



# A Study on Role of Social Media Platforms Particularly Instagram and Youtube in Today's World

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## Abstract

In our busy lives, direct communication can be challenging. As a result, many people have turned to social media to stay connected. Communication has always been crucial. In the past, people relied on letters to communicate. However, with technological advancements, we can now communicate instantly through our phones.

Social media platforms enable people to share their opinions and issues. They serve various purposes, including entertainment, product promotion, and income generation. Platforms like YouTube and Instagram allow users to gain knowledge, share their thoughts, and post photos. Users can also engage by writing comments based on their opinions. Social media helps people understand its purpose and the impact it has on their lives.

## Introduction

Social media platforms are digital influencing technologies, that easily contacts people to share thoughts, ideas, information including text and visuals.

Social media offer users to features like as shares, comments, views, likes etc. social media servers as a platform not only for entertainment but also earning opportunities. More then 4.7 billion people are using social media. Now days social media platforms are becoming the part of an individual life.

## Benefits of social media

- **Staying connected with people:** Work pressure often prevent daily interactions with loved ones, but social media offers a way to connected the despite our busy life.
- **Helps for sharing information:** By using social media easily we can share the updates of personal or professional updates by using various social media applications.
- **Provides entertainment:** Through using social media people can get more entertainment by watching funny videos, games, reels, texting etc.

## Applications of Social media

- Instagram
- YouTube
- Facebook
- WhatsApp
- Share chat
- Telegram
- Messenger
- Snap chat
- Twitter
- Tiktok

Users of Social media platforms :Social media are online platforms and there are different kinds of users that are based on

- **Young Adults:** From the age group of 13 to 29 group level are active users like Tik tok, Instagram, Snapchat etc
- **Adults:** From the age group of 30 to 45 people are used for Facebook, link din etc
- **Older Adults:** 50+ age group of people looks for entertainment like Facebook, YouTube etc

## Purpose of using Social media

- **Entertainment:** The primary purpose of using social media platforms to seek entertainment, especially due to our work pressure, people search for entertainment to relax and watching content makes there mind to get free from tensions.
- **Communication:** Since we can't meet our family, friends everyday face to face to share our thoughts, ideas or information so we can use the platforms like Whats app or any other media this tools allows to text, or video call so it helps to be stay connected .
- **Online shopping:** By using online shopping platforms we can purchase the products in our doorsteps only also we can review, some platforms are Meesho, Amazon, Flipkart, Myntra, Ajio etc.

## YouTube

YouTube is most popular video site, it's an American platform introduced in February 2005 by three former Chad Hurley, Steve Chen, and Jawed Karim, in the name of 'YOUTUBE.COM'. Through the Youtube platform people are increasingly creating videos to gain likes, views and comments. Now a days, youtube serves as both an entertainment medium and source of income . Vloggers for example are benefiting in various ways, such as by creating educational tutorials those who wants to earn money on youtube have the opportunity to produce study related content, And there earnings are based on the number of views there videos receive.

In recent days, We have seen a significant rise In women earning money through youtube by creating cooking vlogs, home tours, beauty tips, hair care advice, health tips and more. This types of videos attractant a large number of audience, And the creators earn money based on the views

they accumulate.

Additionally, travel vlogs have become popular, Offering valuable information about specific destinations. People seeking details about particular places can easily find and watch this videos to gather the information they need.

Creating shorts to entertain people, such as product unboxing vlogs that provide reviews to help purchase decisions, song release events, and interviews with film and political personalities. These type of content attract viewers to watch the videos.

## **Instagram**

Instagram is the most world's popular online video site where we can share photos and videos easily. It as been Introduced by the co-founders of Kevin Systorm and Mike Krieger, in the year 2010. Now it can be owned by Meta platforms. On Instagram, people can create reels, post stories, chat with others, and anyone can create an Instagram page as well as a profile. This platform helps promote products and facilitate sales through Instagram pages, attracting viewers and increasing engagement.

## **Review of literature**

**Pallavi choudhary (Jan 2024)**-The emergence of social media has revolutionized the way consumers make purchasing decisions. This study delves into the influence of YouTube influencers on consumer buying behavior, shedding light on their role in shaping consumer trust, perception, and motivation to make a purchase. The objective of this research is to thoroughly assess the impact of YouTube influence endorsements on consumer purchasing decisions, while also examining the influence of different types of YouTube influence-rs on consumer engagement. The research methodology employed quantitative research, utilizing a well-structured questionnaire and random sampling. The findings of this study will enhance understanding of the significance of YouTube influence rs in influencing consumer buying behavior, opening up job opportunities and contributing to the intersection of Influence Marketing and society by providing valuable insights.

**Asitika Ulfah (May 2024)**-The objective of this study is to analyze the impact of Instagram content visuals on purchase intention, explore the relationship between product information availability and purchase intention, and investigate how Instagram content visuals influence purchase intention through product information availability. This research adopts a quantitative approach with causality analysis, utilizing both primary and secondary data sources. Data collection involves direct surveys of individuals who have used Instagram for shopping. The sample size consists of 156 respondents, selected to represent the population. The statistical analysis employs the PROCESS MACRO Mediation by Hayes to examine the mediating effect of product information availability on the relationship between Instagram content visuals and purchase intention. The findings reveal that Instagram content visuals have an indirect and significant influence on purchase intention through product information availability. Additionally, there is evidence of partial mediation in the relationship between Instagram content visuals and purchase intention through product information availability.

**Kat Tian (Feb 2022)**-The use of social media has become increasingly common in today's society, leading to negative consequences associated with excessive use. While there is a significant amount of research on social media addiction, life satisfaction, and self-esteem, few studies have focused on how the specific social media platform itself can influence users. This study aims to explore the differences between Instagram and YouTube and how they may impact social media users. It is expected that engaging with YouTube will have a positive effect on users' self-esteem and life satisfaction, or that there will be no significant change before and after exposure. On the other hand, it is predicted that engaging with Instagram will lead to a decrease in self-esteem and life satisfaction after exposure. The findings of this study can have broad applications in modern business practices.

**Mehdi Sultana and Dr Priya Shukla (May 2024)**-Social media has become a powerful tool in reshaping education, and this paper delves into the roles and responsibilities of educators, students, school administration, parents, and government in utilizing social media for educational purposes. It explores how social media enhances individual learning experiences and emphasizes the importance of ethical standards. The objective is to examine the impact, roles, and responsibilities associated with integrating social media into learning environments, providing practical tips for stakeholders to maximize its benefits. The COVID- 19 pandemic has further highlighted the significance of social platforms in facilitating remote education, necessitating improved virtual classroom features and heightened online security measures.

**Komal Akbar, Ali Hussain and Bin Sadiq (Feb 2024)**-This study examines how watching YouTube tutorials can help 9th-grade students improve their speaking skills. The research emphasizes the advantages of using YouTube tutorials to enhance English speaking abilities outside of traditional classroom settings. The study uses a mixed-methods approach with pretest and posttest assessments. Data was collected from 16 female students at Government Girls High School in Sambrial, Pakistan through convenient sampling. The researchers used an experimental approach for data collection, observing students' progress through observation and questionnaires. The post-test was conducted after two weeks of using YouTube tutorials to improve speaking skills. The results show that YouTube tutorials significantly impact English speaking proficiency, helping students learn new vocabulary and gain confidence in their speaking abilities.

**Calogero Lo Destro (April 2024)**-The rise of social media platforms like Instagram has led to an increase in the use of photo editing and filters by users. Understanding why individuals use filters is important for understanding how it affects their self-perception and interactions online. This study examines how self-esteem influences the importance placed on using Instagram filters, specifically looking at how the fear of negative evaluation plays a role. A diverse group of participants (N = 2, 657) completed questionnaires on self-esteem, fear of negative evaluation, and Instagram filter use. The results showed that self-esteem was negatively related to fear of negative evaluation, which in turn was positively related to filter use. The fear of negative evaluation fully mediated the relationship between self-esteem and filter use. This research has implications for understanding self-esteem, social media behavior, and body image in the digital age.

**Suci Sandi Wachyuni, Kadek Wiweka, Shinta Teviningrum and Nenny Wahyuni (Dec 2023)**-This study aims to investigate how food review content on YouTube impacts the decision-making process when it comes to purchasing local culinary delights, specifically the Jakarta Nasi Goreng Kambing Kebon Sirih. This popular culinary spot in Jakarta is known for its lamb fried rice and is situated on Kebon Sirih Street. The research utilized a quantitative approach and various data analysis techniques such as descriptive statistics, linear regression test, t test, and coefficient of determination. The study involved 100 tourists who were on culinary trips in Jakarta and had purchased fried rice from Jakarta Kebon Sirih using non-probability sampling techniques. The results of the correlation coefficient test showed a strong relationship between food reviews on YouTube and purchasing decisions for Nasi Goreng Kambing Kebon Sirih. Additionally, the t test results indicated a partially positive influence of food reviews on YouTube on the decision to purchase culinary products at the restaurant. The theoretical significance of this research lies in highlighting the importance of food reviews on YouTube in the context of culinary products and culinary tourism. The findings can be beneficial for restaurant management and local street food vendors. Future research could address limitations such as sample size and research scope.

### **Objective of the study**

- It helps to know the scope of social media
- It helps to know the income generating platform's
- It helps to know impact of the audience
- It helps to know the promoting products by using YouTube and Instagram

### **Research methodology**

**Sources of Data collection:** This study is based on secondary data

**Method of data collection:** Secondary data is collected from various sources like journals, observation, articles and research paper.

### **Concept of Social media**

#### **YouTube**



YouTube is one of the major social media platforms in India. Now YouTube is not only a social media, an entertainment channel but it is also source of income to many. YouTube is a video sharing social media where users can watch, like, share, comment the videos. Many people start their channels in YouTube and reach audience with their unique and creative contents. Contents, vlogs are the most used words in today's generation. The contents in YouTube are many. The prominent contents and video subjects are discussed in this study.

## **Learning and education videos**

Many companies have started their own channels and rendering education services to the mass.

Many teachers, lecturers, professors are also have started their YouTube channels and hereby their teaching is reaching to the large number of students. They are helping many students and competitive exams candidates to learn and clear their examinations.

## **Cooking Channels**

YouTube is a media where it provides red carpet to those who are creative and experts in their fields. One such is cooking. Many home makers have utilized this platform to exhibit their cooking skills. It helped them to earn income. On you tube we can see so many cooking channels having millions of subscribers.

## **Creative Channels**

This platform is encouraging people who are talented and creative in various fields like drawing, painting, craft work etc. We can see channels of musicians, dancers, painters who showcase their talents and gathered huge fans across the world.

## **Travel vlogs**

There was a time when travelling is a personal matter. But today's scenario is completely different. The travelers have their channels and they do videos right from airport and they provide complete details of their travel in their videos. This is sounds interesting and many people have gone to countries especially to do travel vlogs and give a visual treat to their subscribers and viewers.

## **Daily vlogs**

Daily vlogs are popular nowadays. People use to share their daily routine in their videos. Cinema, serial artists also have started you tube channels. Their fame helps them to get more subscribers.

With views, collaboration with companies to promote products, with the help of ads while watching videos, the channel holders are earning money from you tube. It is one of the sources of income to many households.

The content creators, social media influence-rs are using you tube platform in an effective way. To give better content and present the video in an effective way, content creators are even appointing editors to edit their videos and they pay for this editing work. This sounds interesting as it creates demand for editors.

The scope of you tube is increasing effectively. Positive and creative contents are helping to reach large audience and it is generating incomes. We could see many inspirational stories on



you tube who have created their channels and reached the greater heights in their lives.

## Instagram



Instagram is also one of the leading social media platforms, ideal for sharing photos and information. With Instagram, users can watch reels, post stories, comment on posts, promote products, use hashtags, and more.

Instagram facilitates individuals in sharing information about themselves through posted pictures. Additionally, it aids celebrities in providing updates to their fans. Nowadays, people often use features like “new post” in stories, generating curiosity among the audience to view the photo or video.

By using Instagram people also promote their product by short reels, and most of the people have started to do the content creating for Instagram as well as YouTube.

- **Content Sharing:** Instagram enables individuals to share photos, videos, stories, and more, allowing them to express themselves freely.
- **Audience Engagement:** Instagram fosters audience engagement through views, likes, and comments, facilitating connections with friends and followers.
- **Influencer Marketing:** Influencers play a vital role in social media by providing information about products or services, influencing purchasing decisions based on their recommendations.
- **Business and E-commerce:** Instagram serves as a valuable platform for businesses, providing features like business profiles, shoppable posts, and advertising options to showcase products, boost sales, and connect with customers.

Instagram is structured with 5 main pages. The first, represented by a house icon, is the main page displaying a chronological list of photos and videos from followed users. At the top are “Instagram Stories,” short-lived posts available for 24 hours. The second page, represented by a magnifying glass, allows users to search for accounts, hashtags, and places, and showcases popular photos and videos based on the user's algorithm.



**Screenshot of Instagram home page**

Nowadays, individuals are increasingly generating income through various methods on Instagram:

- **Collaborative Posts:** Influence rs with large followings collaborate with brands, who pay them to promote their products or services.
- **Affiliate Marketing:** Influence rs earn commissions for referring their audience to products or services, typically through unique affiliate links.
- **Selling Products and Services:** Directly selling products or services to customers without intermediaries is feasible. Attractive posts with engaging captions can facilitate sales.
- **Event Promotion and Ticket Sales:** Event organizers utilize Instagram to promote events and sell tickets. This can involve organic posts, paid advertising, or partnerships with influence rs.

## **Impact of social media**

### **Positive Impact of Social Media**

- **Product Promotion:** Social media enables businesses to easily promote their products and attract customers through targeted information and advertisements.
- **Content Sharing:** Vloggers and content creators can share their work on social media platforms, either for personal expression or for clients, often earning money in the process.
- **Staying Updated:** Social media allows users to quickly and easily stay informed about current events, trends, and updates in various fields.
- **Knowledge Sharing:** Platforms like YouTube facilitate the easy sharing of knowledge. For example, cooking vloggers share their recipes and techniques, making it simple for viewers to learn new skills.
- **Entertainment:** Many people use social media for entertainment, enjoying content such as reels, helps short videos, movies, podcasts, and more from celebrities, political figures, and



everyday individuals.

## Negative Impact of Social Media

- **Negative Comments:** When people share videos, photos, and vlogs, they are often subject to harmful comments, including the use of offensive language, which can be damaging to content creators.
- **Addiction:** Some individuals become addicted to social media, to the extent that they neglect their surroundings and responsibilities, focusing solely on online interactions.
- **Privacy Concerns:** There are significant risks associated with the collection and misuse of personal data by social media companies, leading to potential breaches of privacy and security threats.

## Conclusion

Nowadays, social media platforms have become widespread globally, enabling people to easily share their thoughts and ideas and stay updated. These platforms also facilitate the buying and selling of products. Influencers play a significant role in shaping purchasing behavior and understanding customer preferences. Social media helps engage audiences, build communities, facilitate personal expression, and support business marketing.

Additionally, social media platforms provide opportunities for individuals to generate income. They are powerful tools for business marketing, brand promotion, and customer engagement, helping businesses reach broader audiences. Platforms like Instagram and Facebook enable seamless buying and selling of products, integrating e-commerce into social media experiences. Social media serves as a rapid channel for disseminating information, news, and educational content, making knowledge more accessible. However, there are privacy concerns, such as the potential for information hacking or personal threats. Excessive use of social media has been linked to mental health issues like anxiety, depression, and low self-esteem, especially among young people. Its engaging nature can lead to addictive behaviors, causing users to spend excessive time online at the expense of real-life interactions.

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