



# THE ROLE OF SOCIAL MEDIA PLATFORMS IN PROMOTING DAILY VLOGS

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**Abstract:** The aim of this research was to explore the role played by social media in the promotion of daily vlogging and the creation of multimedia content creators through the application of a descriptive research design with quantitative research orientation. The research was conducted through the application of the questionnaire method with daily vloggers, with the data being subjected to correlation and Anova tests. The findings of the research revealed that the success of an individual in the practice of vlogging does not depend on the length of the vlog, the number of audiences, and the equipment used in the creation of content, but rather the quality of the content.

**Keywords:** Daily Vlogs, social media, Audience Engagement, Creative Burnout, Monetization

## INTRODUCTION

YouTube and Instagram are crucial platforms that provide an enabling environment for the operations of the daily vloggers. The platforms provide the creators with the opportunity to display their activities to the audience across the globe. The systems developed by the algorithms and the recommendation systems provide the vlogs with the opportunity to reach a larger audience by displaying appropriate content. The new visibility continues to attract new members to the audience base of the existing and incoming vloggers. The interactive features such as likes and comments, and shares provide the vloggers with the opportunity to develop a system that creates a loyal online community. The creators use the feedback from the audience to improve the content created. The features of the daily vlogging operations combine to create a great impact on the success and sustainability of the vloggers.

## STATEMENT OF THE PROBLEM

Daily vlogging is one of the consequences of the emergence of the latest social media sites, which have developed a new type of digital communication, entertainment, and self-expression. Nevertheless, most studies have concentrated on the advertising and promotional sides of the issue in relation to teens. There is a lack of studies on daily vlogging as a separate type of medium and its possible impact on engaging the audience through the sites developed specifically for vlog creation. Therefore, there is a research gap concerning the holistic study of daily vlogging in relation to the creators in the context of digital culture.

## OBJECTIVES OF THE STUDY

- To understand the demographic and background profile of vloggers.
- To analyze the content creation patterns and platform usage among the daily vloggers.

## SCOPE OF THE STUDY

The research will seek to determine the link or association between social media networks and daily vlogging, including the various factors that may affect or influence the style and manner of vlogging done by vloggers in a given area, set, and time frame.

## LIMITATIONS OF THE STUDY

A total of 100 respondents' sample size is available because of time limitations.

## HYPOTHESIS

H<sub>0</sub>: There is no significant association between gender and the type of content typically created by vloggers

## RESEARCH METHODOLOGY

The design of the research is descriptive research, and it is based on the quantitative method to study the effect of social

media on daily vlogs and the demographic factors related to it. The primary research is conducted with the help of questionnaires, and the secondary research is conducted with the help of books, journals, articles, magazines, and websites.

### RESEARCH DESIGN

The descriptive design is chosen for the study to identify the demographic factors of the daily vloggers, the content creation methods of the daily vloggers, the usage of social media by the daily vloggers, the audience interaction with the daily vloggers, the difficulties faced by the daily vloggers in the process of monetization, and the burnout faced by the daily vloggers.

### SAMPLING TECHNIQUE

The study made use of convenience sampling to recruit the population of the study, which consists of daily vloggers using social media such as YouTube and Instagram.

### SAMPLE SIZE

The study had a sample size of around 100 participants to carry out the analysis.

### TOOLS

- Percentage Analysis
- Chi-square test

### REVIEW OF LITERATURE

**Shelley Haines; Omar H. Fares; Myuri Mohan; Seung Hwan Lee (2021)** this study aims to examine the comments of videos on sustainable fashion on YouTube from 2011 to 2021. The results showed that there was an increase in the topics discussed, from waste and thrift to the environment, workers, and sustainability. The results of the study showed that there was an increase in the awareness of sustainable fashion, which can be used to promote sustainable fashion through social media content.

**Bogeum Choi; Heejun Kim; Jina Huh Yoo (2021)** this study aims to investigate the effect of mental health videos on social media on the reduction of stigma among students. It used content analysis of 452 videos, which showed that video type, video purpose, and video perspective are important factors that can increase viewer engagement. The results also showed that there was an increase in personal videos over time.

**Kulvinder kaur; Pawan kumar (2020)** this study aims to look into the utilization of social media sites in the Indian beauty and well-being industry for the promotion of businesses. There are five main dimensions of social media activity: reason, average, management, merit, and metrics, which impact the marketing of the product. The study has revealed that Facebook and Instagram are the most used social media sites, followed by Snapchat, YouTube, and LinkedIn. Though the study is limited to beauty centers, the significance of social media sites compared to traditional media for marketing and awareness is highlighted.

### RESEARCH GAP

Past studies have been conducted on adolescents using social media advertising, especially with food advertising using vlogs. There are limited studies conducted on daily vlogging because it is a different form of communication that reflects the vloggers' habits and problems, and their development in the field of arts. The study indicates a gap because there is no existing knowledge on the usage of vlogging by different cultures and people from emerging economies.

### DATA ANALYSIS

**Demographic and background profile of vloggers**

DEMOGRAPHIC		FREQUENCY	PERCENTAGE
GENDER	MALE	59	54.60%
	FEMALE	49	45.40%
	TOTAL	108	100.00%
AGE	18-24	24	22.20%
	25-34	22	20.40%
	35-44	22	20.40%

	<b>45-54</b>	23	21.30%
	<b>55 AND ABOVE</b>	17	15.70%
	<b>TOTAL</b>	108	100.00%
<b>PLACE OF RESIDENCE</b>	<b>RURAL</b>	<b>58</b>	<b>53.70%</b>
	<b>URBAN</b>	50	46.30%
	<b>TOTAL</b>	108	100.00%
<b>EDUCATIONAL QUALIFICATION</b>	<b>SCHOOL LEVEL</b>	26	24.10%
	<b>UNDERGRADUATE</b>	<b>31</b>	<b>28.70%</b>
	<b>POSTGRADUATE</b>	26	24.10%
	<b>HIGHER QUALIFICATION</b>	25	23.10%
	<b>TOTAL</b>	108	100.00%

(Source: Primary data)

The demographic analysis indicates that the number of vloggers who are male (54.6%) is slightly higher than the number of female vloggers (45.4%). The respondents are from all the age groups starting from 18 years and above, with the highest number belonging to the 18-24 years group (22.2%), followed closely by the 45-54 years group (21.3%). The number of vloggers belonging to the 25-34 years and 35-44 years groups is almost the same at 20.4%. The majority of the vloggers are from rural areas (53.7%), with a smaller number from urban settings (46.3%). The analysis indicates that the number of undergraduate vloggers is high at 28.7%, followed by the number of school-level and postgraduate vloggers at 24.1%. The number of vloggers with higher qualifications is also

**GENERAL FACTOR**

<b>FACTOR</b>		<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>HOW MANY SOCIAL MEDIA ACCOUNTS DO YOU HAVE?</b>	<b>YOUTUBE</b>	100	23.90%
	<b>INSTAGRAM</b>	103	24.60%
	<b>FACEBOOK</b>	83	19.90%
	<b>TWITTER</b>	57	13.60%
	<b>SNAPCHAT</b>	75	17.90%
	<b>TOTAL</b>	418	100.00%
<b>DO YOU HAVE A TEAM OR COLLABORATION?</b>	<b>YES</b>	54	50.00%
	<b>NO</b>	54	50.00%
	<b>TOTAL</b>	108	100.00%

(Source: Primary data)

The table shows that the most popular social media used by these vloggers are Instagram (24.6%) and YouTube (23.9%), while Facebook, Snapchat, and Twitter are not as popular. In total, there are 108 vloggers with 418 accounts. Half of these accounts are run by teams, while the other half are run individually. This shows that there are no differences between these two approaches. The fact that they have accounts on multiple social media shows that they want to reach their audience on multiple platforms

**Gender and the type of content typically created by vloggers.**

**CHI-SQUARE**

CONTENT CREATION	Chi-square	2.585
	df	5
	Sig.	.764

(Source: Primary data)

As the calculated value is .764, which is less than the table value 2.585, the alternative hypothesis is rejected. This means that there is no significance of the relationship between the gender of the respondent and the type of content you create. Therefore, the null hypothesis is accepted.

**FINDING**

- The majority of vloggers are male (54.6%), and there is high participation from all age groups, especially from 18 to 24 years (22.2%). The majority of vloggers come from rural backgrounds (53.7%) and have an undergraduate qualification (28.7%), indicating that young and educated individuals are actively participating in vlogging.
- The most popular social media platforms used by vloggers are Instagram (24.6%) and YouTube (23.9%), followed by Facebook, Snapchat, and Twitter. The vloggers have created multiple accounts (418), and 50% of vloggers work individually while 50% work as a team, indicating that both options are equally popular.
- The Chi-square value is 0.764, which is more than 0.05. Thus, there is no significant relationship between gender and content creation. It is inferred that gender has no impact on content creation.

**SUGGESTION**

More focus should be provided to high-engagement platforms such as Instagram and YouTube for better visibility for the vloggers. As the majority of the vloggers belong to the rural population, training programs for digital technology can be conducted to improve the quality of the content. Teamwork should also be encouraged for better creativity and engagement. As the content creation process is not affected by the gender of the vloggers, all should be provided with equal opportunities for growth.

**CONCLUSION**

The study examines the combination and effect of demographic factors and content creation, platform selection, and daily vlogging with their statistical analysis using Percentage Analysis, Chi-square, Correlation, and ANOVA tests. The study shows that the vloggers are diverse in demographic factors, but they prefer YouTube and Instagram as the primary platform for vlogging. The study also shows that there is no relationship between gender and location and followers and vlog length and frequency and equipment and audience and vlogging success. The study also showed that the results of the null hypotheses were accepted, indicating that the demographic and technical factors had minimal effects on the results of the study. The three factors that enable the success of the vloggers to reach success through the platform of daily vlogging are audience interaction with their content and their creative output.

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