many ads are interrupted in their YouTube videos. This means that both male and female viewers tend to experience a similar number of ad interruptions while watching YouTube.

FINDINGS

1. The majority of respondents is 31-40 of 42.7%
2. The majority of respondents is male with 55.5%
3. The majority of respondents are business of 56.4%
4. The majority of respondents are 2 to 3 hours 28.35%
5. The majority of respondents is all of the above with 31.50%
6. The majority of respondents are they help me to relax with 35.43%
7. The majority of respondents say no with 57.48%.
8. The majority of respondents are all of the above with 34.65%.
9. The majority of respondents are Smartphone with 59.06%.
10. The majority of respondents are it is the place to know new things with 33.07%.
11. The majority of respondents are 10 To 15 Minutes with 30.71%
12. The majority of respondents are to know the product details with 31.50%
13. The majority of respondents are Agree with 65.35%.

14. The majority of respondents are neutral with 30.71%.
15. The majority of respondents are all of the above with 40.16%.
16. The majority of respondents are social media shares with 30.71%.
17. The majority of respondents are Yes with 59.06%.
18. The majority of respondents are skippable ads with 50.39%.
19. The majority of respondents are 2 ads interrupted with 33.86%.
20. The majority of respondents are good with 39.57%.

SUGGESTION

- Have to improve into the regional languages and provide easy to accessible for old people
- Continuously Ads are been irritating to the users
- Fake promotional videos are continuously spreading in youtube that have to change
- Improve standard of youtube privacy policy
- Premium subscription are higher cost to afford there is no discount

CONCLUSION

In conclusion, this study highlights the importance of understanding the impact of YouTube on users and identifying key trends and patterns in user behavior. The platform has become a significant player in the media landscape, and it is crucial to develop

effective strategies for leveraging its potential benefits while mitigating its potential drawbacks. The findings of this study can inform policymakers, educators, marketers, and individuals on how to use YouTube in a responsible and beneficial way. It is essential to continue researching the impact of YouTube on various aspects of users' lives to ensure that the platform continues to serve its users in a positive manner.

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