

A STUDY ON CUSTOMER SATISFACTION OF AN USAGE OF YOUTUBE

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

MALUGONDLA MAHESH

Register No. (38280005)



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April – 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MALUGONDLA MAHESH (38280005)** who have done the Project work entitled “**A STUDY ON CUSTOMER SATISFACTION OF AN USAGE OF YOUTUBE**” under my supervision from January 2021 to March 2021

Internal Guide

Dr. BHUVANESWARI G.
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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I MALUGONDLA MAHESH (38280005) hereby declare that the Project Report entitled "A STUDY ON CUSTOMER SATISFACTTION OF AN USAGE OF YOUTUBE" done by me under the guidance of Dr. M. THINESH KUMAR M.COM, M.B.A. M.Phil P.h.D. is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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(MALUGONDLA MAHESH)

ABSTRACT

This study will provide maximum information of the usage YouTube. YouTube is one of the largest video sharing site in the world. . Google provide the accessibility sweet which helps to speak whatever it is in the screen it will readout for us. Especially it is useful for differently abled persons. So, this project capture the satisfaction toward usage of youtube user in South India. Reviews of literature and research methodology will teach you many experiences of the YouTube. Many authors suggested that YouTube will make us productive. The study used has unknown population, so convenience sampling technique has been used. Primary date has been used for the project and the data collected through online with help of Google form. The total sample size of the study was 140. This project found that the customers satisfaction toward YouTube are satisfactory but still youtube user wants give preference about youtube that are, features of the site unavailable, problems prevented channels from loading, but the homepage and videos still work, issue also affected TV shows people purchase through Google TV. The study found that YouTube overall youtube user are very much satisfied about product, free to use, opportunity to earn money through your videos, easy way to share information. Overall the project the found that study helps to change your life or it can give you the money for doing work for it over.

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CHAPTER 1

INTRODUCTION

YouTube is one of the largest video sharing site in the world. Which founded by Chad Hurley, Steve Chen and Jawed Karim. In the year of 2005 February 14. Later on October 9 2006 google announced that it had acquired YouTube for \$1.65 billion in Google stock. The deal was finalized on November 13, 2006. Now it is belongs to Google company. These founders are employees of PayPal. Hurley had studied at Indiana university of Pennsylvania. Chen and Karim studied computer science together in the university of Illinois. Karim said the inspiration for YouTube first came from Janet Jackson's role in the 2004 super bowl incident and later from the 2004 Indian ocean tsunami. Karim could not easily find video clips of either event online, which led to the idea of a video sharing site. Hurley and Chen said that the original idea for YouTube was a video version of an online dating service. And these persons are influenced by the website "Hot or not" In initial days YouTube has got less number of views per day. After 2010 it has reached the another level. Which means it got million views per a day. We can share our information easily in this site in the form of video and audio. It is not only sharing and also for selling the data. Which means we can earn the money through our content. We can learn new things with this YouTube. And also we can improve our knowledge and skills as well as. We will become more productive with this. Someone has made this YouTube as their career.

1.1.1 FEATURES:

YouTube Studio is a dashboard that tracks the performance of your videos and channel. It also will inform you of trends, news, and comments that are buzzing on the YouTube platform. You can use this dashboard to learn which videos performed well, which didn't, or how your channel is progressing. You can also use it to learn about trends or news topics that can inform your content strategy.

1.1.2 UPLOADING:

All YouTube users can upload videos up to 15 minutes each in duration. Users can

verify their account normally through a mobile phone to gain the ability to upload videos up to 12 hours in length, as well as produce live streams. When YouTube was launched in 2005, it was possible to upload longer videos, but a ten-minute limit was introduced in March 2006 after YouTube found that the majority of videos exceeding this length were unauthorized uploads of television shows and films. The 10-minute limit was increased to 15 minutes in July 2010.

1.1.3 DOWNLOADING:

This feature helps the users to download the videos what they want. For downloading we have few websites and apps which are related to YouTube. These apps and websites provide video qualities like high quality (1080p) medium quality (700p and 360p) low quality (240p and 140p)

1.1.4 ANNOTATIONS:

Users could add annotations to their videos in the form of pop-up text messages and hyperlinks. From 2008 to 2017. In 2019, YouTube had introduced standardized widgets intended to replace annotations in a cross-platform manner, including "end screens" (a customizable array of thumbnails for specified).

1.1.5 YOUTUBE TV:

It is one of the most interesting feature in YouTube. It will work both android and IOS operating systems. We will use our devices like mobile or PC or smart TV devices through Chromecast. It is pay of cost monthly or more than that which means 3 months or 6 months or yearly. This feature was officially launched in February 28th 2017.

1.1.6 YOUTUBE PREMIUM:

It was launched in October 12th 2014. It is YouTube's premium service. With this we can watch ad free streaming and we can get playback option. And also we can experience offline content through downloading.

1.1.7 YOUTUBE SHORTS:

In September 2020, YouTube announced that it would be launching a beta version

of a new platform of 15-second videos, similar to TikTok, called YouTube Shorts. The platform was first tested in India. Users has no need to install any app. Because it is integrated with YouTube. You will find it easily.

YOUTUBE COMMUNITY:

On September 13th 2016 YouTube launched a public beta of community. Which is based on social media. It allows the users to post text images (gifs) live videos etc. the YouTubers can tab separately on community of their channel. community of their channel.

1.2 INDUSTRY PROFILE

Google is one of the largest industry in the world it include products and services, web based services softwares and hardware services.

It starts in 1995 at Stanford University. Larry Page was considering Stanford for grad school and Sergey Brin a student there was assigned to show him around. By some accounts they disagreed about nearly everything during that first meeting but by the following year they struck a partnership. Working from their dorm rooms, they built a search engine that used links to determine the importance of individual pages on the World Wide Web. They called this search engine Backrub. From the garage to the Googleplex Over the next few years, Google caught the attention of Silicon Valley investors. In 1998, Sun co-founder Andy Bechtolsheim wrote Larry and Sergey a check for \$100,000 and Google Inc. was officially born. With this investment, they opened their first office: a garage in suburban Menlo Park, California, owned by Susan Wojcicki (now CEO of YouTube). Clunky desktop computers, a ping pong table, and bright blue carpet set the scene for those early days and late nights. (The tradition of keeping things colorful continues to this day.

October 2, 2015 CEO: Larry Page President: Sergey Brin Revenue: 89.46 billion USD Parent organization: Alphabet Inc. Headquarters: Mountain View, California, United States. Alphabet Inc. is the parent company of Google, holding companies that gives ambitious projects the resources, freedom, and focus to make their ideas happen.

Google Company Overview Google, Inc. is a titan in the technology industry. It has

contributed to nearly every front of technology, and, since the Alphabet restructuring, has become the single most valuable company in the world. It is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Founded: 1998 Founders: Larry Page and Sergey Brin CEO: Sundar Pichai (2 Oct 2015–) Revenue: 89.46 billion USD Parent organization: Alphabet Inc. Headquarters: Mountain View, California, United States.

Google's both vision and mission statement is to provide world's information in one click. Its vision and mission is parallel to the company and also organize the information in the words like information, organization, universal, accessibility and usefulness. It focuses on the user and his usage. These are the core values of the google. If google wants to create web browser it has made to faster and accessible for all the users. And users time is more important for the google.

Products and Services (Get answers) Search Get instant answers on the web and on your phone. Maps Get GPS navigation, traffic alerts, transit directions, and more. Translate Speak, scan, type, or draw to translate in over 100 languages. Chrome A fast, simple, and secure browser for the modern web.

Products and Services (Watch, listen, and play) YouTube Discover, watch, and share your favorite videos and music. Google Play Music Subscribe to access millions of songs, on demand and ad-free. Chromecast Cast movies, music, and more from your phone to your TV. Google Play Movies The newest releases, plus all your favorites, even on your TV.

Products and Services (Do more with devices made by Google) Pixel Phone by Google. Google Home Hands-free help from the Google Assistant. Daydream View High-quality mobile VR with a headset and controller.

Products and Services (Stay connected across screens) Android Phones All kinds of devices for all kinds of folks. Android Wear Watches for every style. Chromebook Easy-to-use laptops with long battery life. Android Auto Voice commands, navigation, and music now in your car.

Products and Services (Work smarter) Docs All your docs, editable and shareable, wherever you are. Sheets Make your data count with spreadsheets you can edit

anywhere. Slides Tell stories with presentations you can create and take anywhere. Drive A safe place for all your files. Where ever you go it will follows you... using products for monetization Google AdSense which helps you to earn money by placing it in your site. Google provide the accessibility sweet which helps to speak whatever it is in the screen it will readout for us. Especially it is useful for differently abled persons.

Google photos it is one of the Google cloud storage application that allows the users to store their photos with unlimited storage.

But recently Google has changed certain limit for it. Android An operating system for a wide range of devices Android is an operating system and software stack created for an array of devices with different form factors, including phones, tablets, wearables, TV's, automobiles, and connected devices. The primary purposes of Android is to create an open platform available for carriers, OEMs, and developers to make their ideas a reality and to provide a successful, real-world product that improves the mobile experience of users.

Google chrome is one of the simple fast and secure web browser. It include incognito mode. Google has create more privacy for the users.

Google always try to introduce new technology for the users through promoting open source.

1.3 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

1.4 SCOPE OF THE STUDY

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.

- Customer experience is how customers engage with product and brand throughout the entire arc of being a customer.

1.5 OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the customer satisfaction and perception towards the usage of YouTube.

1.5.1 Primary objective:

A STUDY ON CUSTOMER SATISFACTION OF AN USAGE OF YOUTUBE

1.5.2 Secondary objective:

- To analyze the customer satisfaction on usage of youtube users.
- To identify the factors which influence on youtube users satisfaction.

1.6 LIMITATIONS OF THE STUDY

1. The analysis of the data has been collected regarding the usage of YouTube.
2. Only 140 respondents were collected due to time constrict.
3. The results fully based on the given information.

CHAPTER 2

REVIEWS OF LITRATURE

2.1 INTRODUCTION

In this Chapter, the researcher has made an attempt to study and understand the satisfaction towards usage of YouTube of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in Google industry. For this, the researcher has used various books, research Journals and websites.. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of. YouTube usage.

2.2 LIST OF REVIEWS

1. Chareen Snelson (2011) Assistant Professor Boise State University Department of Educational Technology Boise, Idaho 83725 USA csnelson@boisestate.edu he states that various disciplines that will effect on customer's satisfaction. For example we have lot of disciplines in YouTube like educational, academics, technological etc. Especially he focused on educational disciplines for that he researched analyzed all the data for collecting the information. This literature review is particularly relevant to those online educators who are interested in learning what scholars from their own academic disciplines are writing about YouTube. An emphasis is placed on trends in teaching and research discussed in the sampled literature.

2. Author: Evelyn Vingilis (2017) He is from the university of Western Ontario. He states that driving is one of common thing in the world. For that we need to obey all the rules and regulations. If accident will happened the entire family will collapsed That's why he thought that YouTube offers the perfect platform for influencing cognitions and attitudes, and modelling high risk driving behaviors through social learning theory. Viewers can choose to watch a myriad of uncensored, high risk driving videos from around the world at any time. Videos can be replayed numerous times to facilitate the learning and execution of a driving activity . Additionally, positive rewards

for producing and uploading risky driving videos could include financial rewards for videos with high viewership,.

3. Author: Cowan (2011) From Malaya university. This literature provides research trends content analysis studies in the field of YouTube that were published in 7 major journals: Turkish Online Journal of Educational Technology (TOJET), Educational Technology & Society (ET&S), Educational Technology Research & Development (ETR&D), Computers & Education (C&E), Learning and Instruction (L&I), Australasian Journal of Educational Technology (AJET) and British Journal of Educational Technology (BJET). These articles were cross analyzed by published years. Content analysis was implemented for further analysis based on their research topics, issues category, research settings and sampling, research design, research method and data analysis. The results of the analysis also provide insights for educators and researchers into research trends and issues related to YouTube.

4. Stella (2010) This literature provides the information on the effect of YouTube marketing. How the market was increased and what are the factors that influence the marketing. These issues are discussed in this topic. We can learn the steps to increase our marketing through this article.

5. Author: Zaitceva Elizaveta (2014) The purpose of this literature was to understand how to create successful video advertising on YouTube platform, as well as implement the key tools into practice. At first, advertising techniques were created for traditional media and explained by fundamental marketing theories. Due to the rapid growth of technologies, chronic advertising channels are switching broadcast direction to the Internet. Nowadays, significant advertising flow is held by Social Media, where YouTube keeps one of the highest positions. Previous studies cannot be rationally used

in a new school of marketing thinking. That is why, the main objective of the research was to understand features of the platform and form the guide based on previous researchers. The information for literature review was gathered from books, articles, newspapers, magazines and reports. For these studies, the combination of quantitative and qualitative research method was chosen. An online survey was utilized for quantitative data collection and included

6. author: Jia Shizhen (2019) he states that YouTube is one of the greatest opportunity to teach for everyone in many ways. This literature conducts a literature review of journal articles and conference proceedings to understand the benefits and limitations of using YouTube in teaching and how educators apply this technology in their teaching activities. A search of various databases including ACM Digital Library, Springer and Science Direct identified 30 unique articles on this topic. We analyzed these articles using a taxonomy for teaching. This literature review should be of interest to educators who want to apply YouTube in their teaching activity.

7. Authors: Nicole buzzetto - more (2015) He was the professor of Department of Business, Management, and Accounting University of Maryland Eastern Shore Princess Anne, Maryland, 21853, USA. He discussed about the impact of student's attitudes towards the integration of YouTube and the benefits of the use of YouTube in the instructional process consistent with the Cognitive Theory of Multimedia Learning. based on gender and course modality will be presented. According to the findings, incorporation of YouTube into course instruction enhances student's perception of learning efficacy and increases engagement, gender has no impact on the perceived value of YouTube in the teaching and learning process, and course delivery method impacts student opinion whereas students who favor fully online instruction.

8. Author: Gbolahan Olasina (2017) University of KwaZulu-Natal, South Africa. The author mainly discussed about the educational values of YouTube videos for academic writing. For that the author has researched many articles. in that articles we

have more information available to improve our skills in writing. This literature is mainly useful for the persons who interested in writing.

9. Authors: Al-zyoud Khalid (Corresponding author) (2012) School of Educational studies, University Science Malaysia This paper explores the use of YouTube as a supplementary resource in teaching English novel at Al-Majma'ah Community College/Al-Majma'ah University. This study conducted on the second semester 2009/2010, At Al-Majma'ah community college/English language and literature Department. The researchers find that the use of YouTube in studying English is an interesting; beneficial, and give students the chance to get more understanding of the novel and its events. The effect of the YouTube program was measured by using an achievement test, which comprises 10 questions based on the novel comprehension. The sample of the study consists of 10 students. The present study aims at investigating the effect of method of teaching English novel on the students' achievement, and examining whether YouTube program improves students' achievement. The results showed that students wrote positive comments regarding the use of YouTube in a literature course, and use this learning tool effectively. This study recommends the use of YouTube as a supplementary source for teaching literature.

10. Authors: Stephen (2019) present study is an endeavour to broaden the research on the use of social media websites in political campaigns beyond the ambit of developed countries. This article focuses on scrutinizing the role of YouTube during 2014 Indian Parliamentary elections—the first 'social media'-based elections in India. The methodology of data collection incorporates the content analysis of 147 YouTube-based audio–visual political advertisements, associating the message characteristics (natures, types and appeals) with message reach (number of views) and viewer engagement (types of comments). The results reveal the failure of the viewers to recognize the association between

11. authors: Brandy Drozd (2011) In today's world, the internet and social media are

a part of everyday life. Within seconds, a handheld device can provide more information than one can possibly read. The ease and simplicity of finding information on the internet translates directly to answering health questions and concerns. By 2011, 59% of adults were looking up health information online, and internet access has expanded exponentially since then [1]. One of the most frequently used social media sites is YouTube, which was created in 2005 and now has over one billion users, allowing for hundreds of millions of hours. This literature aims to provide to determine and compare the various methods used when analyzing YouTube videos for patient education efficacy, information accuracy, and quality.

12. author: Margaret Holland (2010) From Elon university He states that how YouTube developed into successful platform. For that the YouTube what are the challenges were took to compete other websites. All this kind of issues are discussed in this literature. The author has researched a lot of articles to do this research. Since its development, YouTube, the world's third most popular online destination, has transformed from a video-sharing site into a job opportunity for content creators in both new and mainstream media. Based on content analysis, the study examined how three prominent YouTubers have created a successful personal brand. Analysis revealed the common characteristics that these online celebrities shared, the appeal of their content to viewers, and their use of traditional media to strengthen their branding. The study also found that younger viewers prefer watching YouTube videos because they were able to relate to the authenticity of user-generated content.

13. authors: Bethany K.B. Fleck^{1a}, Lisa M. Beckmana, Jillian L. Sternsa, and Heather D. Hussey^b a Metropolitan State University of Denver, Denver, CO 80204
bNorthcentral University, Prescott Valley, AZ 86314 (2014) YouTube in the Classroom: Helpful Tips and Student Perceptions. This literature states that The rise in popularity of YouTube has made the use of short video clips during college classroom instruction a common learning tool. However, questions still remain on how to best implement this learning tool as well as students' perceptions of its use. Blended Learning Theory and

Information Processing Theory provide insights into successful integration of technology into the classroom. Literature on multimedia and discussions is also reviewed to shed light on their potential value as teaching techniques. As an example of successful integration, a method of presenting YouTube clips is described in a psychology course. Immediately after the videos, the class participated in structured discussions. Students'

perceptions of the YouTube videos were positive; however, students perceived certain videos as more helpful than others. In addition, class quiz scores are reflected on as indices of learning.

14. authors: Daniel Zimmermann, (2020) Influencers on YouTube: a quantitative study on young people's use and perception of videos about political and societal topics. This research tells us The roles of YouTube videos and YouTubers for getting information about political and societal topics are becoming gradually more important to young people. Quantitative research about young people's use and perception of YouTube-videos and their potential effects on opinion formation is sparse though. This cross-sectional quantitative study addresses this empirical gap. We examined young people's analytic-critical evaluations of YouTubers and their videos about political and societal topics (YTPS-videos), and how these are affected by the young people's age and gender. We analyzed questionnaire data of 562 participants and divided them into three different age groups. Overall, the participants reported a moderate watching frequency of YTPS-videos. They also rated YTPS-videos as moderately credible and considered specific characteristics of YTPS-videos and their producers as being moderately indicative for fake news. When comparing to traditional TV news, YTPS-videos were perceived as more entertaining, emotional, funny, exciting, modern, and motivating but also as more subjective and manipulating. Regarding YouTubers, the participants ascribed them an important role model function, but criticized them for handling it rather irresponsibly. Concerning opinion formation processes, the participants reported of a rather unimportant role of YTPS-videos for their learning about political and societal topics. They also perceived themselves as less influenceable than other peers and younger people. Still, they prefer talking with friends

instead of teachers about YTPS-videos. Age and gender also had effects on various scales. These results deliver essential data for future research and educational measures and opened up unexplored areas in this research field.

15. authors: Kayvan Kousha The role of online videos in research communication: A content analysis of YouTube videos cited in academic publications¹ The objective of this investigation is to assess how YouTube videos are cited in academic publications and to seek disciplinary differences in their use. In particular, the focus is on scholarly uses of online videos by categorising the common topics of the videos cited in academic publications across the sciences, medicine and health sciences, social sciences, and arts and humanities. As appropriate for the first study of its kind, the following questions address basic aspects of using online videos in research communication.

1. How frequently are YouTube videos cited in academic publications? And has frequency of use

declined at any stage since the birth of YouTube (2005-2011)?

2. What types of YouTube videos are commonly cited in research articles?

3. Are there significant broad disciplinary differences in citing online videos?

Methods To address the research questions, we extracted URL citations to YouTube videos from academic publications indexed by Scopus from 2005-2011 across four broad disciplines: the sciences, medicine and health sciences, social sciences, and arts and humanities. We then viewed a sample of the cited videos and classified their contents using the specially designed classification scheme described below.

Scopus Citation Search for Online Videos We used Elsevier's Scopus citation database to locate academic publications citing YouTube videos. We selected Scopus instead of the Thomson Reuters Web of Science (WoS) because Scopus indexes more peer-reviewed journals (about 18,500 vs. about 11,000) (see Scopus content coverage guide, 2011) and the databases have a large overlap (see Gavel & Iselid, 2008). Moreover, our initial tests revealed that it was not possible to extract URL citations to YouTube videos (e.g., youtube.com/watch*) from the references of publications indexed by WoS through the 'Cited Reference Search' option. WoS did not index the full bibliographic information of references (including URL citations) and therefore we

could not retrieve any URL citations to YouTube videos from WoS. For Scopus YouTube citation searches, we entered the common part of the URLs of YouTube videos (youtube.com/watch) in the “References” field (REF) in the main Scopus search interface. All URLs for YouTube videos begin with “youtube.com/watch?v=”, followed by a unique 11-character ID, such as “fuMNRFTxyVA”. Thus, for the above video a valid URL would be “youtube.com/watch?v=fuMNRFTxyVA”. However, we couldn’t use the full common part of the YouTube URLs for videos in the search process because “?” is a predefined proximity search operator in Scopus and replaces a single character anywhere in a word. Consequently, we used the query “youtube.com/watch*” (an asterisk replaces 0 or more characters) instead of “youtube.com/watch?v=”

16. author: Gunadevi K. Jeevi Subramaniam (2013) He tells us A new creative classroom technique to promote learning environment in English oral communication lesson is important. Integrating and adopting multimedia and web technologies can motivate and engage the new generation learners. YouTube usage in the English oral communication classroom is one of the strategies which will have more flexible, effective instructional materials to the learners in making the students involve in active communication. The inclusion of multimedia technologies into the classroom has changed the educational landscape. It had introduced important changes in the educational system and impact the way learners communicate information with each other. Hence, the purpose of this paper was to investigate students perceptions of YouTube as an effective teaching tool as to prompt oral communication in classrooms. A set of questionnaire was distributed to 120 students regarding their perceptions of YouTube as a learning tool and a face to face interview was carried out with 12 students. The results of this study show that students have positive attitudes towards this learning environment using YouTube.

17. author: Holly Paquette (2013) The author wants to give information about the impact of social media. In today’s technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a “connection

between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction.” The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer’s development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a social media. company’s integration of social media on consumer behavior.

18. author: Margaret Macintyre Latta University of Nebraska-Lincoln, U.S.A. (2006)

How YouTube Has Provided New Ways to Consume, Create, and Share Music

This literature provides us. This case study about a teenage musician, Wade Johnston, suggests how YouTube has affected music consumption, creation, and sharing. A literature review connects education, technology, and media. Informal learning, digital literacy, and twenty-first century technology are also connected in the review. Data reveals how Wade started his channel, gained popularity, interacted with others, and promoted his musical career through YouTube. Original songs, covers, collaborations, documentaries, self interviews, video blogs (vlogs), and live performances are observed by the researcher. Interviews with the subject, key actors in his life, fans, and first time listeners were transcribed and results were used to triangulate. Previous musical media research is expanded upon to include YouTube and video sharing. The idea of amateur and professional musician, musical venue, and audience member are being changed through YouTube. Current practices of how YouTube is used in the classroom are discussed, and future research is suggested. IJEA Vol. 12 No. <http://www.ijea.org/v12n6/> 2 Background Teens evidently don’t see computers as technology. It’s as if they have developed an innate ability for text-messaging, iPodding,

gaming, and multitasking on multiple platforms. They can share their life story on Facebook, entertain each other on YouTube, muse philosophically in the blogosphere, contribute to knowledge on Wikipedia, create cutting-edge art on Flickr, and compile archives on Del.icio.us.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 Descriptive research design

Descriptive research is a study designed to represent the participants in an accurate way. More simply Put. descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 140 respondents

Secondary Data -Websites and online journals, Published reports & Review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two parts First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience

3.5 SAMPLE SIZE

The sample of the study is 140 responses.

3.6 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: age of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	10 to 15	18	13.2%
2	15 to 20	62	47.1%
3	And above	60	44.1%
Total		140	104.4%

Source: primary data

2. Age

136 responses

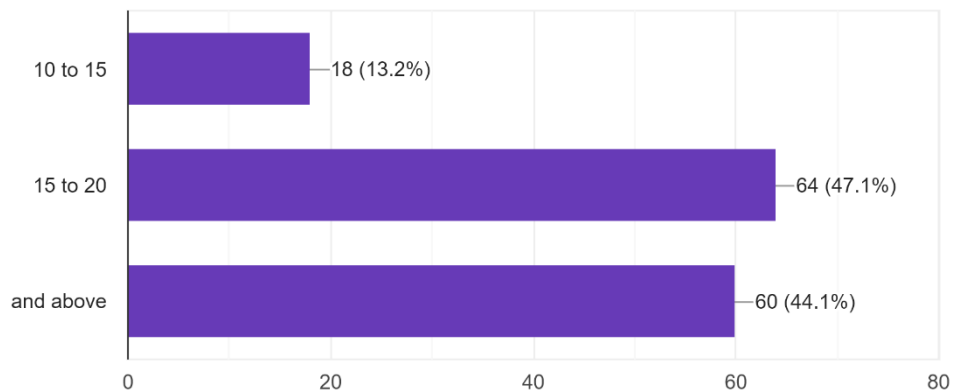


Chart 4.1.1: age of respondents

Interpretation

From the above table it is interpreted that the number of responses 10 to 15 is 18 and 13.2% 15 to 20 is 64 and 47.1% and above is 60 and 44.1%

Majority 47.1% of the respondents are 15 to 20.

Table 4.1.2: gender of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Male	100	28.6%
2	Female	40	71.4%
Total		140	100%

Source: primary data

3. Gender
140 responses

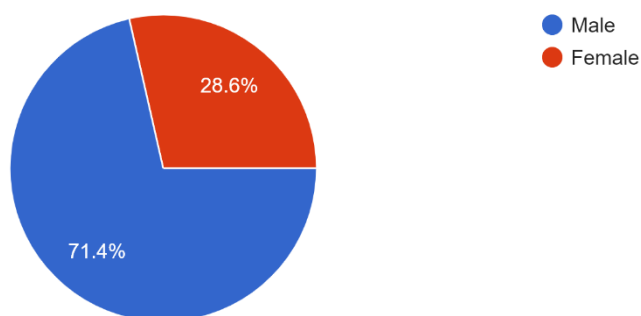


Chart 4.1.2: gender of the respondents

Interpretation

From the above table it is interpreted that the number of respondents male is 100 and 28.6 female is 40 71.4%

Inference

Majority 71.4% of the respondents are females.

Table 4.1.3: watching content of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Tutorial / education	69	48.8%
2	Blogs	29	20.9%
3	Music play list videos	21	15.1%
4	Reruns of TV shows	8	
5	Comedy (shorts, skits standup	12	8.6%
Total		140	

Source: primary data

4. Which content you prefer to watch in YouTube?

139 responses

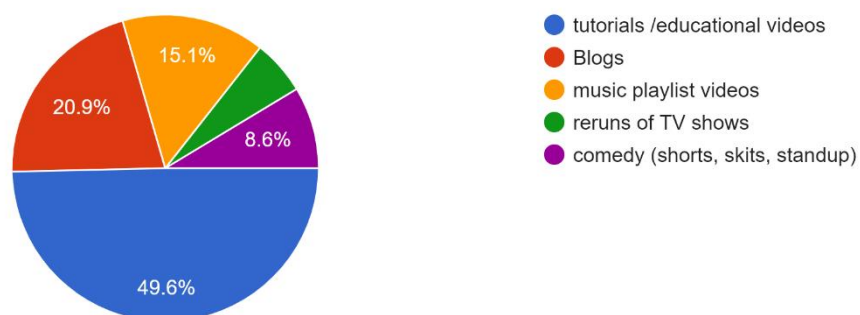


Chart 4.1.3: watching content of the respondents

Interpretation

From the above table it is interpreted that the number of respondents tutorial / educational videos 69 % and 48.8%, Blogs 29 and 20.9%, music playlist 21 (15.1%) and Reruns of TV shows 8 comedy (shorts skits standup)) 12 and 8.6%.

Inference

Majority 48.8% of the respondents are tutorial / educational videos.

Table 4.1.4: Add relevance of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Relevant	100	73.5%
2	Irrelevant	36	26.5%
Total		136	100%

Source: primary data

5. How ads are related to you?

136 responses

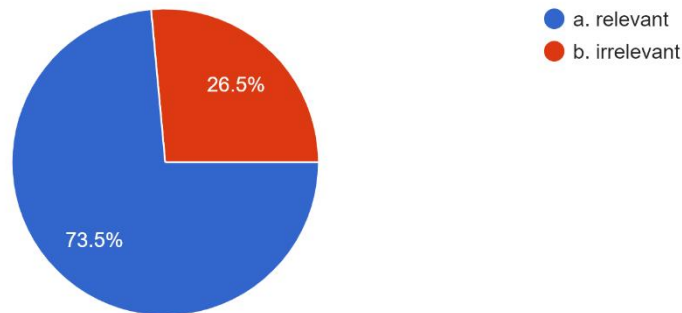


Chart 4.1.4: Add relevance of the respondents

Interpretation

From the above table it is interpreted that the number of respondents relevant is 100 and 73.5% irrelevant is 36 and 26.5%

Inference

Majority 73.5% of the respondents are relevant.

Table 4.1.5: notifications of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	To be received	115	82.1%
2	Not received regularly	29	20.7%
Total		140	102.8%

Source: primary data

6. How did you received notifications?

140 responses

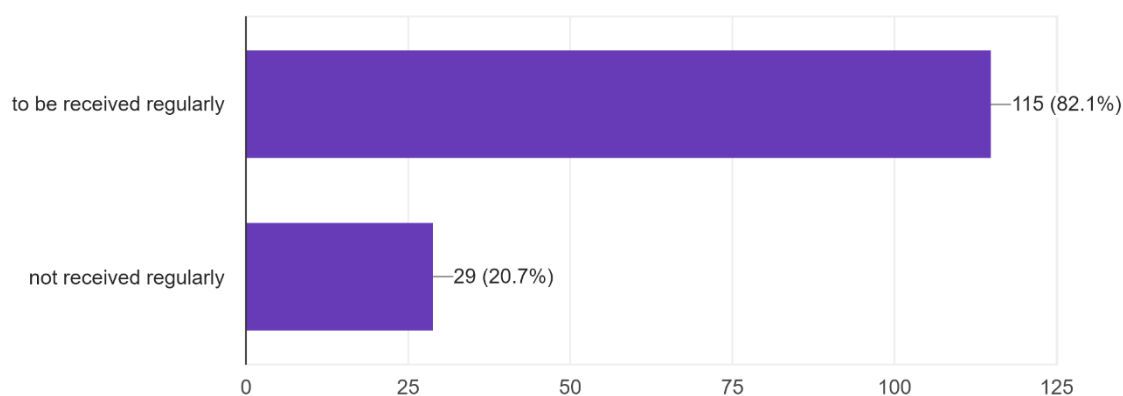


chart4.1.5: notifications of the respondents

Interpretation

From the above table it is interpreted that the number of respondents to be received regularly is 115 and 82.1% not received regularly 29 and 20.7%

Inference

Majority 82.1% of the respondents are to be received regularly.

Table 4.1.6: recommendations of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Good	97	70.3%
2	Excelant	31	22.5%
3	Neutral	13	9.4%
4	Poor	2	1.4%
Total		138	103.6%

Source: primary data

7. how YouTube recommendations are useful to you?

138 responses

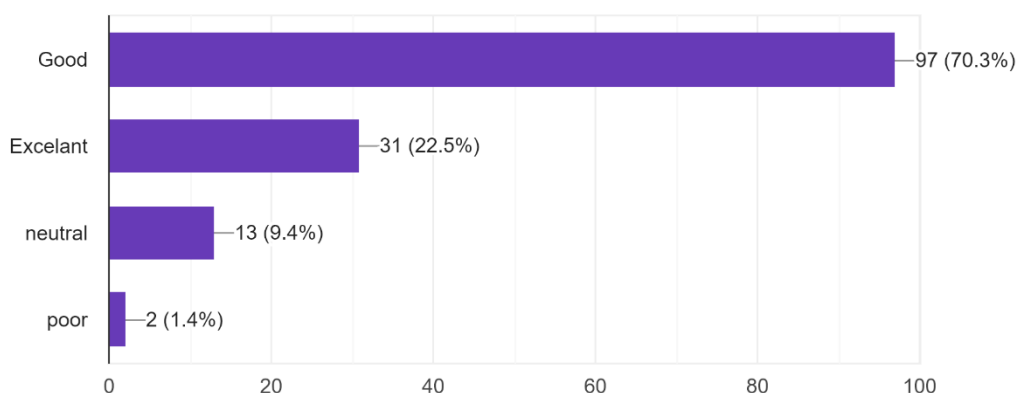


Chart 4.1.6: recommendations of the respondents

Interpretation

From the above table it is interpreted that the number of respondents good 97 70.3% excellent 31 22.5%, neutral 13 9.4% and poor 2 1.4%

Inference

Majority 70.3% of the respondents are good.

Table 4.1.7: usage of version of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Premium version	89	64%
2	Trail	59	36%
Total		139	100%

Source: primary data

8. Which kind of YouTube version is better to use?

139 responses

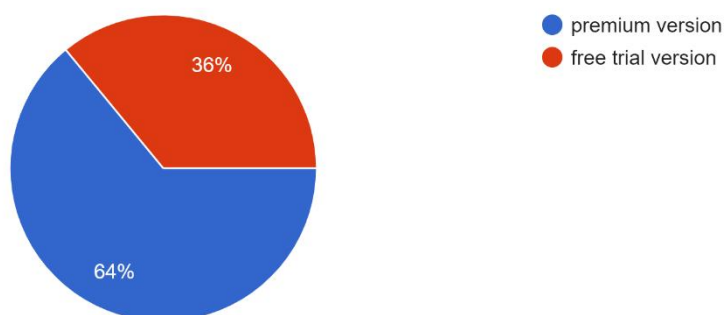


Chart 4.1.7: usage of version of the respondents

Interpretation

From the above table it is interpreted that the number of respondents premium version is 89 and 64% trail version 59 and 36%

Inference

Majority 64% of the respondents are premium version.

Table 4.1.8: YouTube encouragement of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Better quality content	101	72.1%
2	Face book comment integration	16	11.4%
3	Wide variety of content	17	12.1%
4	Others	8	5.7%
Total		140	101.3%

Source: primary data

9. which of the following would you encourage to use YouTube?

140 responses

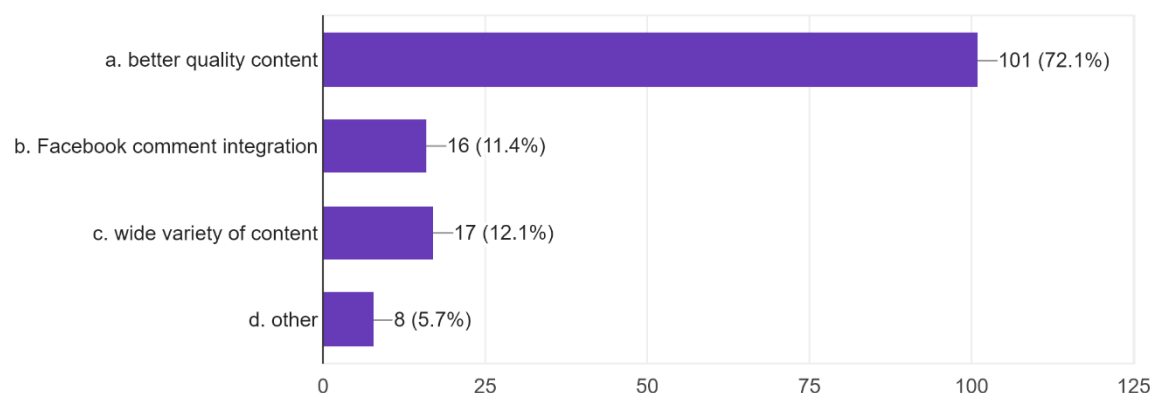


Chart 4.1.8: YouTube encouragement of the respondents

Interpretation

From the above table it is interpreted that the number of respondents are better quality content 101 and 72.1%

face book comment integration is 16 and 11.4%

wide variety of content is 17 and 12.1%

other is 8 5.7%

Inference

Majority 72.1% of the respondents are better quality content.

Table 4.1.9: considered of things to subscribe a chennal in you tube by the users

S. No.	Particulars	NO. of respondents	Percentage
1	Number of subscribers	69	49.6%
2	Content	58	41.7%
3	Option 3	7	5%
4	Number of likes	3	2.2%
5	Number of views	9	6.5%
6	Others	12	0.7%
Total		139	102.2%

10. Which things are you considered to subscribe a channel?

139 responses

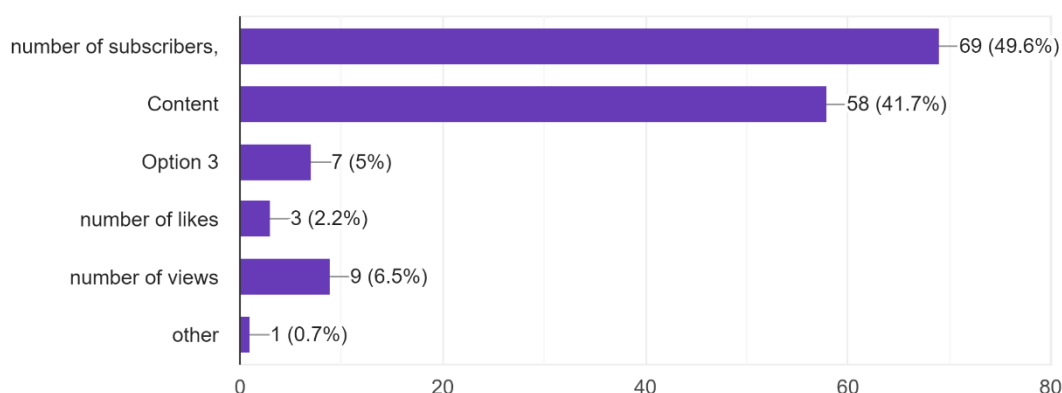


Chart 4.1.9: considered of things to subscribe a chennal in you tube by the users

Interpretation

From the above table it is that the number of respondents number of subscribers is 69 and 49.6%, content 58 and 41.7%, number of likes is 3 2.2%, number of views 9 and 6.5% and other is 12 and 4.7%

Inference

Majority 49.6% of the respondents are number of subscribers.

Table 4.1.10: Device usage for you tube of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Option 1	69	49.6%
2	Mobile	47	33.8%
3	Laptop	17	12.2%
4	TV	6	0%
Total		139	100%

11. Which device do you prefer to experience the YouTube?

139 responses

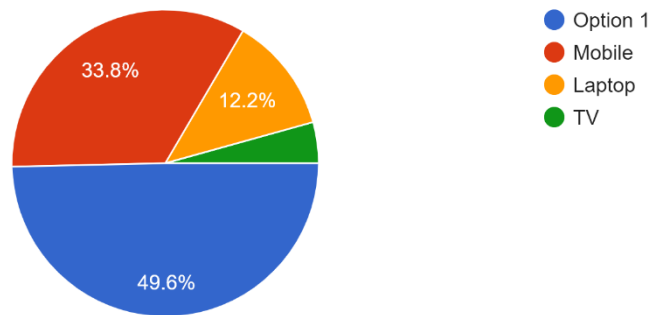


Chart 4.1.10: Device usage for you tube of the respondents

Interpretation

From the above table it is interpreted that the number of respondents mobile 47 and 33.8%, laptop 17 and 12.2%, TV 6 0%

Inference

Majority 33.6% of the respondents are the mobiles.

Table 4.1.11: watching quality of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	High quality	21	43.8%
2	Medium quality	12	25%
3	Low quality	15	31.3%
Total		48	100%

Source: primary data

12. . Which quality do you prefer to watch in YouTube?

48 responses

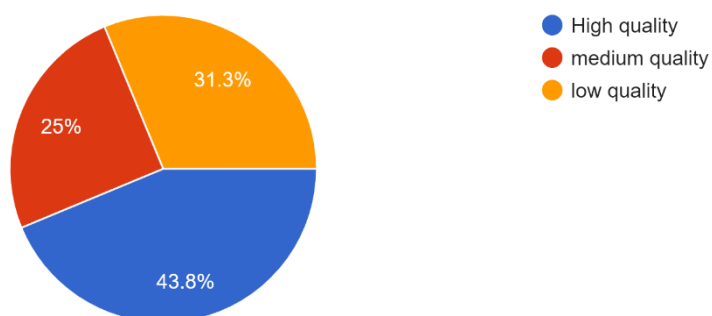


Chart 4.1.11: watching quality of the respondents

Interpretation

From the above table it is interpreted that the number of respondents are high quality 21 and 43.8%

medium quality 12 25%

low quality 15 and 33.1%

Inference

Majority 43.6% of the respondent are the high quality.

Table 4.1.11: watching quality of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Satisfied	111	80.4%
2	Highly satisfied	24	17.4%
3	Dissatisfied	5	3.6%
Total		138	100%

Source: primary data

13. How did you satisfied with regular updates of YouTube?

138 responses

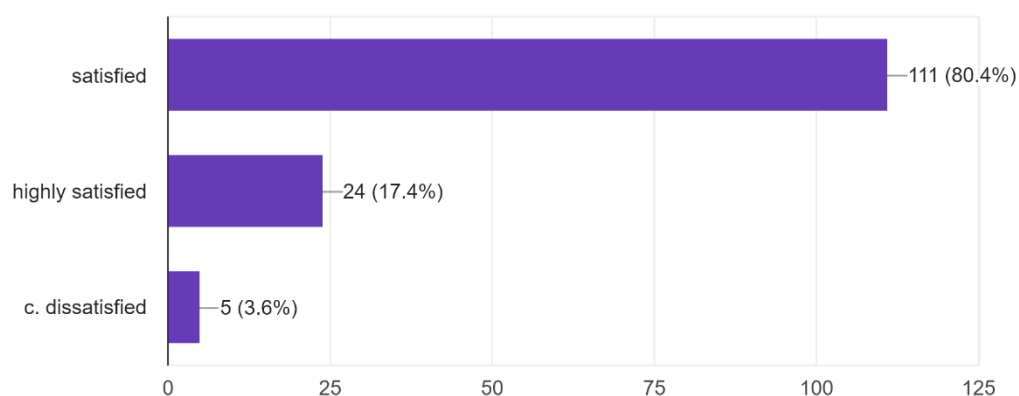


Chart 4.1.11: watching quality of the respondents

Interpretation

From the above table it is interpreted that the number of respondents satisfied-- 111 80.4%

highly satisfied 24 17.4%

dissatisfied 5 and 3.6%

Inference

Majority 80.4% of the respondents are satisfied.

Table 4.1.12: YouTube interface of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Easy to use	118	84.9%
2	Hard	12	8.6%
3	Quite difficult	10	7.2%
Total		139	100%

Source: primary data 6

14. How YouTube interface is to use?

139 responses

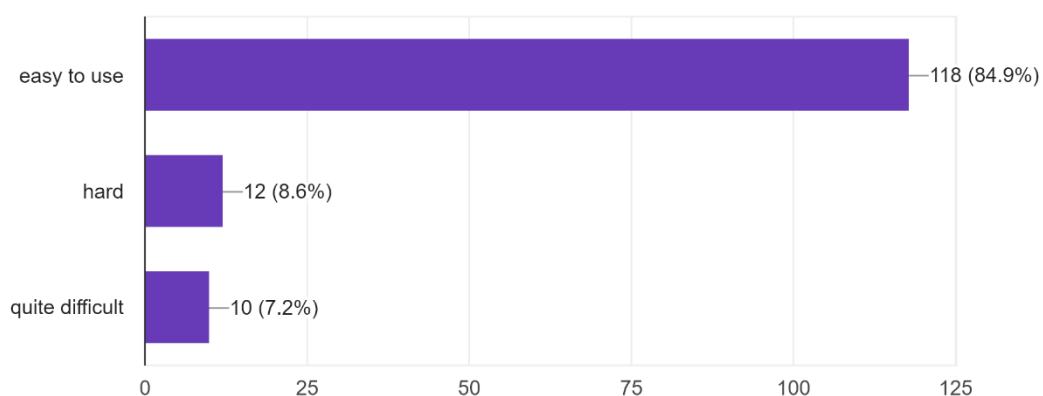


Chart 4.1.12: YouTube interface of the respondents

Interpretation

From the above table

It is interpreted that the number of respondents easy to use 118 and 84.9%, hard 12 and 8.6%, quite difficult 10 and 7.2%.

Inference

Majority 84.9% of the respondents are easy to use.

Table 4.1.13: SEO of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Relevant	114	82.6%
2	Irrelevant	26	17.4%
Total		140	100%

Source: primary data 6

15. How YouTube search engine optimization is reliable to you?

138 responses

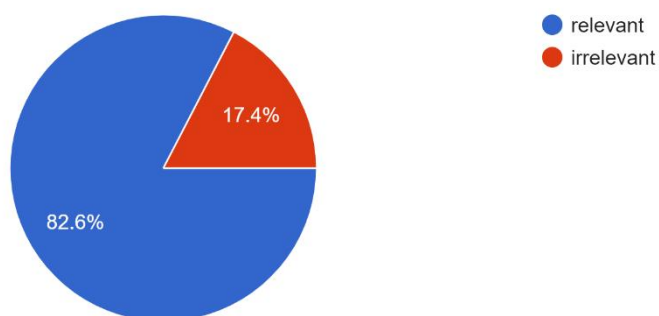


Chart 4.1.13: SEO of the respondents

Interpretation

From the above table it is interpreted that the number of respondents relevant 114 82.6% irrelevant is 26 17.4%

Inference

Majority 82.4% of the respondents are relevant.

Table 4.1.14: Watching time of you tube of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Several times a day	93	66.9%
2	Once or twice a day	35	25.5%
3	Every other day	9	
4	Never	2	
Total		139	

Source: primary data 6

16. How often do you watch YouTube?

139 responses

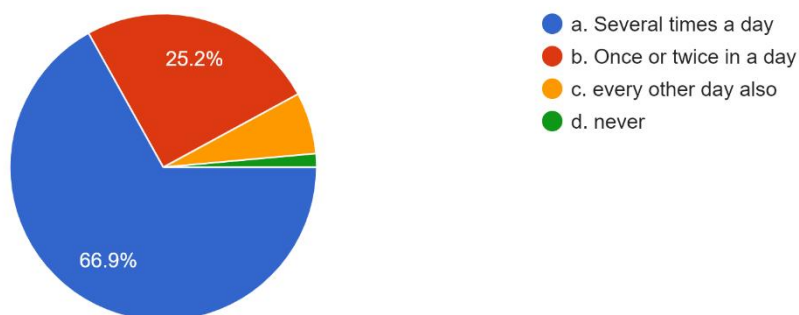


Chart 4.1.14: Watching time of you tube of the respondents

Interpretation

From the above table it is interpreted that the number of respondents several times a day 93 and 66.9%, once or twice in a day 35 and 25.5%, every other day 9 and never 2

Inference

Majority 66.9% of the respondents are several times a day.

Table 4.1.15: impact of you tube of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	Improving the skills	92	65.7%
2	Learning something new	43	30.7%
3	Improvement of knowledge	15	10.7%
4	Other	2	1.4%
total		140	100%

Source: primary data

17. How YouTube impact on you?

140 responses

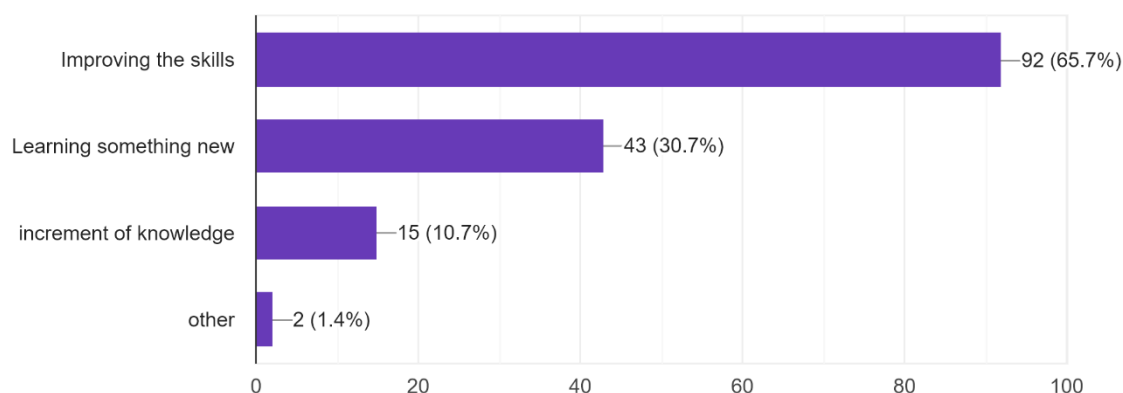


Chart 4.1.15: impact of you tube of the respondents

Interpretation

From the above table it is interpreted that the number of respondents improving the skills 92 and 65.7%, learning something new 43 and 30.7%, increment of knowledge 15 and 10.7% other 2 and 1.4%

Inference

Majority 65.7% of the respondents are improvement of the skills.

Table 4.1.16: overall rating of the respondents

S. No.	Particulars	NO. of respondents	Percentage
1	1	23	16.4%
2	2	25	17.9%
3	3	40	28.6%
4	4	21	15%
5	5	31	22.1%
Total		140	100%

Source: primary data 6

18. Please rate overall usage of YouTube.

140 responses

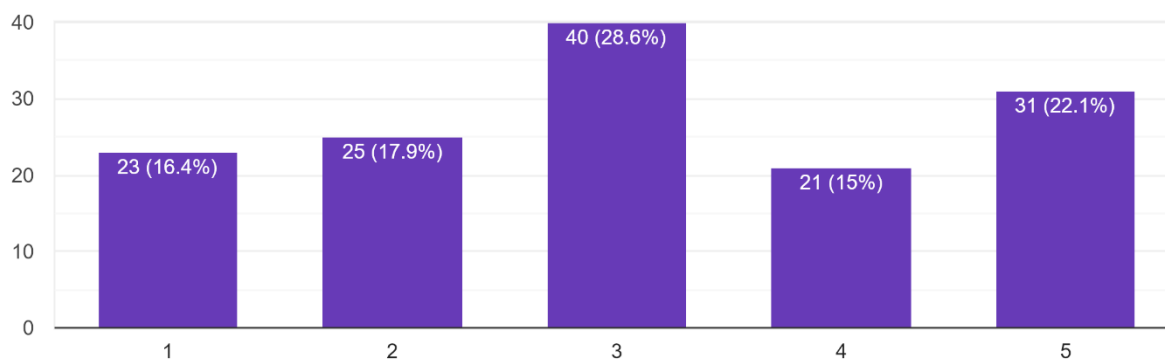


Chart 4.1.16: overall rating of the respondents

Interpretation

From the above table it is interpreted that the number of respondents rank 1 is 16.4%, rank 2 is 17.9%, rank 3 is 28.6% rank 4 is 15% and rank 5 is 22.1%

Inference

Majority 28.6% of the respondents are rating 3 out of 5.

CHAPTER 5

5.1 FINDINGS

- Majority 47.1% of the respondents are 15 to 20.
- Majority 71.4% of the respondents are females.
- Majority 48.8% of the respondents are tutorial / educational videos.
- Majority 73.5% of the respondents are relevant.
- Majority 82.1% of the respondents are to be received regularly.
- Majority 70.3% of the respondents are good.
- Majority 64% of the respondents are premium version.
- Majority 72.1% of the respondents are better quality content
- Majority 49.6% of the respondents are number of subscribers.
- Majority 33.6% of the respondents are the mobiles.
- Majority 43.6% of the respondent are the high quality.
- Majority 80.4% of the respondents are satisfied.
- Majority 84.9% of the respondents are easy to use.
- Majority 82.4% of the respondents are relevant.
- Majority 66.9% of the respondents are several times a day.
- Majority 65.7%% of the respondents are improvement of the skills.
- Majority 28.6% of the respondents are rating 3 out of 5.

5.2 SUGGESTIONS

The overall experience index from the study reveals that the product is Processing very well and customers using and getting experience with the service given to them. Some of the customers have complained about the interface of the YouTube because as per its regular updates it will be changed automatically. What I'm suggesting is use premium version or you can wait for its another update.

5.3 CONCLUSION

YouTube is the one of largest video sharing website in the world. We can get information in the form video. Now a day's YouTube is playing a crucial role in social media. We will find all the solution at one place. This project found that the customers satisfaction toward YouTube are satisfactory but still youtube user wants give preference about youtube that are, features of the site unavailable, problems prevented channels from loading, but the homepage and videos still work, issue also affected TV shows people purchase through Google TV. The study found that YouTube overall youtube user are very much satisfied about product, free to use, opportunity to earn money through your videos, easy way to share information. Overall the project the found that study helps to change your life or it can give you the money for doing work for it over.

REFERENCES:

These are referred by following websites.

1. [Microsoft Word - snelson_0311_corrections.doc \(merlot.org\)](#)
2. [\[PDF\] Literature Review of YouTube in Teaching Activities | Semantic Scholar](#)
3. [06_Margaret_Holland.indd \(elon.edu\)](#)
4. [\[PDF\] Literature Review of YouTube in Teaching Activities | Semantic Scholar](#)
5. [JMIR Medical Education - Medical YouTube Videos and Methods of Evaluation: Literature Review](#)
6. [Influencers on YouTube: a quantitative study on young people's use and perception of videos about political and societal topics | SpringerLink](#)
7. [Microsoft Word - MTRP.doc \(utoronto.ca\)](#)
8. [Exploring High School Students' Educational Use of YouTube | The International Review of Research in Open and Distributed Learning \(irrodl.org\)](#)

APPENDIX (questionnaire)

1. Name
2. Age
 - a. 10 to 15
 - b. 15 to 20
 - c. Above
3. Gender
 - a. Male
 - b. Female
4. Which content you prefer to watch in YouTube?
 - a. Tutorials/educational videos
 - b. Music playlist /videos
 - c. Vlogs
 - d. Comedy (shorts, skits, standup)
 - e. News and re-runs of TV shows
5. How ads are related to you?
 - a. Relevant
 - b. Irrelevant

6. How did you received notifications?
 - a. to be received regularly
 - b. not received regularly
7. how YouTube recommendations are useful to you?
 - a. good
 - b. excellant
 - c. neutral
 - d. poor
8. Which kind of YouTube version is better to use?
 - a. Premium
 - b. free trial
9. which of the following would you encourage to use YouTube?
 - a. better quality content
 - b. Facebook comment integration
 - c. Wide variety of content
 - d. other
10. Which things are you considered to subscribe a channel?
 - a. Subscribers
 - b. Content
 - c. likes
 - d. other
11. Which device do you prefer to experience the YouTube?
 - a. Mobile
 - b. Laptop
 - c. TV
12. . Which quality do you prefer to watch in YouTube?
 - a. High quality
 - b. medium quality
 - c. low quality
13. How did you satisfied with regular updates of YouTube?
 - a. satisfied

- b. highly satisfied
- c. dissatisfied

14. How YouTube interface is to use?

- a. easy to use
- b. hard
- c. Quite difficult

15. How YouTube search engine optimization is reliable to you?

- a. relevant
- b. irrelevant

16. How often do you watch YouTube?

- a. Several times a day
- b. Once or twice in a day
- c. every other day also
- d. never

17. How YouTube impact on you?

- a. Improving the skills
- b. Learning something new
- c. increment of knowledge

18. Please rate overall usage of YouTube.

- a. 1*
- b. 2*
- c. 3*
- d. 4*
- e. 5*