

EFFECT OF YOUTUBE MARKETING ON GRABBING ATTENTION OF MALE AND FEMALE

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Abstract

Social media marketing is widely used for promoting products and services. An effort has been made to judge the effectiveness of one of the most prominent social media i.e. YouTube. How effective is the YouTube in grabbing attention of male and female of different age groups residing in Rajasthan, India. Effort was also made to ascertain whether YouTube marketing is equally effective for male and female. Marketing on YouTube can only be useful if it grabs attention of viewers because the path of sale goes through grabbing attention. In this research 400 internet using male and 400 internet using female were interviewed and on the basis of their response towards YouTube inferences were drawn.

Key words: *Social Media Marketing, YouTube, Grabbing Attention*

Introduction:

The advent of new media has altogether molded how society shares and gets data. An ever increasing number of organizations are striving to use online networking to spread news about their products and services. YouTube is also being used widely for marketing products and services so it was decided to gaze its effectiveness.

Kendra S. Bayne and Beth A. Cianfrone (2013) Social media advertising, including the utilization of Facebook, is turning into a common piece of the special showcasing blend by entertainment and game associations.

While utilization of Facebook as a showcasing instrument is normal, exact proof of its utilization is inadequate.

Milad Dehghani (2013) Marketers attempt to discover the most ideal approach to promote their item and administrations keeping in mind the end goal to fabricate association with clients and pick up force to viral verbal showcasing in web-based social networking.

Tina Vukasovic (2013) Innovation in person to person communication media has altered the world in 21st century. Person to person communication media introduces possibly open doors for new types of correspondence and trade amongst advertisers and shoppers.

Sample:

Data were collected through questionnaire filled by internet users of Jaipur, Jodhpur, Kota and Udaipur city. 80 male and 80 female of each age group were selected for the study. In all viewpoint of 400 male and 400 female were collected.

Hypothesis:

There is no significant difference between effect of YouTube marketing on grabbing attention of male and female.

Statistical analysis tool:

Z test was used to understand the significance of difference between effect of YouTube marketing on grabbing attention of male and female.

Effect of YouTube marketing in grabbing attention of male:

The overall effect of YouTube marketing in grabbing attention of male of all age groups was calculated. It is shown in table 1 which reflects marketing on YouTube grabs high attention of 19.75% respondents and moderate attention of 38.25% respondents. It could not grab attention of 18.5% respondents. 21-30 years age group is most influenced. Young age groups' attention is grabbed more by the YouTube marketing.

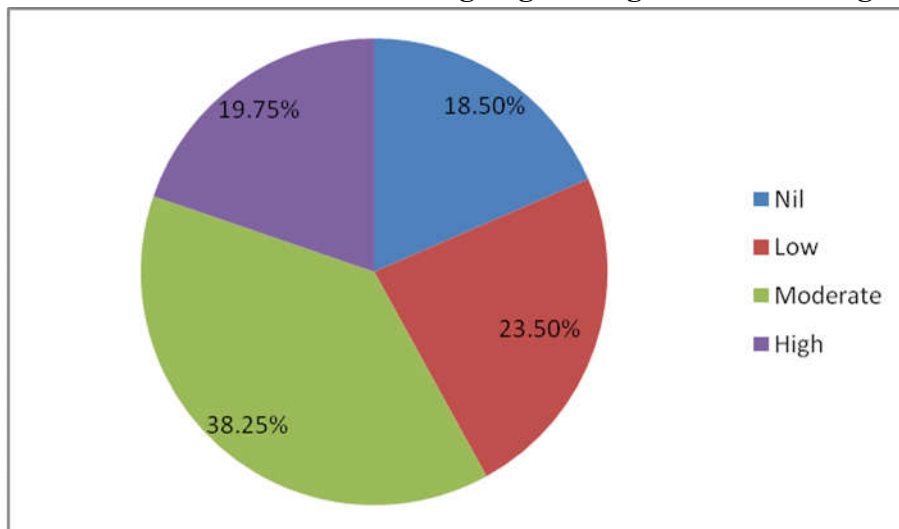
Table 1

Overall effect of YouTube marketing in grabbing attention among male

Level	11-20 years	21-30 years	31-50 years	51-60 years	61& above years	Total	Percentage of respondents
Nil	10	5	15	18	26	74	18.50%
Low	17	16	18	21	22	94	23.50%
Moderate	33	35	32	29	24	153	38.25%
High	20	24	15	12	8	79	19.75%
Total	80	80	80	80	80	400	100%

Chart 1

Overall effect of YouTube marketing in grabbing attention among male



The effectiveness of YouTube marketing in grabbing attention of male of all age groups was calculated with the help of table 2. On four point scale the level of attention grabbed of male by YouTube was given weight. For high level of attention grabbed 4 points, for moderate level of attention grabbed 3 points, for low level of attention grabbed 2 points and for no attention grabbed 1 point was given. On the basis of assigned weights scores were calculated. 1037 score was made out of 1600 i.e. 64.81%. It shows that marketing on YouTube is 64.81% effective to grab attention of male.

Table 2**Effectiveness of YouTube marketing in grabbing attention of male**

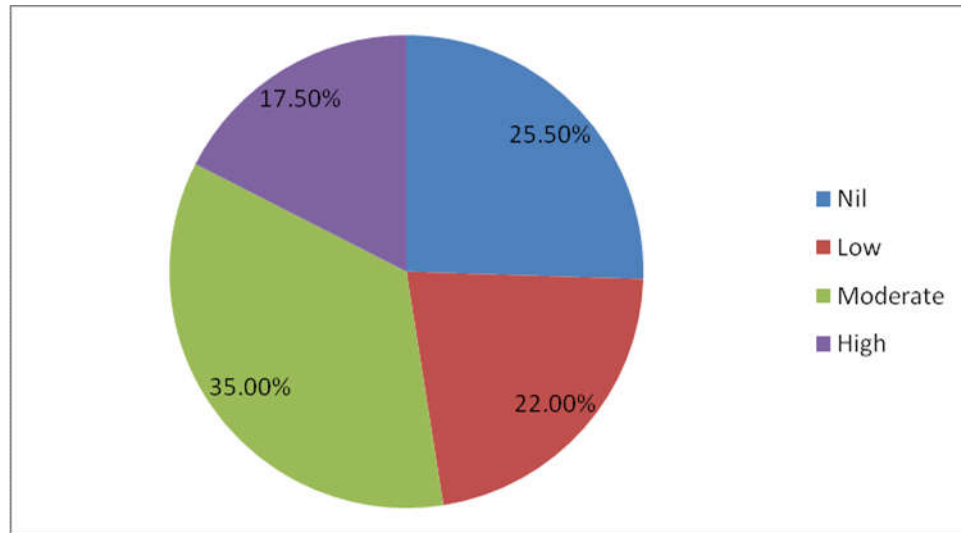
Level	Effect of YouTube marketing in grabbing attention among all male (No. of respondents)	Weight	Score
Nil	74	1	74
Low	94	2	188
Moderate	153	3	459
High	79	4	316
Total	400		1037

Effect of YouTube marketing in grabbing attention of female:

The overall effect of YouTube marketing in grabbing attention of female of all age groups was calculated. It is shown in table 3 which reflects marketing on YouTube grabs high attention of 17.5% respondents and moderate attention of 35% respondents. It could not grab attention of 25.5% respondents. 21-30 years age group is most influenced. Young age groups' attention is grabbed more by the YouTube marketing.

Table 3**Overall effect of YouTube marketing in grabbing attention among female**

Level	11-20 years	21-30 years	31-50 years	51-60 years	61& above years	Total	Percentage of respondents
Nil	13	8	21	27	33	102	25.50%
Low	18	16	16	18	20	88	22%
Moderate	31	34	29	25	21	140	35%
High	18	22	14	10	6	70	17.5%
Total	80	80	80	80	80	400	100%

Chart 2**Overall effect of YouTube marketing in grabbing attention among female**

The effectiveness of YouTube marketing in grabbing attention of female of all age groups was calculated with the help of table 4. On four point scale the level of attention grabbed of female by YouTube was given weight. For high level of attention grabbed 4 points, for moderate level of attention grabbed 3 points, for low level of attention grabbed 2 points and for no attention grabbed 1 point was given. On the basis of assigned weights scores were calculated. 978 score was made out of 1600 i.e. 61.25%. It shows that marketing on YouTube is 61.25% effective to grab attention of female.

Table 4**Effectiveness of YouTube marketing in grabbing attention of female**

Level	Effect of YouTube marketing in grabbing attention among all female (No. of respondents)	Weight	Score
Nil	102	1	102
Low	88	2	176
Moderate	140	3	420
High	70	4	280
Total	400		978

Difference between effect of YouTube marketing on grabbing attention of male and female:

Marketing on YouTube is 64.81% effective to grab attention of male and 61.25% effective to grab attention of female. It means marketing on YouTube grabs little more attention of male than female. To ascertain whether this difference is significant Z test was done as ahead -

$$|Z| = \frac{P1 - P2}{\sqrt{P0Q0 \left(\frac{1}{n1} + \frac{1}{n2} \right)}}$$

$$|Z| = \frac{.6481 - .6125}{\sqrt{.6303 \times .3697 \left(\frac{1}{80} + \frac{1}{80} \right)}}$$

$$|Z| = 0.466$$

Since the computed value of $Z = 0.466$ is less than critical value of $Z = 1.96$. It lies in acceptance region at 5% level of significance. Thus we can say that there is no significant difference between effect of YouTube marketing on grabbing attention of male and female so first hypothesis is accepted.

Conclusion:

Marketing on YouTube is effective to grabs attention of both male and female.

21-30 years of male & female get most influenced by marketing on YouTube. As far as other age groups are concerned; higher age groups are less influenced from YouTube marketing than younger age groups.

Marketing on YouTube should be used both for male and female. It is especially more effective among youngsters but it does not mean that it is ineffective for middle aged persons. YouTube marketing should be used for all age groups.

References:

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