



ROLE OF YOUTUBE IN SELF ADVERTISING

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Abstract

The term self advertising means advertising one's own popularity or it could also be termed as popularizing oneself. This is done in order to induce the public's attention on one's product or brand or service. YouTube is a wide network used to channelize any information. In today's world social media plays a vital role, where YouTube is well-liked social media favoured by all people of different age groups. This study focuses on creating awareness to the public through memes, dubs mash, videos, critics, informative talks, sharing some political views or passing comments to others post etc., These are the forms of self advertising to make people turn towards a particular video adopting YouTube as a medium to universalize one's reputation. The study was conducted by distributing a questionnaire to different age group in different locality. The results revealed that self advertising through YouTube is easily exposed to public. It has also established that People can advertise their own videos and become popular, more than conventional mode. The research has proven that self-advertising through YouTube is faster and cost effective in posting their own videos to project once talent and creativity.

Keywords: *Self Advertising, Youtube, Social Media, Memes, Dubs mash.*

Introduction

Marketing activity is concerned with the process of exchange. In those days goods were exchanged for goods under barter system, but later it was replaced by money in marketing. In the process of exchange there are two people involved, the buyer and the seller. In a nutshell, marketing can be cited as satisfying customer needs and wants. Advertising is a form of marketing where people try to market their products, and it is a means of communication. In this scenario self advertising is trending in recent years, where people try to show case their talents, critics, videos, comments etc., People chose a medium to show case their talent, which we call it has social media. facebook, youtube, whatsapp, twitter, instagram, are the some of the forms of social media. This social media is used for communication as well passing information about various fields like current affairs, entertainment, movies, memes, dubs mash etc., People spread awareness and try to get information within a short time span. It is rather to be said that information are opened out within no time. Youtube is one of the social media, which makes self advertising accessible to the general public by presenting in an understandable way. People of different classes with varied interest get along to share their views, where YouTube renders a productive and influential platform for communicating with such groups. There is no reluctance in passing any information through YouTube. This research talks about the role of youtube on self advertising.

Need for the study

In today's society most of the people are influenced through social media, everyone are much interested in popularizing or socializing themselves in several social media like you tube, face book, instagram, Whatsapp etc by updating their status or posting stories. This sort of culture has induced people to channelize themselves by posting videos like dub smash, songs, dance or posting any social information. This has been popular nowadays in Instagram, YouTube, Face book etc., where people let out their own videos through self advertising. This may be done for sake of name, fame, to derive monetary benefits or even giving awareness to people through social message. This study focuses on how YouTube benefits people in self advertising and what is the role of YouTube in such self advertising.

Statement of the Problem

Self Advertising is a term used to explain about self promotion or self marketing. Advertising products or services was done through radio or television or newspaper once upon a time. This was very expensive and everyone where not able to afford. Advertising in cinema theatres is more expensive, but now what is trending is the social media.



Social media is a huge and latest trend in promoting such self advertisements. You tube is one of the social media in promoting such self advertising, which is faster and much cost effective when compared with other modes of network. Self advertising was not much popular before the introduction of social media. You tube as made it possible where anyone and everyone can post their own videos, cookery shows, share their views on any issues, pass comments, give likes for someone's post. Through you tube self advertising has become popular.

Research Gap

Review from the available literature reveals that the number of research studies has been done on social networking and quiet a lot of research has been done on advertising. This research work is a new perspective on finding the role of you tube on self advertising. This study will analyse whether self advertising in you tube is trustworthy, secured for people who post their videos, comment etc., and whether it increases their popularity.

Objectives of the Study

1. To find out the factors leading to self-advertising.
2. To analyze the level of popularity in self advertising
3. To know the benefits in self advertising

Scope of The Study

In this study, the researcher tries to collect information from different class of people like students, employed persons, professionals etc., from South Chennai.

Research Methodology

Research Design

The research design employs descriptive, analytical and explorative methods. The basic information is obtained through the survey method by administering a questionnaire.

Data for the study

The study basically depends on primary data and secondary data.

A Primary data: Questionnaire was used to collect the data

B Secondary data: the secondary data was collected from books, journals and internet.

Population of the study and sample units

The Sampling frame work consists of people of south Chennai

Sample criteria

Convenient sampling method is used to collect the primary data.

Limitation of the Study

To mention the area of study, primary and secondary data are needed. In fact there are some limitations in this research. The researcher was not able to cover all parts of Chennai. The researcher has analysed only the south part of Chennai, which can be cited as a limitation.

Review of Literature

Andrew N.Smith EileenFischerChen Yongjian (2012)The study talks about social media channels and marketing strategies influencing consumer-produced brand communications. This study tests hypotheses regarding differences in brand-related user-generated content (UGC) between Twitter, Facebook and YouTube. It tests them using data from a content analysis of 600 UGC posts for two retail-apparel brands (Lululemon and American Apparel), which differ in the extent to which they manage social media proactively.



AngellaJiyoung Kim & Eunju Ko (2012) The study has investigated social media marketing (SMM) on customer relationship involving intimacy, trust and purchase intention. Social media are the two-way communication platforms that allow users to interact with each other online to share information and opinions. Use of social media sites such as Twitter and Facebook has already expanded to almost every luxury fashion brand and been evaluated as business take-off tools.

Lisette de Vries Sonja Gensler Peter S.H. Leeflang (2012) In this article results show that brand positioning on the brand fan page increases the brand post popularity. Findings also indicate that different drivers influence the number of likes and the number of comments. Sharing positive comments on brand post is positively related to number of likes.

H Khang, EJ Ki, L Ye (2012) Social media plays a vital role both practical and academic arenas, this study talks about the trends of social media research over fourteen years. This shows that social media have gained tremendous attention among scholars, and who have, in turn, been responding and keeping pace with the increased usage and impact of this new medium.

W. Glynn Mangold David J. Faulds (2009) This article argues that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications paradigm whereby a high degree of control is present.

Wenjing Duan Bingu Andrew B. Whinston (2008) The researcher has separated the effect of online WOM (word of mouth marketing) as precursor and an outcome of retail sale. A unique aspect of the WOM effect is the presence of a positive feedback mechanism between WOM and retail sales.

Arno Scharl Astrid Dickinger Jamie Murphy (2004) The authors from their research say that most successful form of mobile communication is the SMS (short message services). They had a quantitative analysis of the Fortune Global websites and qualitative interview with European experts, where such survey leads to successful SMS advertising.

Madhu A Grawal (1995) has found in her research that there is always debate over 40 years between advertising practitioners and academicians about standardization vs. adoption of commercial message. Even International advertisers have confronted with the question of whether to standardize or adapt their commercial messages.

Leslie Kanuk and Conrad Berenson (1975) have found that about the advantages of mail questionnaire survey, they are less time consuming, flexible, and relatively low cost and widely dispersed without delay. It is easily reachable to respondents like farmers, soldiers and executives. Businessmen and Academic researchers favour mail survey, since it is cheaper and data can be procured quickly.

Factor of Self Advertising on Youtube - Analysis
Table.1 Communalities

	Initial	Extraction
5 SA	1.000	.587
6 SA	1.000	.800
7 SA	1.000	.782
8 SA	1.000	.869
9 SA	1.000	.772
10 SA	1.000	.653



11 SA	1.000	.608
12 SA	1.000	.731
13 SA	1.000	.880
14 SA	1.000	.773
15 SA	1.000	.831
16 SA	1.000	.844
17 SA	1.000	.768
18 SA	1.000	.793
19 SA	1.000	.720
20 SA	1.000	.890
21 SA	1.000	.809
22 SA	1.000	.787
23 SA	1.000	.715
24 SA	1.000	.640
25 SA	1.000	.862
26 SA	1.000	.757
27 SA	1.000	.837
28 SA	1.000	.671
29 SA	1.000	.837
30 SA	1.000	.773

From the above table it is found that the 26 variables of Role of you tube in self advertising have their variances ranging from 0.587 to 0.890. This implies that the 26 variables have their variances within the limitation 58.7% to 89.0%. This specific range is highly significant and ensures the formation of factors as stated in the following total variance table:

Table-2 Total Variance

Component	Initial Eigenvalues			Rotation sum of square loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.696	21.909	21.909	5.696	21.909	21.909
2	3.131	12.044	33.953	3.131	12.044	33.953
3	2.587	9.951	43.904	2.587	9.951	43.904
4	2.016	7.754	51.658	2.016	7.754	51.658
5	1.904	7.324	58.982	1.904	7.324	58.982
6	1.854	7.132	66.114	1.854	7.132	66.114
7	1.563	6.013	72.127	1.563	6.013	72.127
8	1.235	4.748	76.876	1.235	4.748	76.876
9	1.104	4.245	81.121			
10	.981	3.775	84.896			
11	.921	3.541	88.436			
12	.606	2.330	90.767			
13	.561	2.158	92.925			
14	.478	1.837	94.762			
15	.380	1.461	96.223			
16	.317	1.221	97.445			
17	.241	.927	98.372			
18	.132	.509	98.881			
19	.100	.383	99.264			
20	.087	.334	99.598			



21	.055	.211	99.809			
22	.032	.122	99.931			
23	.012	.046	99.977			
24	.006	.023	100.000			
25	2.175E-016	8.367E-016	100.000			
26	-5.020E-016	-1.931E-015	100.000			

From the above table it is found that 26 variables are reduced in to 8 factors with cumulative variance 76.876%. These eight factors also have their individual variances 21.909%, 12.044%, 9.951%, 7.754% 7.324%, 7.132%, 6.013% and 4.748% The variable loading for all the eight factors can be identified through the following rotated component matrix.

Table-3 Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
16 SA	.719							
14 SA	.715							
18 SA	.714							
17 SA	.699							
28 SA	.681							
15 SA	.630							
19 SA	.626							
7 SA	.587							
9 SA	.566							
8 SA	.404							
23 SA		.762						
12 SA		.597						
29 SA		.543						
25 SA			-.658					
13 SA			.631					
30 SA				.635				
24 SA				-.617				
20 SA					.581			
6 SA					.519			
27 SA					.482			
22 SA						-.619		
21 SA						.540		
11 SA								
5 SA							.495	
10 SA							-.487	
26 SA								.636

From the above Table it is found that the first factor consists of 10 variables, namely:

- 16.** Through self-advertising my reputation increases (**0.719**)
- 14.** My popularity will be based on how many views or likes or share I get (**0.715**)
- 18.** To build my own reputation or brand, I advertise in you tube (**0.714**)
- 17.** Posting my videos in YouTube is comparatively cheaper in popularizing my brand (**0.699**)



- 28. YouTube is a platform where all classes of people can do self-advertising (0.681)
- 15. I agree that by posting my videos in YouTube I get a chance to earn money (0.630)
- 19. I want to be connected with friends and family so I post in you tube (0.626)
- 7. When I post videos in YouTube, it is easily accessible (0.587)
- 9. I can share information through YouTube without any hesitation (0.566)
- 8. Memes or dub smash of mime induces people to watch again and again (0.404)

Therefore, this factor can be named as “**Value Expression**” factor.

Self Advertising through you tube increases the reputation of a person by more number of likes and share one gets. Moreover, it is cheaper, and reaches all classes of people. It induces a chance to earn money and get connected with friends and family.

From the above Table it is found that the second factor consists of 3 variables, namely:

- 23. I can effectively lead a team to design and build a hands-on-project. (0.762)
- 12. YouTube is the cheapest mode to have information (0.597)
- 29. When I self-advertise in YouTube it reaches the public quickly than any other conventional mode of communication (0.543).

Therefore, this factor can be named as “**Cost Effective**” factor.

Advertising in you tube leads a team to build a hands-on-project, with cheapest mode to have information and reaches public quickly than any other conventional mode.

From the above Table the third factor consist of 2 variables, namely:

- 25. After reading positive comments/reviews/online articles I want to stick on to self-advertising (-0.658)
- 13. Through self-advertising I become popular (0.631)

Therefore this factor can be named as “**Publicity**” factor.

People stick on to self advertising via you tube, since they get lot of positive comments and they become popular.

From the above Table the fourth factor consist of 2 variable, namely:

- 30. I watch self-advertisements in you tube (0.635)
- 24. I know where I can find the information that I need (-0.617).

Therefore this factor can be named as “**Image creation**” factor.

Watching Self advertisements in you tube anyone can get any information that is required.

From the above Table the fifth factor consist of 3 variables, namely:

- 20. To share with others my talent I opt self-advertising in you tube (0.581)
- 6. When I post memes in YouTube, I get huge coverage (0.591)
- 27. YouTube renders a productive and influential platform for communicating with various interest groups (0.482)

Therefore this factor can be named as “**Scope**” factor.

You tube channelizes the talent of an individual through self advertising, where one gets huge coverage giving scope for communicating with various interest groups.

From the above Table the sixth factor consist of 2 variables, namely:

- 22. I can use what I have learnt (-0.619)
- 21. To find others who have similar interest or careers.(0.540)

Therefore this factor can be named as “**Development**” factor.



You tube is a platform where I can use what I learnt and find people with similar interest.

From the above Table the seventh factor consist of 2 variables, namely:

5. Through self-Advertising, I want the public to be aware of me(**0.495**)
10. YouTube is a platform where I can criticize on any information given by others without any fear(**-0.487**)

Therefore this factor can be named as **“Judgmental”** factor.

Awareness is created through self advertisement in you tube and one can pass any critic on any issue without fear.

From the above Table the eighth factor consist of 1 variable, namely:

26. Self-advertising in YouTube is trustful (**0.636**)

Therefore this factor can be named as **“Persuading”** factor.

Channelizing in you tube is trustful which persuades people for more self advertising.

Influence f Self Advertising on YouTube

The factor Analysis by principal component method derived 8 factors of Self Advertising namely:

1. Value Expression
2. Cost Effective
3. Publicity
4. Image creation
5. Scope
6. Development
7. Judgmental
8. Persuading

In this scenario demographic factors of self advertising are considered as independent variables, the 8 factors of self advertising such as Value Expression, Cost Effective, Publicity, Image creation, Scope, Development, Judgmental and Persuading are considered as dependent variable. Influence on Independent variable on the dependent factors can be ascertained through Linear Multiple Regression Analysis as shown in the table below:

1. Influence of educational qualification of self advertising on Image Creation

Influence on educational qualification and its respective relationship with Image creation is established in the following table:

Table-4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256 ^a	.066	.037	1.38730

From the above table it is found that R square = 0.066, Adjusted R square= 0.037 shows that the independent variable of self advertising create 6.6% variance over the image creation. The regression fit is verified in the following Anova Table

Table-5 Anova Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.999	3	4.333	2.251	.087 ^b
Residual	184.761	96	1.925		
Total	197.760	99			



From the above table it is found that $F = 2.251$, $P = 0.87$ is statistically significant at more than 5% level, it confirms the regression fit and also the regression between self advertising and image creation. The individual influences of self advertising factors is ascertained through the following co-efficient table

Table-6 Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	27.451	2.972		9.236	.000
2 age	.850	1.026	.106	.828	.410
3 gen	2.873	1.519	.197	1.891	.062
4 eq	-3.177	1.076	-.397	-2.954	.004

From the above table it is found that demographic factors of self advertising, Educational qualification ($\beta = -0.397$, $t = -2.954$, $p = 0.004$) are statistically significant at 5% level. Therefore it can be concluded that how this variables of educational qualification influencing the factor (Image Creation). It is clear that Self advertising on you tube has image creation focusing on the youngsters.

2. Influence of educational qualification of self advertising on Scope

Influence on educational qualification and its respective relationship with Scope is established in the following table:

Table: 7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 ^a	.082	.054	1.64822

From the above table it is found that $R^2 = 0.082$, Adjusted $R^2 = 0.054$ shows that the independent variable of self advertising create 8.2 % variance over the scope factor. The regression fit is verified in the following Anova Table.

Table: 8 Anova Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.362	3	7.787	2.867	.041 ^b
Residual	260.798	96	2.717		
Total	284.160	99			

From the above table it is found that $F = 2.867$, $P = 0.041$ is statistically significant at 5% level, it confirms the regression fit and also the regression between demographic variable of self advertising and scope. The individual influence of self advertising factors is ascertained through the following co-efficient table.

Table: 9 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.636	.708		7.960	.000
2 age	.678	.245	.358	2.772	.007
3 gen	.398	.362	.116	1.101	.274
4 eq	-.520	.256	-.276	-2.030	.045



From the above table it is found that demographic factors of self advertising, Educational qualification (beta = -0.276, t = -2.030, p = 0.045) are statistically significant at 5% level. Therefore it can be concluded that how this variables of educational qualification influencing the factor (Scope). It is clear that Self advertising on you tube has lot of scope on ones educational qualification.

3. Influence of age and gender of self advertising on Judgmental factor

Influence on age and gender and its respective relationship with judgmental is established in the following table:

Table: 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334 ^a	.111	.084	1.62550

From the above table it is found that R square = 0.111, Adjusted R square= 0.084 shows that the independent variable of self advertising create 11.1 % variance over the judgmental factor. The regression fit is verified in the following Anova Table

Table: 11 Anova Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	31.784	3	10.595	4.010	.010 ^b
Residual	253.656	96	2.642		
Total	285.440	99			

From the above table it is found that F = 4.010, P = 0.010 is statistically significant at 5% level, it confirms the regression fit and also the regression between demographic variable of self advertising and judgmental factor. The individual influences of self advertising on you tube is ascertained through the following co-efficient table

Table: 12 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.591	.698		6.574	.000
2 age	-.519	.241	-.274	-2.154	.034
3 gen	.883	.357	.256	2.474	.015
4 eq	.311	.253	.165	1.231	.221

From the above table it is found that demographic factors of self advertising age (beta = -0.274, t = -2.154, p = 0.034), gender (beta = 0.0256, t = 2.474, p = 0.015) are statistically significant at 5% level. Therefore it can be concluded that how this variables of age and gender influencing the factor (Judgmental). It is clear that Self advertising on you tube is judgmental with the age and gender of people.

Findings

Self advertising on you tube has revealed eight predominant factors namely value expression, cost effective, publicity, scope, image creation, development judgmental and persuading.

- Self Advertising through you tube increases the reputation of a person by more number of likes and share one gets. Moreover it is cheaper, and reaches all classes of people.
- It induces a chance to earn money and get connected with friends and family.
- Advertising in you tube leads a team to build a hands-on-project, with cheapest mode to have information and reaches public quickly than any other conventional mode.
- People stick on to self advertising via you tube, since they get lot of positive comments and they become popular.



- Watching Self advertisements in you tube anyone can get any information that is required. You tube channelizes the talent of an individual through self advertising, where one gets huge coverage giving scope for communicating with various interest groups.
- You tube is a platform where I can use what I learnt and find people with similar interest. Awareness is created through self advertisement in you tube and one can pass any critic on any issue without fear.
- Channelizing in you tube is trustful which persuades people for more self advertising.
- Age and gender of demographic variable of self advertising on judgmental factor and educational qualification on scope and image creation influences each other stating that self advertising on you tube targets more on youngsters immaterial on their gender.

Suggestion

Self Advertising on you tube is welcomed in current years. This can be used more productively on every aspect like academics technology, art etc., This should be extended to large extend.

Conclusion

Social media creates new opportunity for marketing and new ways for targeted and effective advertisement. Social networking is the present and future forms of advertising. The role of you tube in self advertising is tremendous innovation, where this platform can be utilized by all people without hesitation and fear. This paves way for all talented people who seek for an opportunity. YouTube is universally accepted medium for self advertising which is considered as the best for all types of advertisement. This research has proved that self advertising on YouTube is trustworthy and secured where people can use this medium for their popularity. The research doesn't talk only about reputation but earning money, sharing knowledge and to get connected with people. Social media is not only about socializing or is loaded with entertainment, through this research the researcher has expressed his views that social media is beyond boundaries.

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