



Impact of product review by you youtuber on consumer buying decision

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 **Abstract** :- In our modern digital age, YouTube has emerged as an influential platform that shapes consumers purchasing behavior, specially in adults. This study investigates the impact of YouTuber product reviews on consumer behavior among individuals aged 20–35 or above in Panvel. Employing primary survey data, the study analyzes viewer trust, frequency of review, and content preference. The results indicate that a majority of the respondents depend on YouTube reviews prior to the purchase, with trust and relatability emerging as preeminent factors. The study also suggests that YouTubers are seen as more real than traditional adverts. The results imply that influencer marketing via YouTube is highly influential on consumer purchasing behavior and is thus an indispensable strategy for brands to rely on. The study adds to the online word-of-mouth literature and how social media is reshaping its role in consumption decision-making.


 **Keywords**:- YouTube Product Reviews, Consumer Buying Decision, Social Media Influence, Online Reviews, Review Credibility, Product Demonstration, Viewer Trust, Impact of Visual Reviews

 **Introduction** :- YouTube has emerged as the most sought-after platform where individuals look at product reviews before purchasing something. Buyers nowadays trust YouTubers more than Advertisement because they communicate in a straightforward and authentic manner.

These type reviews make people more familiar with the product via demonstration, actual usage, and simple explanations. Viewers also seek whether the video is being created, whether the review is paid or free, and whether the YouTuber is professional.

Most people these days watch 2–3 reviews before purchasing something, particularly online. This is because they cannot feel or experience the product, so reviews through videos come as a trial.


Also, reviews in local languages such as Marathi, konkani and other regional languages are gaining popularity as people are feeling closer. This study is concerned with the impact of such YouTube reviews on purchasing decisions, particularly among individuals between 20–35 years in the New Panvel region.

 **Review of literature**:-

1. **Huang, T. Y., Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022)** - It emphasized that platforms such as YouTube determine consumer purchasing behavior by presenting unambiguous and elaborate product information. They discovered that the authenticity and relevance of video content assist in constructing trust between consumers.
2. **Padhi, A. (2021) - Padhi (2021)** - studied how digital influencers impact Indian consumers, particularly youngsters. In the study, product reviews on YouTube can potentially change how people

make purchasing decisions and observed that viewers believe what YouTubers share because they seem like experts and are honest.

3. **Fasih, F. (2024) - Fasih (2024)** - noted that YouTube reviews are similar to word of mouth on the internet. Because people can comment and get fast replies, these reviews often affect buying decisions more than normal advertisements.
4. **Vähäjlkkä, M., & Lepistö, E. J. (2017)** - Vähäjlkkä and Lepistö (2017) studied how people react to online product reviews. They found that YouTube product reviews, demos, and user opinions can strongly change how people feel about a brand and their decision to buy it.
5. **Lopes, I., Guarda, T., Victor, J. A., & Vázquez, E. G. (2019)** - Lopes et al. (2019) found that YouTube has changed how people look at and choose products. Their study showed that people are more likely to trust and follow reviews when the influencer seems honest.
6. **Misra, P., & Mukherjee, A. (2019)** - Misra and Mukherjee (2019) observed in their study that when individuals keep on watching the same YouTuber repeatedly, they begin to feel comfortable with them. This gets viewers to believe their reviews more and obey their instructions while purchasing products.

 **Research Gap :-** There have been numerous studies on social media's influence like instagram, facebook and influencer marketing on consumer behavior. Still, most research targets sites such as Instagram or Facebook, whereas less studies have examined YouTube's specific impact, particularly via product review videos.

Also, although some studies talk of overall consumer behavior, there is little in-depth study of how specifically YouTube product reviews. impact Indian consumers' purchasing decisions


Additionally, little research has focused on how trust, video style, and the individual relationship consumers have with YouTubers influence their ultimate purchase decision. This research seeks to address this gap by learning how YouTube reviews influence the purchasing decisions of young consumers.

 **Objectives :-**

1. To find the impact of YouTube product review on consumer purchase decisions.
2. To identify how the trust placed in YouTubers affects consumer behavior.
3. To determine which elements (e.g., form of the video, quality of information, or influencer credibility) have the strongest effects on purchase decisions. greatest impact on purchase decisions.
4. To examine consumers aged 20–35 buying behavior in the New Panvel region.
5. To gauge the effect of product demonstrations and unboxing videos on buyer interest
6. To know if product reviews translate to real purchases or mere product awareness.
7. To determine how product demonstrations and unboxing videos influence buying interest.

 **Hypothesis :-**

- **H₁** (Alternative Hypothesis) :- YouTube product reviews by YouTuber have a significant impact on consumer buying decisions.
- **H₀** (Null Hypothesis): YouTube product reviews by influencers have no significant impact on consumer buying decisions.

 **Research Methodology** :- This research is conducted based on a descriptive research design to see how YouTube product reviews influence the buying behavior of consumers. It is aimed at determining trends, choices, and behaviors from the audience for review content on YouTube.

The study took place in the New Panvel region, focusing on people aged 20 to 35 years old, who frequently view product review videos on YouTube before buying something. The primary data collection was done using a systematic questionnaire via Google Forms. The questionnaire consisted of multiple-choice and close-ended questions to obtain minute details on viewing behavior, trust in YouTubers, and the impact of review content on purchasing behavior.

“93” respondents took part in the survey. The sampling method was used in the research, where participants were recruited on the basis of their availability and willingness to answer the questions. This method was selected because of its ease and simplicity to gather the target population within a short time period.


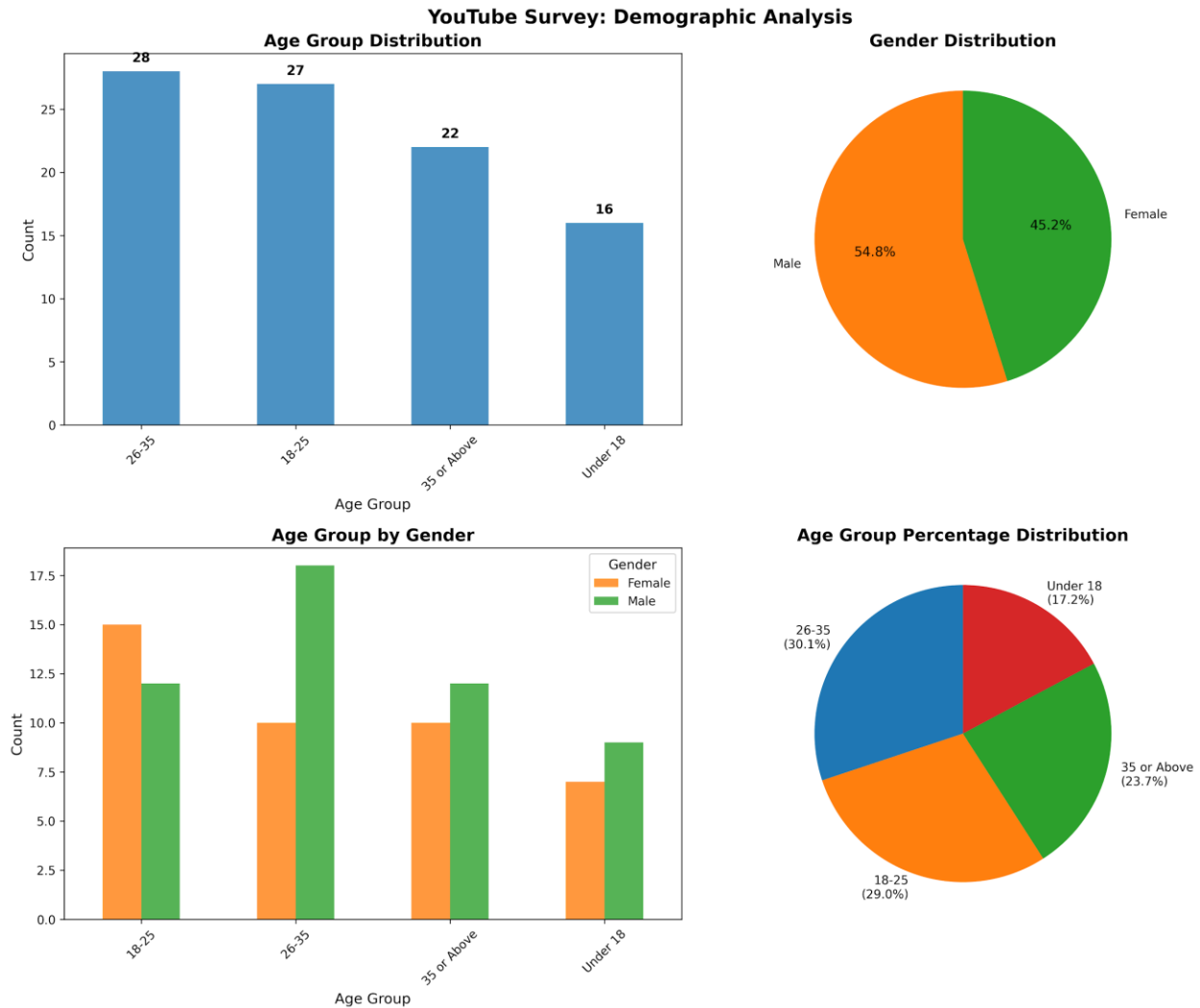
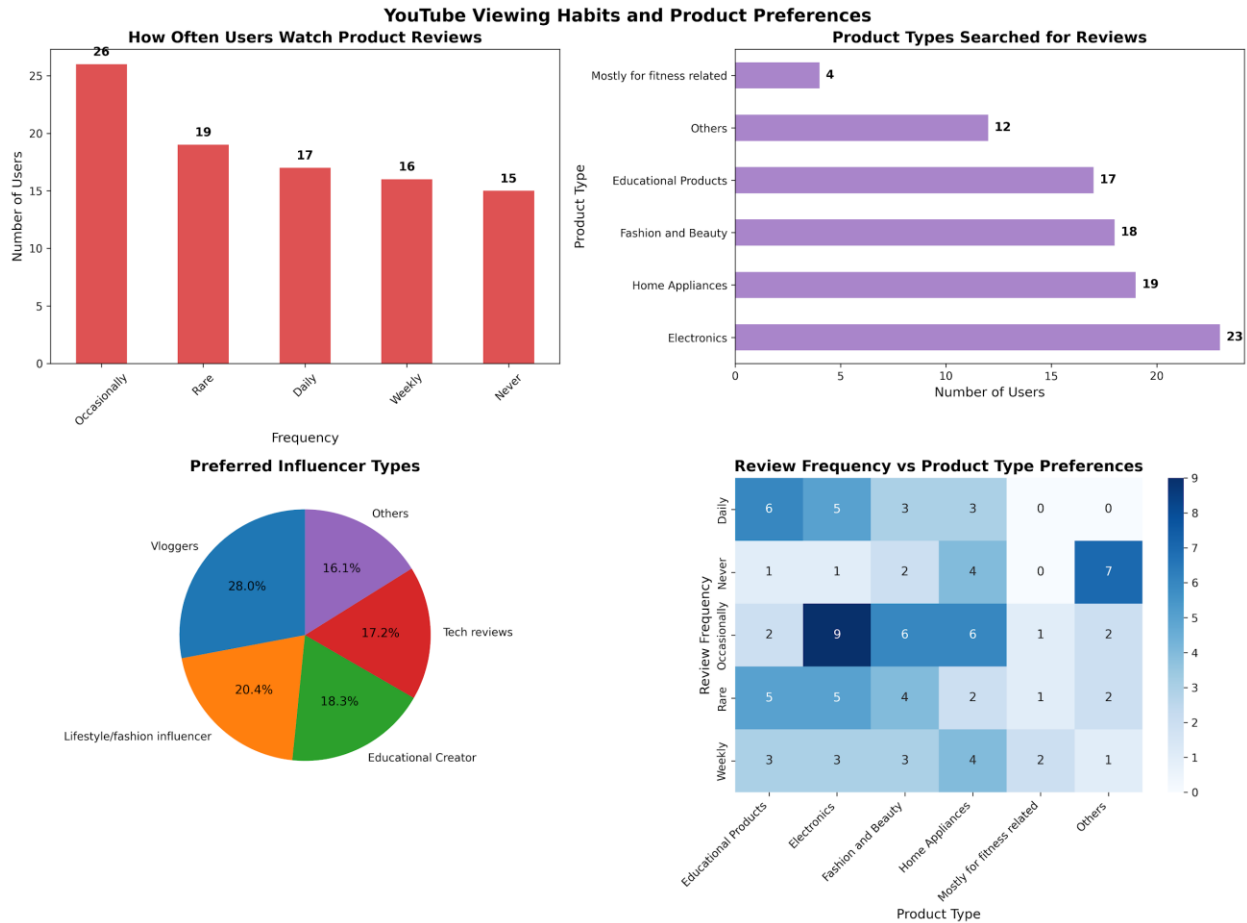
 **Data Analyst and Interpretation** :- The questionnaire received answers from 93 respondents, mostly from the Panvel area, reflecting a cross-section of age groups and genders. The largest age and gender segments were people between 26–35 years or above, and males dominated (55%). This population is typically active on online platforms, especially YouTube, and hence is suitable for research on the influence of product reviews.

Figure.1 :- You Tube Demographic Analysis



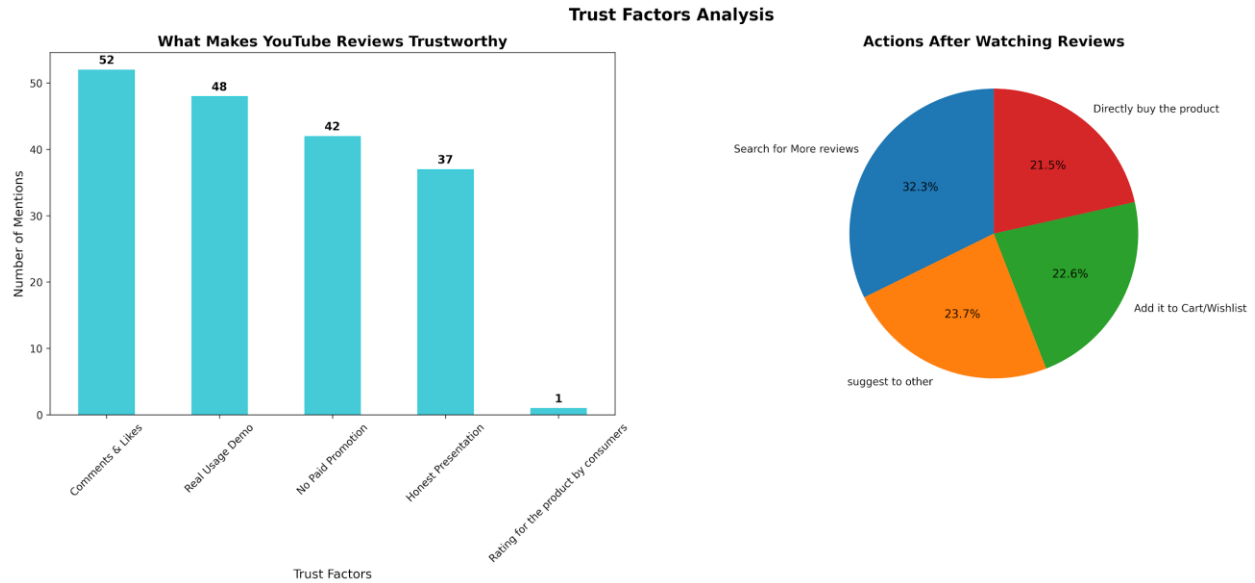
The sample for the survey is predominantly young adults 18–35, accounting for almost 60% of the sample. Females are narrowly ahead of males in the overall sample, particularly in the 18–25 age range. Males dominate the 26–35 and 35+ ranges. The under-18s represent the smallest group. This shows that YouTube reviews are mostly written by young readers, specifically women in their twenties.

Figure.2 :- YouTube Viewing Habits and Product Preferences



Two-thirds of the users view product reviews from time to time (26), then sporadically (19) and every day (17). The most sought-after categories of products searched for are electronics (23) and home appliances (19). Influencer-wise, vloggers (28%) and fashion/lifestyle influencers (20.4%) are at the top of the list. The heatmap indicates that occasional viewers have a preference for electronics (9) and fashion & beauty (6), whereas daily viewers are interested in most types of products. Even consumers who never view reviews passively interest themselves in electronics and learning material.

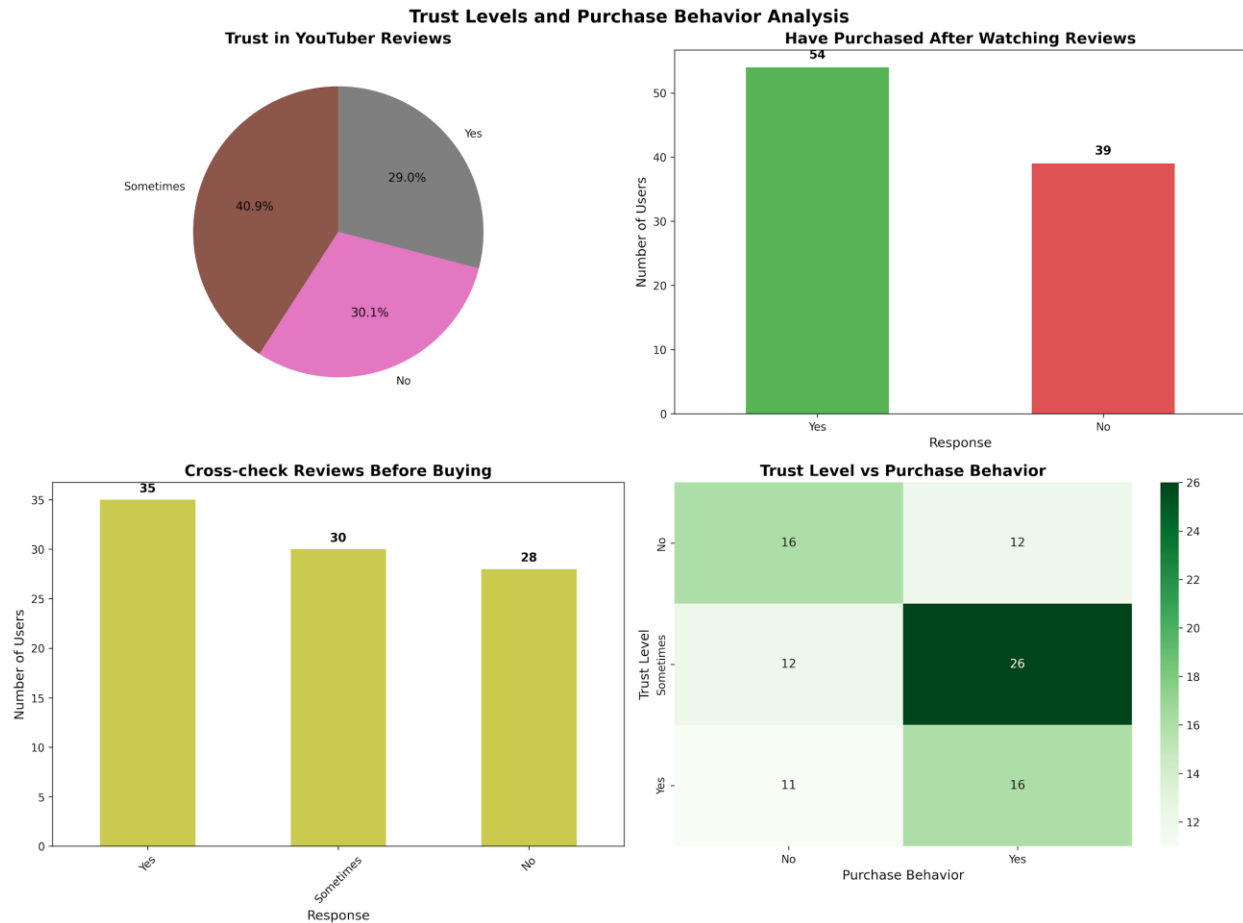
Figure.3 :- Trust Factors and Post-Review Actions



The most important reasons that users trust YouTube reviews are viewer interaction (comments/likes – 52) and actual product usage demonstrations (48). Content clarity and creator consistency are also contributing factors.

With regards to behavior upon viewing reviews, 32.3% of consumers look for additional reviews, 23.7% recommend the product to other people, and 21.5% go ahead to buy immediately. This indicates that YouTube reviews strongly impact the decision, even though not always culminating in instant

Figure.4 :- Trust Levels and Purchase Behavior Analysis



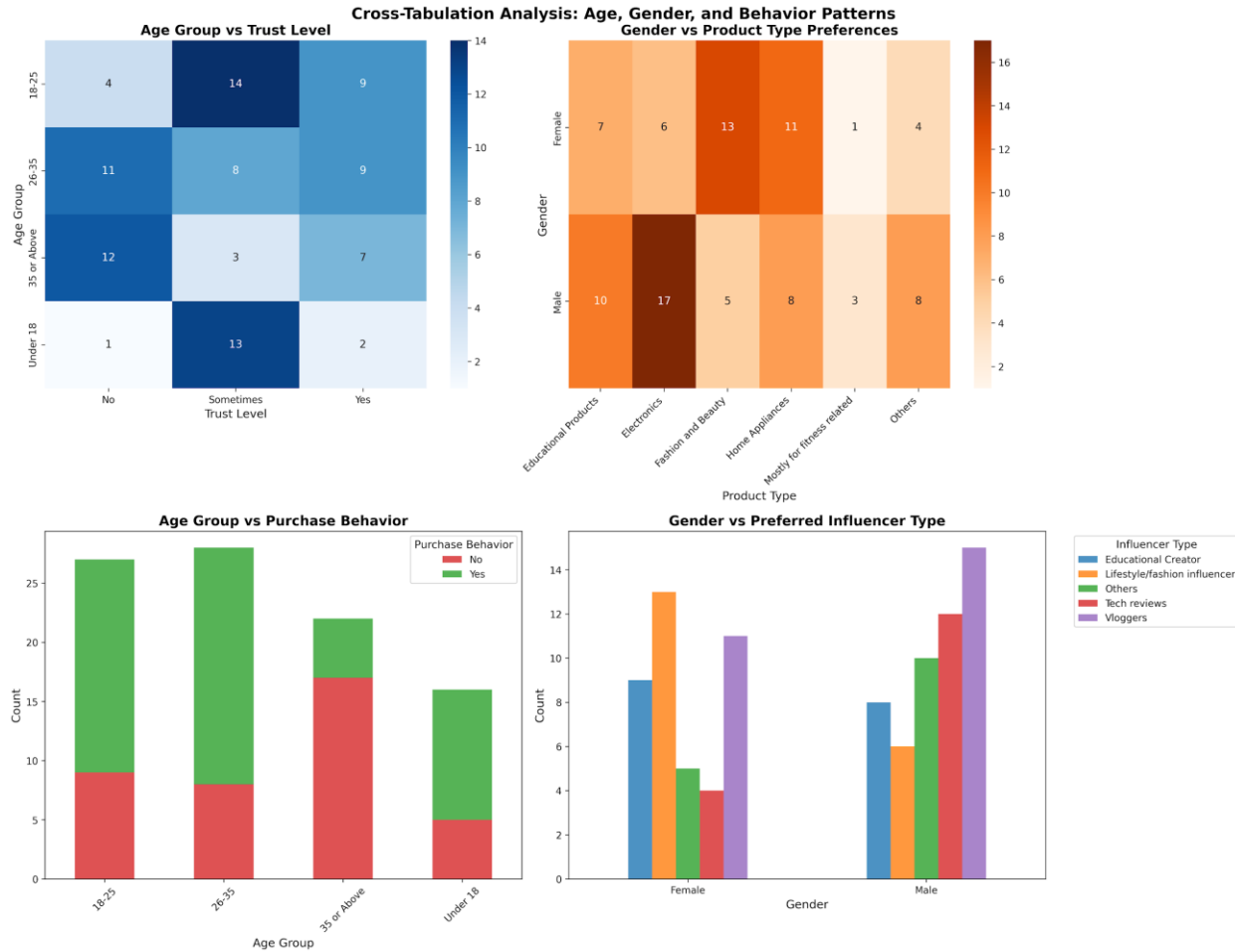
Approximately 40.9% of users occasionally trust YouTube reviews, and 29% entirely trust them.

54 customers bought products after watching reviews, indicating strong influence.

35 respondents double-check other reviews prior to purchasing.

The heatmap indicates that even a partial trust results in purchases (26 users), whereas complete trust does not always end in buying, expressing mixed buyer behavior.

Figure.5 :- Cross-Tabulation – Age, Gender, and Behavior Patterns



26–35-year-old respondents have higher rates of trust and purchase.

Males predominantly use electronics (18), whereas females prefer fashion & beauty (14) and education products (13).

18–25 and 26–35 age groups tend to be trusting and purchase following reviews.

In the case of influencers, men like tech reviewers (15), and women like lifestyle/fashion (17) and educational (14) influencers.

Conclusion :- This research evidently indicates that YouTube reviews significantly influence how individuals make purchasing decisions. A majority of the respondents confessed that they trust YouTubers who provide sincere and elaborate reviews. Repeated exposure to a single YouTuber, comparable content, and real product experience are among the factors contributing significantly toward building trust and informing purchase decisions.

YouTube is similar to a new-age word-of-mouth, with individuals searching for views and actual usage scenarios prior to purchasing something. Particularly among young consumers, YouTube reviews have greater credibility than conventional advertisements.

Overall, it is seen that YouTubers not only entertain but also help to shape consumer choices. Companies can use this data or reviews to work with the perfect creators and connect better with their target audience.

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Review of literature

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