

THE INFLUENCE OF YOUTUBE ON COLLEGE STUDENTS' SHOPPING BEHAVIORS

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UE4C



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嗨大家安安! 我是HowHow 我喜歡拍影片記錄自己的生活.

訂閱

TARGET GROUP : COLLEGE STUDENTS



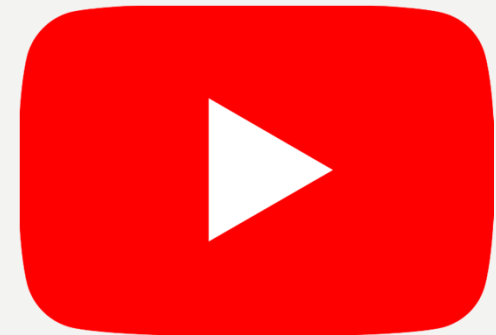
REASONS



&



SOCIAL MEDIA



WORD OF MOUTH



RESEARCH QUESTIONS

- 1. What is the main reason for college students to watch sponsored videos on YouTube?
- 2. How eWOM influenced college students' purchase behavior?

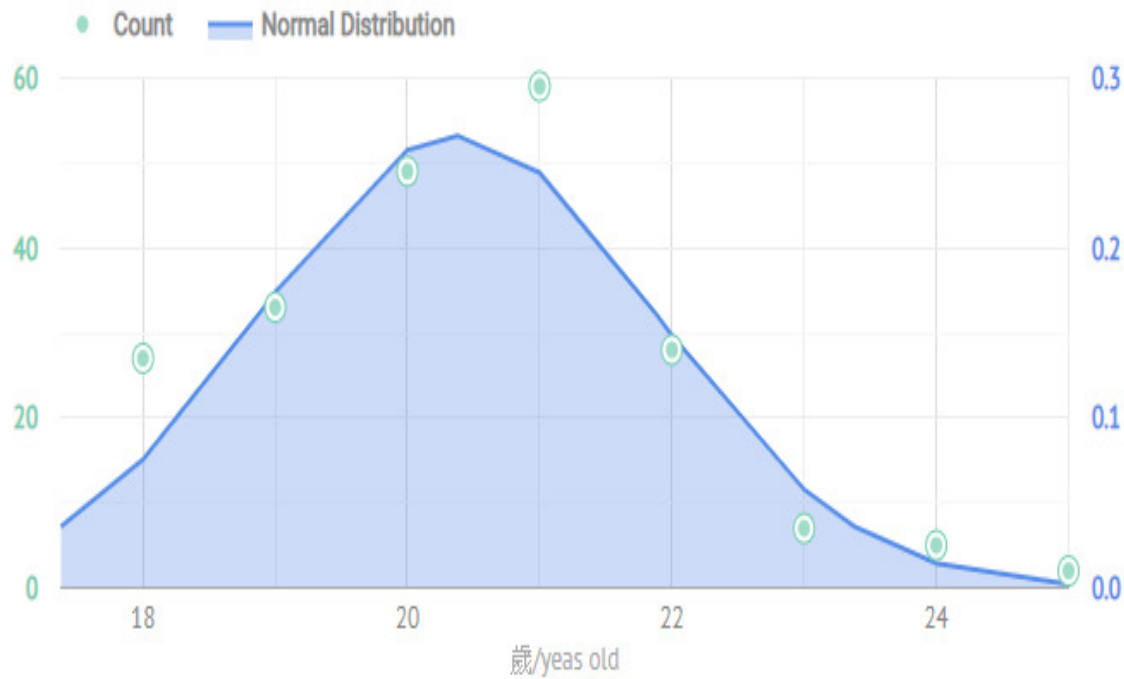
PARTICIPANTS

- 210 students of Taiwanese students and exchange students from colleges
- Different habits of using YouTube

ONLINE QUESTIONNAIRES

1. Personal information
2. Habit of using YouTube
How far they think if sponsored YouTube videos are useful to them?
3. the motivation of buying sponsored products
4. Whether the participants know about WOM (word of mouth marketing)
How important it is to them?

PARTICIPANTS



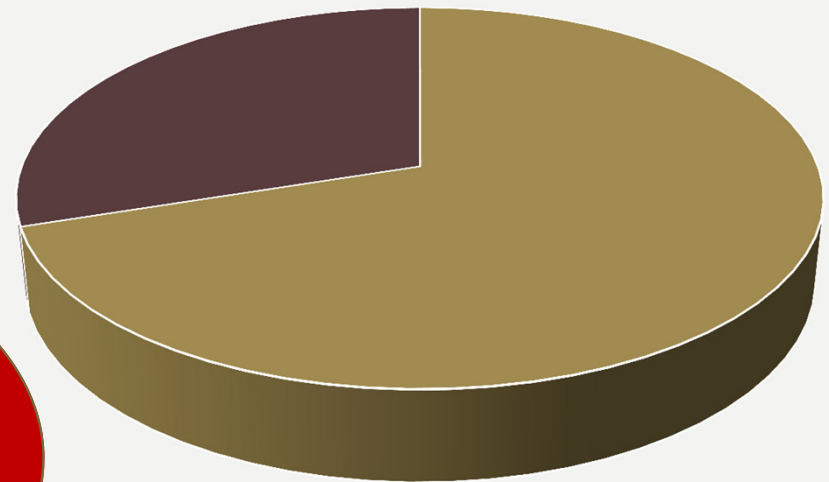
- 210 participants (41 males and 169 females)
- Around 20 years old

SHOPPING EXPERIENCE

Only 30 percent of the participants bought the product.

Reason?

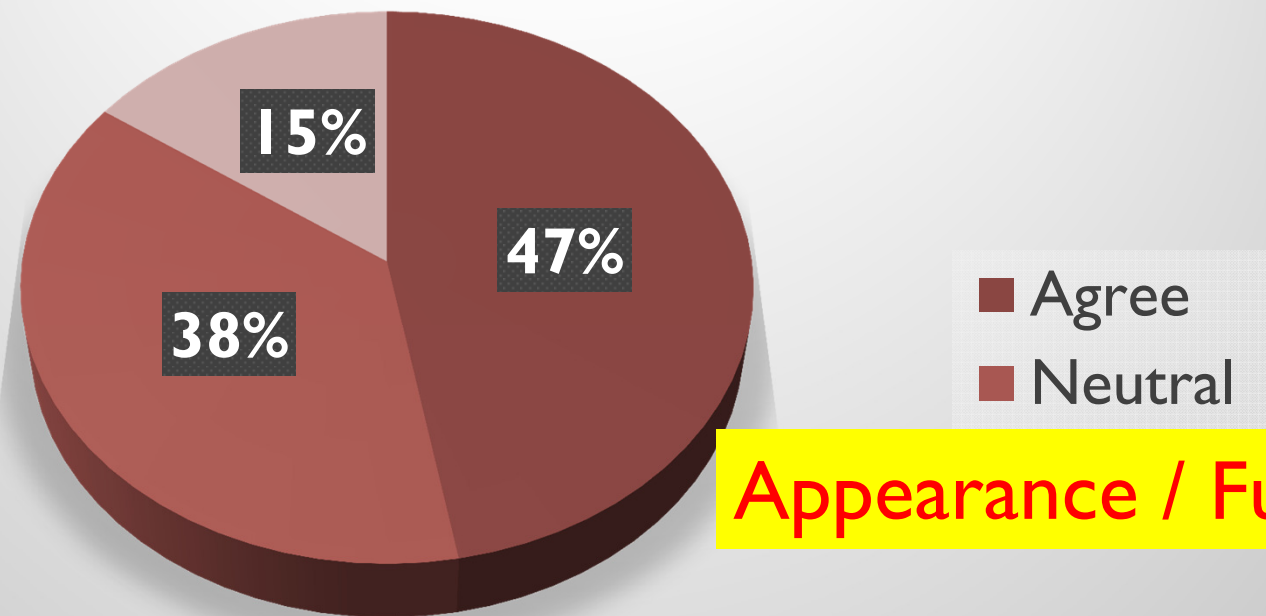
Why do the company keep collaborating with youtubers?



■ No ■ Yes

SITUATION ABOUT AGREEABLENESS

Clearly understand about the product through sponsored videos.



Appearance / Function

WHAT ATTRACTS CUSTOMERS?

Useful? Function?



Effect after using the product

Enticing videos



Bring viewers' curiosity

WORD OF MOUTH MARKETING

- Verbal introduction
Families, friends, and colleagues
- Comments left by other viewers
In same group, same situation



more reliable

- Youtuber is famous

~~Reputation~~



TRUTH



to be best in any
point of view.

CREDIBILITY

quality of being
believable or tru
established reli

THANK YOU FOR YOUR LISTENING ♡