

# A Study on the Influence of YouTube Content Creators on Consumer Satisfaction with Electronic Gadget Purchases

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**Abstract**—The rapid growth of digital media has significantly reshaped consumer decision-making, especially in the purchase of electronic gadgets. Among various platforms, YouTube has emerged as a key influencer in guiding consumer preference through content creators who offer product reviews, tutorials, and unboxing experiences. This study examines the impact of YouTube content creators on consumer satisfaction with electronic gadget purchases. The research focuses on three core dimensions: the effect of YouTube content quality, the credibility of content creators, and the role of viewer engagement. The results show that good-quality videos help people understand products better. A trustworthy YouTube makes customer feel more confident in their purchase. Also, when people engage with the video through likes and comments, they feel more satisfied with what they buy. This study shows that YouTube content creators play a big role in influencing customer satisfaction with electronic gadgets. **Key Words-** Content, Customer Satisfaction, Electronic Product, Influence, YouTube

## I. INTRODUCTION

In recent years, the rise of digital media has transformed the way consumers make purchasing decisions, particularly in the electronic gadget market. Among the many platforms available, YouTube has become a leading channel where users watch product reviews, demonstrations, and unboxing videos before buying electronic gadgets. Today's consumers prefer peer-driven, experience-based content over traditional advertising, making YouTube content creators an influential part of the buying process.

Electronic gadgets like smartphones, tablets, laptops, and smartwatches are high-involvement products, often requiring careful consideration before purchase. As a result, consumers turn to YouTube influencers, whose detailed and related content helps them better understand features, compare alternatives, and reduce

uncertainty. These influencers are often seen as experts and trusted advisors, especially when their content is consistent, transparent, and engaging.

While much research has focused on influencer marketing and its impact on brand awareness or purchase intention, less attention has been given to how YouTube content creators affect consumer satisfaction after the purchase. This study seeks to fill that gap by examining how three important factors—content quality, influencer credibility, and viewer engagement influence overall satisfaction with electronic gadget purchase.

Content quality refers to how clear and visually appealing the video content is. Influencer credibility includes the trustworthiness, expertise, and honesty of the creator. Viewer engagement captures the level of interaction a video receives, such as comments, likes, and shares, which can strengthen viewer trust and confidence. By focusing on these factors, this study aims to provide meaningful insights into how YouTube influencers shape not just purchasing decisions, but also the satisfaction level that follows. The finding can help marketers, tech brands, and content creators enhance digital strategies that align more closely with consumer expectations and behaviors in the electronics market.

## II. REVIEW OF LITERATURE

Hale Fulya YUKSEL (2016). This study explores how YouTube beauty videos influence consumer purchase intentions, using 8,685 survey responses and structural equation modeling. Finding shoe YouTube videos significantly impacts buying decisions and introduces unique factors not seen on other social media platforms.

Haaga-Helia (2019). This study explores how YouTube vlogging influences Gen Z Buying behavior through influencer marketing. Interviews with young Finnish females reveal that trust in vlogging leads to trust in the brand. Viewers prefer authentic, relatable content over traditional ads, making influencer marketing more engaging and effective on social media platforms.

Teresa Trevino (14<sup>th</sup> October 2020). This study investigates why children aged 8-12 are drawn to unboxing videos, identifying motivations such as entertainment, curiosity, information seeking, and social influence. It enhances understanding of children's media habits and guides marketers in creating engaging content.

Ganesan & Jaiganesh (2023). This study examines YouTube's influence on Gen Z's buying behavior, revealing strong trust in YouTube, with reviews and influencer credibility significantly shaping purchase decisions and highlighting YouTube's role in modern marketing

### III. OBJECTIVE OF THE STUDY

- 1) To examine the impact of YouTube content quality (reviews, unboxing, tutorials) on consumer satisfaction with electronic gadget purchases.
- 2) To analyze how the credibility and expertise of YouTube content creators influence trust and post-purchase satisfaction among consumers.
- 3) To evaluate the role of viewer engagement (likes, comments, shares, interaction) with YouTube content in sharing customer satisfaction towards electronic gadgets.

### SCOPE OF THE STUDY

This study focuses on understanding the influence of YouTube content creators on consumer satisfaction during the purchase of electronic gadgets. The research is limited to consumers who actively use YouTube as a source of product information and is primarily focused on the digital buying experience.

### IV. RESEARCH METHODOLOGY

Research is defined as a scientific and systematic search for pertinent information on a specific topic. Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys, and other research techniques.

#### Data Collection

The data is collected from both primary and secondary sources. The source of primary data is through a questionnaire based on the objectives. The secondary data were collected from books, journals, websites, and other published sources.

#### Sample design

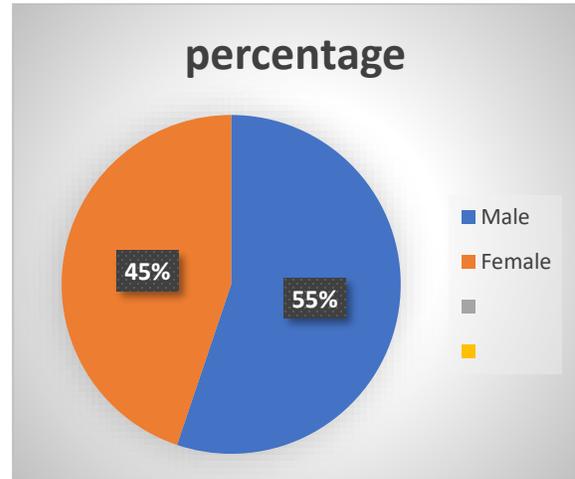
A self-designed questionnaire was developed and given to the general public. The questionnaire is related to the influence of YouTube on content creators on consumer satisfaction with the purchase of electronic gadgets.

The sample size of the study is 98

### DATA ANALYSIS AND INTERPRETATION

#### Chart 1

#### Gender

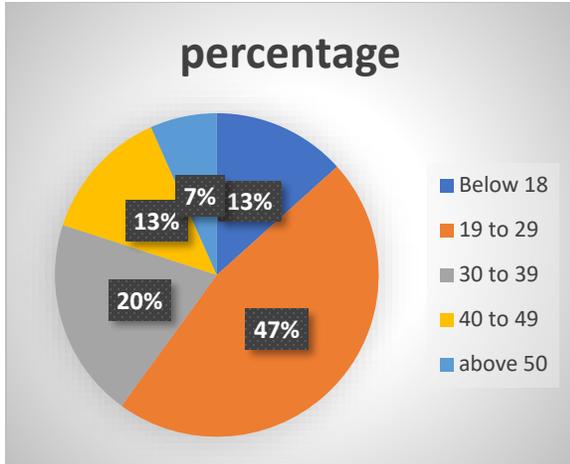


#### Interpretation

The above chart indicates the gender of the respondents. 55% of the respondents were male, and 45% of the respondents were female.

#### Chart 2

#### Age

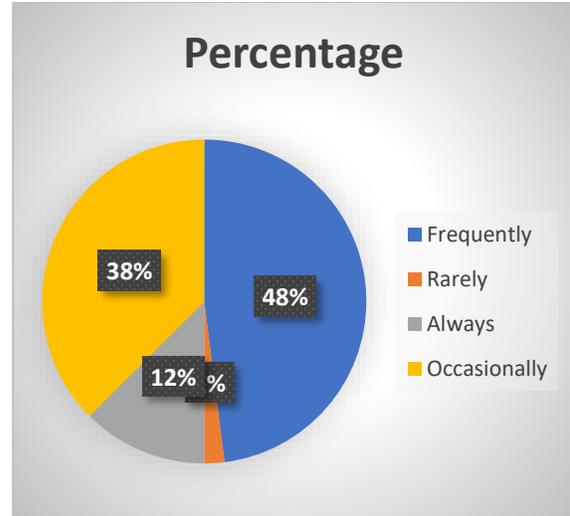


**Interpretation**

It is observed from the chart that 13% of the respondents belong to the age group below 18, 47% of the respondents belong to the age group between 19 to 29, 20% of the respondents belong to the age group between 30 to 39, 13% of the respondents belong to the age group between 40 to 49, 7% of the respondents belong to the age group above 50.

**Chart 3**

How often do customers watch YouTube for a Gadget review?



**Interpretation**

It is observed from the chart that 48% of the respondents watch YouTube gadget reviews frequently, while 12% always rely on them, 38% watch occasionally, and 2% of the respondents rarely watch such content.

**Chart 4**

Content Quality and Consumer Satisfaction

S.No	Statements	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	The unboxing videos on YouTube provide me with clear insights about the product.	2.04%	4.08%	12.24%	45.92%	35.71%
2	Reviewing videos on YouTube helps me evaluate the features of electronic gadgets.	1.02%	3.06%	24.29%	46.94%	34.69%
3	Tutorial content by YouTube creators enhances my confidence in using the product.	2.04%	4.08%	15.31%	43.88%	34.69%
4	I feel more satisfied with my purchase after watching high-quality YouTube content about the gadget.	1.02%	3.06%	13.27%	44.90%	37.76%
5	YouTube content quality influences my overall perception of the product before purchasing.	2.04%	2.04%	10.20%	48.98%	36.73%

**Interpretation**

Most respondents showed a positive view of YouTube content, with over 80% agreeing or strongly agreeing

across all statements. Very few disagreed (1-4%), and around 10-15% were neutral.

This suggests that YouTube content significantly influences consumer satisfaction and perception during gadget purchase.

Chart 5  
Credibility of Creators and Post-Purchase Satisfaction

S.No	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	I trust YouTube content creators who consistently review tech and electronics.	1.02%	2.04%	10.20%	34.69%	52.04%
2	A content creator's expertise in electronics impacts my satisfaction after purchase.	0%	3.06%	9.18%	54.08%	33.67%
3	I feel reassured when a trusted YouTube recommends a specific electronic gadget.	1.02%	1.02%	7.14%	30.61%	60.20%
4	YouTube influencers who provide unbiased reviews increase my trust in the product.	0%	2.04%	8.16%	28.57%	61.22%
5	My post-purchase satisfaction is higher when I buy a product recommended by a credible content creator.	1.02%	1.02%	8.16%	29.59%	60.20%

Interpretation: In this study, most respondents strongly agreed that credible YouTube creators enhance post-purchase satisfaction. Over 50% strongly agreed, with

minimal disagreement (1-3%). This shows that trust in creators greatly influences buying confidence.

Chart 6  
Viewer Engagement and Customer Satisfaction

S.No	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	I am more likely to trust a video with high likes and positive comments.	2.04%	4.08%	14.29%	38.78%	40.82%
2	I feel connected to YouTube creators who respond to comments or Queries.	1.02%	3.06%	12.24%	36.73%	46.94%
3	I engage more with content that is interactive and involves the audience.	0%	5.10%	10.20%	41.84%	42.86%
4	The popularity of a video influences how satisfied I feel about my purchase decision.	2.04%	5.10%	17.35%	34.69%	40.82%
5	Viewer discussion in the comment section influences my expectations and satisfaction.	1.02%	3.06%	11.22%	35.71%	48.98%

### Interpretation

In this study, most respondents agreed that likes, comments, and creator interaction boost trust and satisfaction. Over 75% agreed or strongly agreed, with minimal disagreement. This shows that viewer engagement plays a key role in shaping purchase satisfaction.

### V. CONCLUSION

This study concludes that YouTube content creators play a significant role in influencing consumer satisfaction in the context of electronic gadget purchase. High-quality video, such as reviews, tutorials, and unboxing content, helps consumers make informed decisions. The credibility and expertise of creators foster trust and contribute to greater post-purchase satisfaction. Additionally, active viewer engagement through likes, comments, and creator responses enhances the overall satisfaction and emotional connection with the product. Together, these factors highlight YouTube's growing importance as a trusted platform in modern consumer behaviour.

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