



The Influence Of Youtube Marketing On Fast Food Consumer Information Search In Sri Lanka

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Abstract

The purpose of this study is to investigate the efficacy of different marketing methods used on YouTube about boost viewer engagement and information search behavior within the fast-food business. To optimizing marketing efforts and boosting customer connection, it is essential to have a solid grasp of how certain techniques influence consumer behavior. This is because digital platforms are becoming more important venues for marketing. In the study, the researchers focused on four primary marketing techniques for YouTube: the quality of the content, the frequency of posting, the cooperation with influencers, and the use of interactive aspects into marketing videos. Data was acquired via surveys from one hundred people in Sri Lanka who spend a significant amount of time interacting with material related to fast food on YouTube. The study methodology used was quantitative. To determining the influence that these tactics have on viewer engagement and information search behavior, the study used statistical methods such as correlation and regression analysis via the use of statistical tools. According to the data, each of the four strategic marketing approaches has a substantial impact on the level of viewer engagement. The research contributes to the existing body of literature on digital marketing. In addition to this, it proposes an improved model for analyzing the interaction of online consumers and extends the frameworks that are already in place to include interactive video components.

Keywords: engagement, information customer, digital platform, content



Introduction

Background to the Research Problem

The rise of digital marketing has revolutionized the way companies interact with customers. Social media, and YouTube in particular, have become very effective marketing and customer interaction tools. Because of its massive audience and the ever-changing nature of video content, YouTube has enormous sway over marketing strategies that aim to influence consumer behavior and the way people seek out information (Tan, Ng and Omar, 2018). In the fast-food market, where competition is fierce, this tendency is especially noticeable as companies constantly work to attract and keep consumers' attention. This dynamic may be better understood in the context of Sri Lanka, due to the country's expanding internet infrastructure and rising internet and social media adoption rates (Yarar, 2020).

Many studies have shown that YouTube is an important part of the marketing mix because of the impact it has on consumers' opinions and choices. Brands may connect with customers with innovative and engaging content on YouTube, according to Vandevijvere, Aitken and Swinburn (2018). This isn't just a passive interaction; it encourages customers to take the initiative to learn more, which in turn affects their purchase choices (Silva, Paula and Rodrigues, 2022). Videos, with their eye-catching visuals and compelling narratives, may do wonders for the fast-food industry's marketing efforts, drawing in customers and drawing attention to special deals (Valero, Nieto and García, 2023).

Urbanization, lifestyle shifts, and rising disposable incomes have all contributed to fast food's meteoric rise in Sri Lanka (Muala, 2018). Social media use among Sri Lankans has seen a huge increase, according to Castello and Vines (2020), which is in line with the rising trajectory of digital consumption. Within this context, YouTube has emerged as a crucial medium for fast food marketers to connect with their desired demographic (Coates, Hardman and Halford, 2020).

An important topic to explore is the relationship between YouTube advertising and how consumers seek for information. Fleming, Phaneuf and Harris (2023) state that customers' product research is greatly impacted by digital marketing. As a result, fast food customers often consult fast food sector YouTube channels to learn about new menu items, special offers, and brand values before placing their orders (Nisansala and Rathnasiri, 2022). Creative fast-food marketing on YouTube,



with its eye-catching visuals, may sway consumers' tastes and make them want to learn more (Hanaysha and Momani, 2021).

Even more so, the impact of YouTube influencer marketing compounds this effect. According to Vanderlee, Czoli and Pauze (2021), consumers' choices and actions may be greatly influenced by influencers due to their large followings and the impression that they are genuine. Their promotion of fast-food goods on YouTube frequently prompts viewers to learn more about such products, illustrating how advertising on YouTube and users' need to find specific information work hand in hand (Rasheed, Elsamadicy and Wright, 2019). But nobody has looked at how much of an impact YouTube ad have on fast food customers' information-seeking habits in Sri Lanka. Marketers must comprehend this impact to adapt their plans to the ever-changing country's digital ecology. This research seeks to address this knowledge vacuum by studying the effects of YouTube marketing on Sri Lankan customers' fast-food information-seeking behaviors, and by extension, by adding to the larger conversation regarding the influence of digital marketing on consumer behavior.

Research Aims and Objectives

The purpose of this research is to examine how fast-food consumers in Sri Lanka use YouTube ads to influence their research habits. To improve fast food marketing, it investigates how YouTube's interactive features, influencer partnerships, and video quality affect consumers' attempts to obtain information about the business.

The primary objective of the study is to determine how fast-food customers in Sri Lanka use YouTube for information search and to draw conclusions about how digital marketing tactics may be improved to have a more positive effect on customer choices.

The secondary objectives will be as below,

1. To analyze how viewers' interest and subsequent information searches are affected by the accuracy, relevancy, and production value of promotional videos on YouTube.
2. To analyze the impact of fast-food brands' YouTube posting frequency on consumer behavior.
3. To examine how fast food-related customer perceptions and information search behaviors are affected by influencer collaborations in YouTube marketing.
4. To examine how YouTube marketing videos with interactive elements (such polls, comments, and live streams) influence viewers' engagement



Outline of Methodology

This study approaches to statistically evaluate how fast-food customers in Sri Lanka respond to advertisements on YouTube in terms of their information search behavior. Content quality, content frequency, influencer cooperation, and interactive components on YouTube have been investigated in this research using a structured method and primary data obtained via an online survey.

A sample of Sri Lankan customers who have seen fast food videos on YouTube was surveyed using an online questionnaire that they will be asked to complete on their own time. To gauge how people feel and behave in relation to fast food marketing video on YouTube, we've included a set of Likert-scale questions in our survey. These questions probed participants' thoughts and actions in these areas.

A stratified random sampling approach has been used to choose participants, guaranteeing that the sample will reflect the different demographics of Sri Lankans in terms of age, gender, and geographic region. The target number of participants is 300, so that there is a large enough data set for analysis.

For this 4-week data collection project, a variety of online platforms that are well-liked by Sri Lankans to reach out to potential participants via social media ads and email invites have been used.

In this research, the independent factors related to marketing material on YouTube include content quality, content frequency, influencer collaboration, and interactive elements. Customer behavior in Sri Lankan fast food search engines is the dependent variable.

Data analysis was carried out after data collection using statistical tools like SPSS for the use of descriptive statistics. To further understand how YouTube marketing components affect consumers' information-seeking behavior, inferential statistics, such as multiple regression analysis was used.

This study delves into the intricate ways that YouTube marketing impacts customer information search behavior in Sri Lanka's fast-food business. The market has seen a surge in digital marketing efforts, and this research adds to that increase. Understanding the individual parts of YouTube marketing that effect customer behavior is vital for optimizing marketing strategies, especially with the rising dependence on digital platforms for marketing (Teng, Khong and Pahlevan,



2020). By offering empirical data on the relative value of distinct YouTube marketing aspects, this research theoretically adds to the greater body of knowledge within consumer behavior and digital marketing literature. It provides a new angle on customer engagement with online marketing material by building on prior research on information search behavior (Winzer, Naderer and Klein, 2022) and media impacts (Hanaysha, 2022) and applying them to the realm of digital food market.

The results of this study have important real-world consequences for fast food marketers. Businesses can improve their digital marketing strategies to better meet consumer needs and preferences by identifying the most influential aspects of YouTube marketing. This could lead to higher engagement rates, improved brand perception, and increased sales (Riaz, Ahmed and Akhtar, 2019). Some examples of these aspects include content quality, frequency, influencer collaboration, and interactive elements. In addition, this study supports the current trend towards more engaging and personalized marketing by demonstrating the significance of using influencer partnerships and interactive elements to strengthen connections with customers (Bagnato, 2022). Moreover, this study adds to the growing body of literature on the topic of digital marketing and consumer behavior, while also offering practical advice to businesses that want to up their game when it comes to digital marketing. Therefore, it has the potential to greatly affect the fast-food industry's theoretical knowledge and practical marketing techniques in Sri Lanka and maybe even outside.

Literature Review

The literature review is an essential tool for investigating how fast-food consumers in Sri Lanka use YouTube ads to get information (Vandevijvere, Aitken and Swinburn, 2018). This opens the door to a deep dive into the history of digital marketing, with an emphasis on YouTube's meteoric rise to prominence. In addition to explaining how modern consumers get information online, this analysis highlights how factors like content frequency, influencer partnerships, and interactive features affect consumer engagement and decision-making (Tan, Ng and Omar, 2018).

The Evolution of Digital Marketing

Digital marketing has come a long way from its static, one-way platforms to the dynamic, two-way experiences of today. Advertisements used to be limited to more conventional forms of media like newspapers, radio, and television. There was little opportunity for two-way connection



between companies and customers on these platforms (Basimakopoulou, Theologou and Tzavaras, 2022). Businesses' methods of reaching out to consumers have changed drastically with the rise of the internet and other digital technologies (Kim, Kang and Le, 2021).

As the internet gained popularity in the late 90s and early 2000s, the shift from analogue to digital marketing platforms started in earnest. The rise of websites as online marketplaces allowed customers to peruse product details whenever it was most convenient for them (Bulunmaz, 2016). Search engine optimization (SEO) has been an essential tactic for raising brand awareness since the advent of search engines, which further transformed digital marketing (Zambrano, Quintero and Calderon, 2022). Social media sites such as Facebook, Twitter, and YouTube have become invaluable resources for organizations looking to connect with their target audiences on a personal level. By facilitating two-way contact, these platforms have greatly enhanced consumer engagement and feedback (Chukurna and Konak, 2018).

Strategies used in digital marketing have become more complex as the medium has progressed. Key components of current digital marketing initiatives include content marketing, influencer partnerships, and personalized advertising. These strategies use data analytics to adapt messages to audiences (Shpylyk, Pinyak and Shveda, 2021). Further changes have been brought about by platforms like YouTube, which provide a multimedia experience that mixes entertainment with marketing messaging, engaging customers in ways that have never been seen before (Gabhane, Varalaxmi and Rathod, 2023) Kamal (2016).

YouTube as a Marketing Platform

Brand-consumer interactions have been revolutionized by YouTube's rise to prominence as a digital marketing platform. The unique qualities that set it apart from other digital platforms and make it a very successful tool for marketing tactics are largely responsible for its meteoric rise to fame. Advertising items and connecting with a large and varied audience are two of YouTube's main draws due to the platform's immersive visual and audio content style. When it comes to YouTube, quality content is king. If manager want to boost the brand's image and get more viewers, make high-definition videos with interesting stories and good production standards. According to research by Tafesse (2020), companies that prioritize high-quality content can stand out in a competitive marketplace and cultivate a stronger relationship with their audience.



Engaging, high-quality material is also given more exposure and reach by the platform's algorithm (Wu, 2016).

Content frequency is also an important consideration. Consistent updates keep viewers interested and help keep a brand top-of-mind with buyers. YouTube's platform allows for a constant flow of material, which helps marketers remain relevant to their audience by regularly updating message and engaging with trends (Chu, 2018). One distinctive feature of YouTube advertising is influencer collaboration. Brand communications are given credibility and sincerity by influencers because of their loyal audiences. Since influencer endorsements are often seen more reputable than conventional marketing, collaborations may result in increased engagement rates (De Veirman, Cauberghe, & Hudders, 2017).

Comments, likes, polls, and live streaming are examples of interactive elements that provide a two-way communication channel and increase audience engagement. Duffett, Petroşanu and Negricea (2019) state that YouTube is an interactive and dynamic marketing platform since it enables businesses to obtain quick feedback, build communities, and personalize the customer experience. Finally, these YouTube features have a direct impact on how consumers search for information. With the platform's wealth of information, users can find and read reviews, guidelines, and promotions for products, allowing them to make well-informed purchases (Xiao, Wang and Chan, 2018). When compared to Instagram and Facebook, YouTube stands head and shoulders above the competition. Its interactive features, influencer partnerships, and video content create an unparalleled consumer experience, changing the way people seek information and making it an invaluable asset for digital marketers (Febriyantoro, 2020).

Consumer Information Search Behavior

There are several theories and models that attempt to explain why and how customers do things like look for and evaluate information before making a purchase. Information search plays a crucial part in the customer Decision Process model, which lays out the steps from need recognition to post-purchase behavior (Ursu, Erdem and Wang, 2024). Case and Given (2016) stated that consumers can now more easily compare alternatives, get peer comments, and access extensive knowledge to inform their selections thanks to this digital change that has made information search more dynamic.



Mothersbaugh and Hawkins (2016) explained that the influence of digital media is particularly noticeable in the fast-food sector. When deciding where to eat, consumers are turning to interactive information, influencer recommendations, and online reviews. People now pick different fast-food chains based on the availability of information about the meal's nutritional value, menu items, and quality (Ajzen, 2018). The significance of high-quality content, which affects how people see a brand's legitimacy and the attractiveness of a product, highlights this change. In addition, customers are kept engaged with the brand via regular content updates, which strengthens their loyalty and memory of the brand (Zhang and Benyoucef, 2016).

Comment sections and live Q&A sessions are interactive components that enhance the information search experience and provide real-time involvement, which may influence customer decisions. In addition to receiving information, customers can actively participate in shaping the content narrative via these digital interactions, which in turn affects the opinions and behaviors of the larger consumer community (Cohen, Pham and Andrade, 2018). In the fast-food business in particular, customers' choices are greatly impacted by the digital material they engage with, and this is because digital media has made the process of consumer information search behavior more complete, engaging, and impactful overall (Trudel, 2019).

Content Quality in YouTube Marketing

Digital marketing relies heavily on high-quality content, particularly on video-sharing websites like YouTube, to pique consumers' interest and facilitate efficient information retrieval. It has several important parts, including how well the material satisfies the viewer's requirements or interests (relevance), how accurate the information is (accuracy), and how high the production value is (production value includes both visual and auditory aspects of the video) (Balakrishnan and Griffiths, 2017). Videos that cater to the interests of the audience or address their concerns tend to get more views and shares. Both the audience's engagement and the creator's credibility are boosted by this alignment (Yu, Xie and Sanner, 2015). Particularly in industries like fast food where choices may affect health and wellness, viewers depend on accurate material to make educated selections (Arthurs, Drakopoulou and Gandini, 2018).

In addition, the production value is a major factor in how engaged and retained viewers are. According to research by Kong, LaVallee and Rams (2019), high-quality production with clear audio and images may greatly improve the watching experience, making the material more



compelling and easier to remember. The fast-food industry relies heavily on this factor since visually attractive food products might increase desire to buy and impulse buys (Yesilada and Lewandowsky, 2022). Ultimately, the effectiveness of information search behavior on digital platforms is strongly affected by the quality of the material. Marketers, especially those in the fast-food sector, would do well to put resources into producing and selecting material that satisfies these quality requirements if they want to successfully influence customer behavior, as this correlation shows (Paolillo, Ghule and Harper, 2019).

Extensive research on how video quality affects viewer engagement in YouTube marketing has shown that accuracy, relevance, and production value are crucial. Viewers are more likely to be engaged and interested in high-quality material, which in turn leads to better-informed information search behaviors. While Muntinga, Moorman, and Smit (2021) highlight the importance of relevant material in capturing viewers' attention, Kim and Ko (2022) show how production values and other assessments of content quality boost consumer engagement and brand perceptions. A feeling of community is fostered, and engagement levels are increased via the use of interactive features including polls, comments, and live streaming. Guo, Kim, and Rubin (2023) pointed out that these interactive elements inspire viewers to engage more and hunt for deeper information.

Content Frequency and Its Impact

When it comes to platforms like YouTube, content frequency—the regularity with which firms publish marketing material—is crucial for keeping customer interest and engagement. By regularly releasing new material, fast food chains may keep their names in front of customers' minds, which in turn increases engagement (Boroughf, 2015). In the cutthroat world of digital marketing, where consumers have short attention spans, this consistent involvement is vital. According to studies by Thomas, Bestman and Pitt (2015), there is a sweet spot for material frequency that keeps users engaged without overwhelming them. If companies don't post enough, their audiences will become uninterested or unfollowed; if they post too much, they risk overwhelming their audiences and losing engagement (Nguyen and Allen, 2018). If fast food companies want to use YouTube for marketing objectives, they need to find this sweet spot.

An ideal content posting strategy for fast food companies on YouTube includes not just publishing at the proper frequency but also posting at the right time and with variety. According to Yilmaz and Aydin (2020), the best time to post is during peak hours, when the target audience is most



likely to be online. Also, to keep things interesting and appealing to a wide range of viewers, it's a good idea to include different kinds of material, such promotional films, behind-the-scenes glimpses, and interactive Q&A sessions (Tufekci, 2018). To improve content strategy, it is crucial to analyze customer feedback and engagement indicators such as likes, comments, and shares. By analyzing data, companies may tailor the frequency and kind of material they provide with their audience. This technique guarantees long-term engagement (Che and Lin, 2015).

Influencer Collaboration in Marketing

As a key player in digital marketing, social media influencers play a mediating role between companies and their target audiences. According to Ibáñez, Flavián and Casaló (2022), they play a crucial role in influencing customer behavior and attitudes via the creation of genuine and captivating content. Brands may be more relatable and trustworthy when influencers put a face on them (Hugh, Dolan and Harrigan (2022). This is especially important in the fast-food industry, as customers are swayed by fads and word of mouth. According to Leung, Gu and Palmatier (2022), influencer partnerships increase brand awareness and engagement by using the social credibility and reach of influencers to amplify brand messaging. In addition, the endorsements of influencers have the power to influence customer behavior, leading to more trial and repeat purchases (Belanche, Casaló and Flavián, 2021).

The partnership between Dunkin' Donuts and social media star Charli D'Amelio is an excellent example of how influencer marketing can work in the fast-food industry. The collaboration included the development of a special cocktail called "The Charli," which was advertised on several social media sites. The campaign took advantage of D'Amelio's huge fan base, especially among younger demographics, which led to a surge in sales and interaction with the brand (Yesiloglu and Costello, 2020). Collaborations between influencers and KFC to promote new menu items via entertaining and creative content are another example. To reach its target audiences in a genuine way and boost exposure and sales, KFC partnered with influencers that shared the brand's beliefs and style (Lee, Koseoglu and Qi, 2021). Successful campaigns that use the reputation and reach of influencers to accomplish marketing goals have shown that these relationships are especially beneficial for the fast-food industry (Bu, Parkinson and Thaichon, 2022).



Customer impressions and information search behaviors connected to fast food have been greatly affected by influencer cooperation in YouTube marketing. According to Freberg, Graham, McGaughey, and Freberg (2021), the credibility, attractiveness, and likeness of influencers to the viewer are important factors in influencing audience attitudes and behaviors towards fast food companies. According to research by Lou and Yuan (2019), viewers are more likely to have positive sentiments towards brands and do more searches when they see influencers as trustworthy and real. According to Djafarova and Rushworth (2017), who looked at the relational element, the quality of the connection that viewers think exists between influencers and viewers may have a big impact on how people feel about the brand and how engaged they are with it. Influencers' ability to amuse their audiences is a key factor in increased viewer engagement and, by extension, information search activity (Chae, 2018).

Interactive Elements in YouTube Marketing

Comments, polls, and live streaming are just a few examples of YouTube's interactive features that greatly increase user involvement and lead to more complex information search habits. With these additions, the company and the audience may have a conversation, which makes watching content more interactive and engaging (Duffett, Petroșanu and Negricea, 2019). In the comments area, for example, users may express their thoughts and feelings about the brand's products and services in real time, which benefits both the content providers and the community at large (Wang and Chan, 2020). Incorporating polls and live broadcasts further enhances the level of involvement, allowing firms to get real-time input on goods or marketing tactics and do market research. According to Tafesse (2020), this kind of interaction is crucial for establishing a devoted following for the brand since it strengthens the bond between the company and its customers.

Duffett, Petroșanu and Negricea (2019) found that interactive aspects may make a big difference in how consumers seek for information, leading them to explore the brand's offers more. In instance, research has shown that live broadcasts may enhance purchase intentions. These streams allow influencers or brand representatives to showcase items, answer questions, and interact with viewers in real-time (Febriyantoro, 2020). Additionally, according to Wang and Chan (2020), customers are more likely to trust and be satisfied with marketing material on YouTube that includes interactive features. This is because these features provide transparent communication channels and personalized experiences. As an example, research conducted by Macarthy (2021)



indicated that customers who participated in interactive YouTube video had a more favorable impression of the business and were more inclined to spread the word about it.

YouTube Marketing in Sri Lanka's Fast-Food Industry

Rising urbanization, a sizable middle class, and changing customer preferences have all contributed to fast food's meteoric rise in Sri Lanka over the last decade. Brands in Sri Lanka are taking use of social media sites like YouTube to expand their audience reach, which has led to a changing digital marketing environment (Nisansala and Rathnasiri, 2022). According to Riaz, Ahmed and Akhtar (2019), fast food firms in Sri Lanka have realized the importance of YouTube as a marketing tool. The platform provides a diversified and dynamic environment where brands can connect with customers via tactics that mix influencer participation, interactive components, high-quality content, and frequent posting. Sri Lanka's "KFC Krushers" campaign is a model of effective YouTube marketing (Teng, Khong and Pahlevan, 2020). The campaign's interactive films, which included well-known local figures, showcased the product's benefits, and invited viewers to discuss and share them. Aside from raising product awareness, this method also helped viewers feel more connected, which in turn drove up sales significantly (Thomas, Bestman and Pitt, 2015).

An additional prime example is the Pizza Hut Sri Lanka YouTube account, which has a wide range of films including promotional ones, instructional ones, and reviews written by actual customers. The goal of these films is to increase the frequency and quality of material while simultaneously keeping the brand in the minds of customers. Pizza Hut has also strengthened its brand presence on YouTube via the use of influencer partnerships, which have increased its reach and authenticity (Bagnato, 2022). To further engage their audience, McDonald's Sri Lanka uses YouTube to provide interactive promotions including chef Q&As and live product debuts. According to Balakrishnan and Griffiths (2020), these interactive features have helped them strengthen ties with customers and generate more interest in their products and services. To sum up, fast food chains in Sri Lanka rely heavily on YouTube marketing as part of their digital strategy. Innovative content strategies, influencer partnerships, and interactive campaigns help businesses connect with consumers, foster brand loyalty, and boost sales (Belanche, Casalo and Flavian, 2021).

Theoretical Frameworks Relevant to the Study



Researching how fast-food business YouTube ads affect customers' information search behavior calls for a solid theoretical basis. The research is based on two important frameworks: the Uses and Gratifications Theory (UGT) and the Consumer Decision-Making Process (CDMP). By Castello and Tur (2020), the CDMP lays out in detail the steps customers take from realizing they need something to evaluating it after they've bought it (Chukurna and Konak, 2018). This model is useful for figuring out how online advertising, and YouTube videos in particular, affect the research and assessment processes. For example, according to Hanaysha and Momani (2021), consumers' decision-making process may be influenced by marketing material that is high-quality, regular, and interactive.

One explanation for why people seek out media to fulfil certain wants and desires is the Uses and Gratifications Theory (UGT), which originated from mass communication research (Hugh, Dolan and Harrigan, 2022). Understanding user-generated content (UGC) is crucial for digital marketers since it sheds light on the reasons people use YouTube for all things related to entertainment, knowledge, and socializing. According to this idea, YouTube marketing material influences information search behavior by meeting varied customer demands via content quality, frequency, influencer participation, and interactive components (Kamal, 2016). A more complex comprehension of the ways in which fast food business YouTube ads affect customer behavior is possible with the use of these theoretical frameworks. The study's location at the crossroads of CDMP and UGT reflects the multidimensional nature of YouTube as a platform that serves to educate, amuse, and connect its users, as well as the complexity of digital age consumer decision-making (Leung, Gu and Palmatier, 2022).

Gaps in the Literature and Research Opportunities

There is a lack of research on the effects of YouTube ads on fast food customers' habits, among other areas where there is a dearth of literature on digital marketing and how people seek out information. By delving into under-researched or neglected domains, our study intends to fill these gaps. To start, research on how fast-food customers' information-seeking habits is affected by the quality of promotional videos they see on YouTube is severely lacking (Muala, 2018). Although studies have examined the overall impacts of content marketing, there is a dearth of research that specifically examines the ways in which production value, accuracy, and relevance to consumers' needs influence their engagement and decision-making (Johnson, 2017). To fill this knowledge



vacuum, our research collected data on how YouTube video quality affects users' propensity to seek out specific information (Kong, LaVallee and Rams, 2019).

Second, there hasn't been much research on how often fast-food companies should publish promotional videos on YouTube. While Facebook and Twitter have received a lot of attention from researchers in the past, YouTube has received much less (Wilson, 2018). New insights into successful fast food industry YouTube marketing techniques are contributed by this study, which examines how the frequency of content uploading affects customer information search and engagement. Also, very little is known about how the fast-food industry's YouTube marketing campaigns that include influencer partnerships affect consumers' opinions and actions. Gomez (2019) notes that while influencer marketing in the beauty and fashion industries has received a lot of attention, the effect it has on the fast-food business, especially on YouTube, needs further research. By investigating the effects of influencer partnerships on customers' information-seeking and decision-making behaviors, this study fills that knowledge vacuum (Macarthy, 2021) (Lee, 2020).

Hypotheses and Conceptual Framework

H10: There is no relationship between YouTube Content Accuracy, Relevancy, and Production Value of Promotional Videos and Viewer Engagement and Information Search Behavior

H11: There is a relationship between YouTube Content Accuracy, Relevancy, and Production Value of Promotional Videos and Viewer Engagement and Information Search Behavior

H20: There is no relationship between Frequency of Fast-Food Brands' YouTube Posting and Viewer Engagement and Information Search Behavior

H21: There is no relationship between Frequency of Fast-Food Brands' YouTube Posting and Viewer Engagement and Information Search Behavior

H30: There is no relationship between YouTube Influencer Collaboration and Viewer Engagement and Information Search Behavior

H31: There is a relationship between YouTube Influencer Collaboration and Viewer Engagement and Information Search Behavior

H40: There is no relationship between Inclusion of Interactive Elements in Marketing Videos and Viewer Engagement and Information Search Behavior



H41: There is a relationship between Inclusion of Interactive Elements in Marketing Videos and Viewer Engagement and Information Search Behavior

Data Analysis Method

This research employs a thorough, multi-stage methodology to analyze data to discover how fast-food advertising on YouTube influences customers' information search habits in Sri Lanka. To thoroughly examine the research topics, this methodological technique incorporates a variety of statistical tools, including reliability and validity analysis, correlation analysis, regression analysis, and hypothesis testing have been conducted between the independent and dependent variables of the study. At first, researcher used descriptive statistics to highlight and explain the most fundamental aspects of the data that has been gathered. The study's dependent and independent variables were the subjects of all these analyses. To provide a picture of the features of the respondents and their answers to the survey questions, this includes central tendency measurements (mean, median, mode) and dispersion measures (standard deviation, variance).

By calculating Cronbach's alpha for each scale, researcher evaluated the questionnaire's internal consistency and overall reliability. To be deemed reliable, a value of 0.7 or above is required (Kotronoulas, Miguel and Dowling, 2023). Content and construct validity analyses guarantee that the questionnaire measures the intended constructs and correlates with other measures of the same or related constructs. The direction and degree of links between factors such content quality, frequency, influencer participation, interactive aspects, and consumer information search behavior determined by correlation analysis. For this aim, researcher employ Pearson's correlation coefficient. The dependent variable being consumer information search behavior compared to the independent factors being content quality, content frequency, influencer participation, and interactive aspects using multiple regression analysis. The statistical significance of the observed associations ascertained by the testing of hypotheses, which this methodology also makes easier.

Data Analysis

Analysis of Respondents

The intended audience consisted of Sri Lankan YouTube users with an interest in fast food. Because of their high likelihood of having encountered the advertising campaigns under investigation, this group was selected for the study. The sample size was decided by trying to strike a balance between statistical power and practical considerations of time and resource constraints. Sri Lankan consumers who are active on YouTube and appreciate fast food videos are the focus of this study since they are the most relevant audience for answering the research questions.

Age of the Respondents

Researchers can observe that the biggest age group, consisting of those between the ages of 21 and 30, is the most prevalent from this table. People older than 50 make up the smallest age bracket. This distribution shows that people's interest in the examined setting or activity decreases with age, with the youngest population (those between the ages of 21 and 30) seeming to be more involved or interested.

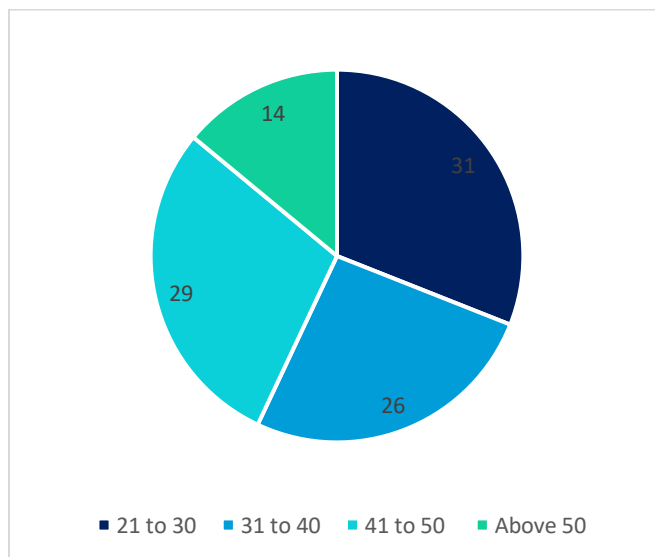


Chart 1 Age

Gender

This data suggests that the sample of people that participated in the survey is somewhat more male-dominated than female-dominated. There seems to be a more equal distribution of the gender since

the difference is not as noticeable as in the prior table. Gender differences in interest, engagement, or involvement rates are better understood with the use of this distribution type.

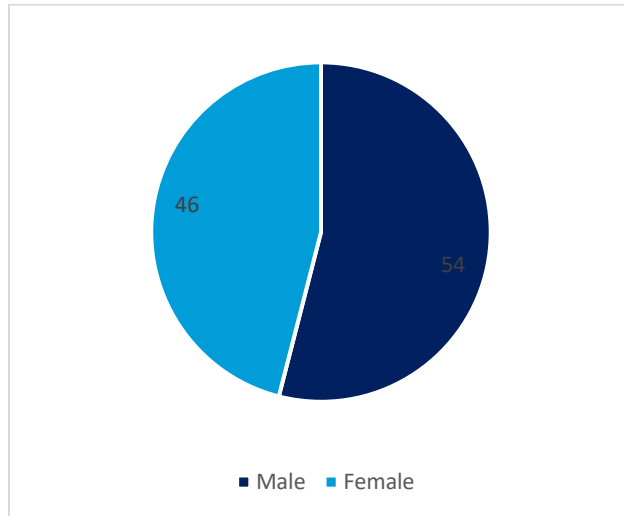


Chart 2 Gender

Education level

According to the poll results, there are 10 respondents with an A/L education or less, 23 with diplomas, 36 with bachelor's degrees, 28 with master's degrees, and 3 with professional degrees. The bulk of the respondents are undergraduates or above, indicating that this poll is substantially slanted towards higher education and that their opinions are significantly impact the results.

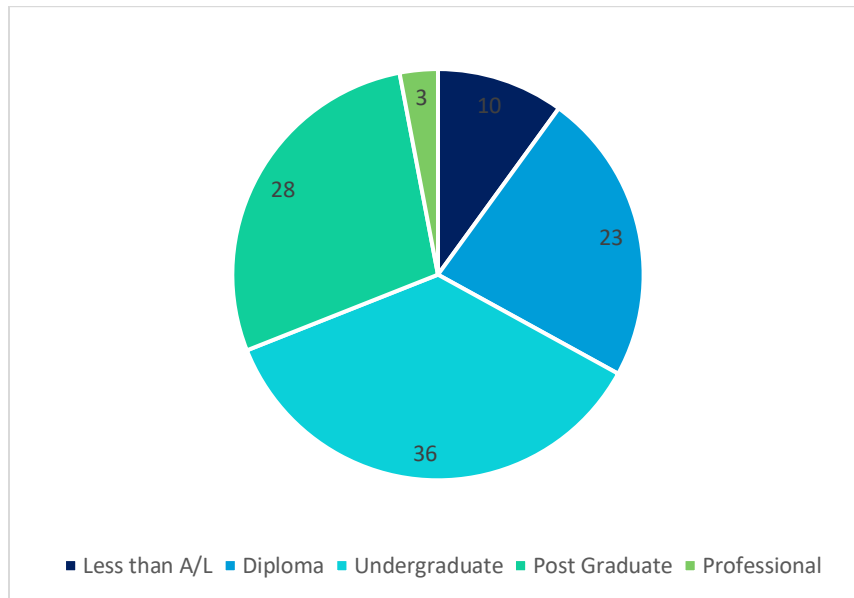


Chart 3 Education level

Frequent fast-food usage

According to the results, most people who took the poll eat fast food at least three times a week, which indicates that fast food is rather popular among the participants. A sizeable minority restricts their fast-food intake to once weekly or less than five times per week, whereas a sizeable chunk eats fast food twice per week. Based on this trend, it seems that fast food is a staple for a lot of people in this demographic.

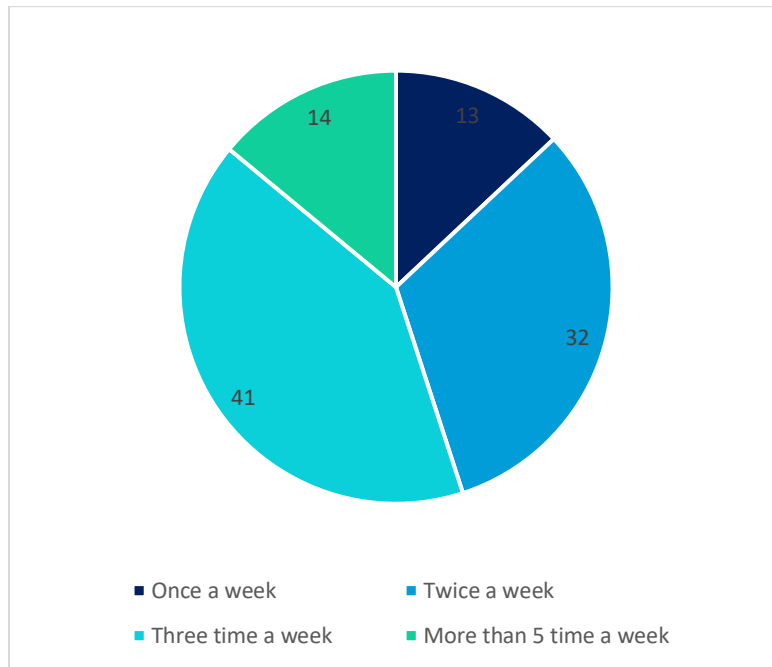


Chart 4 Frequent fast-food usage

Engagement Pattern on YouTube

Based on these numbers, it's clear that most people who took the study aren't content passive observers of YouTube. Posting comments and likes on videos generate the most interaction. It seems like the survey takers aren't only viewers; they're also very committed members of the YouTube community, showing their enthusiasm for the platform via likes and comments.

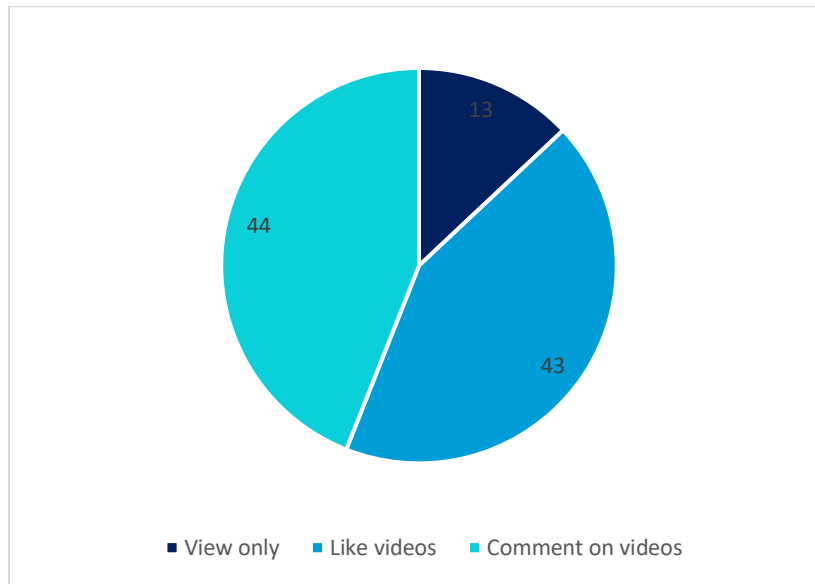


Chart 5 Engagement Pattern on YouTube

Reliability Analysis

Using Cronbach's Alpha, a statistic for evaluating the internal consistency of a survey instrument, the table displays the reliability of several variables. A dependability score of .809 was indicated by variables that comprise YouTube content attributes. A high consistency score of .833 indicates that fast food companies post to YouTube often. A score of .822 was given to YouTube influencer participation, while an even higher score of .857 was given to marketing videos that included interactive components. Finally, the dependability score was respectable .759 for viewer engagement, which measures viewers' reactions and their tendency to seek out more information. These results indicate that the survey instrument used in the research had high internal consistency overall.

Variables	Cronbach's Alpha
YouTube Content attributes	.809
Frequency of Fast-Food Brands' YouTube Posting	.833
YouTube Influencer Collaboration	.822
Inclusion of Interactive Elements in Marketing Videos	.857
Viewer Engagement	.759



Table 1 Reliability Analysis

As per the to the results of the contract alpha test, the researcher has implied that independent variables as YouTube Content attributes, Frequency of Fast-Food Brands' YouTube Posting, YouTube Influencer Collaboration and Inclusion of Interactive Elements in Marketing Videos and the dependent variable Viewer Engagement are reliable for further analysis.

Validity Analysis

As shown in the table, the YouTube marketing and viewer behavior factors examined using Kaiser-Meyer-Olkin (KMO) measures. Viewer Engagement scored.742, YouTube Influencer Collaboration at.786, YouTube Content attributes at.764, and the frequency of fast-food brands' YouTube postings at.793. The KMO values range from good to excellent. According to these ratings, the dataset is suitable for conducting trustworthy analyses on these dimensions, especially when looking at how marketing videos and influencer partnerships affect viewer engagement.

Variables	KMO
YouTube Content attributes	.764
Frequency of Fast-Food Brands' YouTube Posting	.793
YouTube Influencer Collaboration	.786
Inclusion of Interactive Elements in Marketing Videos	.809
Viewer Engagement	.742

Table 2 Validity Analysis

As per the to the results of the KMO test, the researcher has implied that independent variables as YouTube Content attributes, Frequency of Fast-Food Brands' YouTube Posting, YouTube Influencer Collaboration and Inclusion of Interactive Elements in Marketing Videos and the dependent variable Viewer Engagement are valid for further analysis.

Discussion

YouTube Content attributes and Viewer Engagement

Viewer engagement is greatly increased when YouTube material is accurate, relevant, and of excellent quality. Videos with high production values, which faithfully portray product features,

are interesting to viewers, and hold their attention for longer are more likely to inspire further investigation of the brand or subject.

Attributes	Values
Mean	3.91
Standard Error	0.05205
Median	4
Mode	4
Standard Deviation	1.041002
Sample Variance	1.083684
Kurtosis	0.386361
Skewness	-0.93426
Range	4
Minimum	1
Maximum	5

Table 3 Descriptive statistics- YouTube Content attributes

Various degrees of agreement or pleasure are indicated by the replies in this dataset, which are presumably evaluated on a 1–5 Likert scale. Results were mainly positive, with a mean score of 3.91 and a median and mode of 4, confirming that most answers were positive. A variance of 1.083 and a standard deviation of 1.041 show that there is a significant, but not highly scattered, dispersion around the mean. There are fewer lower scores, as indicated by a distribution with a tail at the bottom, as shown by the skewness value of -0.934. With a little positive kurtosis of 0.386, researcher can see that there is some clustering around the mode, which is more pronounced than in a normally distributed set of data. Full usage of the scale is shown by the range of 1 to 5.

		YouTube Content attributes
Viewer Engagement	Pearson Correlation	.901
	Sig. (2-tailed)	.000
	N	100

Table 4 Correlation analysis for YouTube Content attributes

Promotional films on YouTube have a significant favorable effect on viewer engagement when it comes to accuracy, relevance, and production value (Pearson Correlation =.901). This shows that viewers are much more engaged and interested in finding out more about material when it is of



better quality and relevant to them. Based on a sample size of 100, the connection is shown to be statistically significant with a p-value of .000.

Frequency of Fast-Food Brands' YouTube Posting and Viewer Engagement

Viewer engagement and information-seeking behavior are positively correlated with the frequency of YouTube posts by fast-food firms. Highlighting the significance of a continuous content schedule in digital marketing strategies, regular uploads keep the brand top-of-mind, driving more interactions and pushing viewers to seek extra information about goods and promotions.

Attributes	Values
Mean	4.03
Standard Error	0.045374
Median	4
Mode	4
Standard Deviation	0.90747
Sample Variance	0.823503
Kurtosis	0.761251
Skewness	-0.87315
Range	4
Minimum	1
Maximum	5

Table 5 Descriptive statistics- Frequency of Fast-Food Brands' YouTube Posting

The data in this collection probably reflects answers on a scale from 1 to 5, with a mean of 4.03 showing that most answers are on the upper end. The mean estimate is quite precise, as seen by the small standard error of 0.045. Both the median and the mean of 4 confirm that there is a general trend towards greater levels of agreement or pleasure. With a kurtosis of 0.761 and a negative skewness of -0.873, researcher infer that the distribution has a slightly peaked shape and fewer low scores. Variability among respondents is shown by the range of 4, which includes replies covering the whole scale from 1 to 5. A standard deviation of 0.907 confirms this spread, indicating considerable data dispersion around the mean.

		Frequency of Fast-Food Brands' YouTube Posting
	Pearson Correlation	.924

Viewer Engagement	Sig. (2-tailed)	.000
	N	100

Table 6 Correlation analysis for Frequency of Fast-Food Brands' YouTube Posting

Promotional films on YouTube have a significant favorable effect on viewer engagement when it comes to accuracy, relevance, and production value (Pearson Correlation =.901). This shows that viewers are much more engaged and interested in finding out more about material when it is of better quality and relevant to them. Based on a sample size of 100, the connection is shown to be statistically significant with a p-value of.000.

YouTube Influencer Collaboration and Engagement

When popular YouTubers and fast-food chains work together, it makes viewers more likely to seek out more information. An excellent way to increase brand awareness and consumer engagement via genuine content is to engage influencers that already have a following within a company's target demographic. This will encourage viewers to seek out more information about the highlighted items.

Attributes	Values
Mean	3.81
Standard Error	0.050742
Median	4
Mode	4
Standard Deviation	1.014849
Sample Variance	1.029919
Kurtosis	-0.22136
Skewness	-0.57166
Range	4
Minimum	1
Maximum	5

Table 7 Descriptive statistics- YouTube Influencer Collaboration

An overall favorable response trend is shown by the average (mean) rating of 3.81 in this dataset, which is most likely derived from a Likert scale (1-5). The fact that 4 is both the median and the mode adds weight to the idea that there is a strong upward trend. With a range of 4, answers found over the whole spectrum from 1 to 5, and a standard deviation of 1.014, responses are somewhat variable. A little negative skewness (-0.571) suggests that the distribution leans towards higher



values and there are fewer replies at the low end. A distribution with a kurtosis of -0.221 is flatter than average, with fewer peaks than the normal distribution.

		YouTube Influencer Collaboration
Viewer Engagement	Pearson Correlation	.726
	Sig. (2-tailed)	.000
	N	100

Table 8 Correlation analysis for YouTube Influencer Collaboration

Collaborations between YouTube influencers and viewer engagement are strongly correlated (.726 Pearson Correlation coefficient). The results show that when businesses and influencers work together on YouTube, viewers are far more likely to connect with the video and look for further information on the subjects covered. With a p-value of .000 and a sample size of 100, researchers conclude that this association is statistically significant. Simply said, using YouTube influencers in marketing campaigns seems to be a great approach to get people to watch more, which in turn increases engagement, curiosity, and the want to learn more.

4.5.4 Inclusion of Interactive Elements in Marketing Videos and Viewer Engagement

Marketing films that include interactive components are associated with more people searching for information. Live broadcasts, polls, and comments all encourage viewers to delve further into the material, which in turn increases engagement and fosters a stronger bond with the company.

Attributes	Values
Mean	3.81
Standard Error	0.050742
Median	4
Mode	4
Standard Deviation	1.014849
Sample Variance	1.029919
Kurtosis	-0.22136
Skewness	-0.57166
Range	4
Minimum	1



Maximum	5
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Table 9 Descriptive statistics- Inclusion of Interactive Elements in Marketing Videos

The data in this collection is indicative of favorable feedback overall, with a mean score of 3.81 on a 1–5 scale. The central positive is supported by the median and mean at 4. Variability is modest, according to the 1.01 standard deviation. Less kurtosis (-0.221) and a small negative skew (-0.571) suggest a flatter distribution with fewer lower scores.

		Inclusion of Interactive Elements in Marketing Videos
Viewer Engagement	Pearson Correlation	.742
	Sig. (2-tailed)	.000
	N	100

Table10 Correlation analysis for Inclusion of Interactive Elements in Marketing Videos

Engaged and information-seeking viewers are more likely to click on marketing films that include interactive components (Pearson Correlation =.742). Statistically significant at the.000 level, this strong connection shows that adding interactive elements like polls and live chats into videos greatly increases viewer engagement by encouraging them to seek out more information and facilitating more involvement.

Regression Analysis

Model Summary

Mo del	R	R Squa re	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Chan ge	df 1	df 2	Sig. F Change
1	.964 ^a	.928	.925	.19507	.928	307.736	4	95	.000

a. Predictors: (Constant), Inclusion of Interactive Elements in Marketing Videos, YouTube Content attributes, YouTube Influencer Collaboration, Frequency of Fast-Food Brands' YouTube Posting

Table11 Model Summary

Model Summary

	R				Change Statistics
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Model		R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df 1	df 2	Sig. F Change
1	.964 ^a	.928	.925	.19507	.928	307.736	4	95	.000

a. Predictors: (Constant), Inclusion of Interactive Elements in Marketing Videos, YouTube Content attributes, YouTube Influencer Collaboration, Frequency of Fast-Food Brands' YouTube Posting

Table 12 ANOVA

Coefficients^a

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.365	.112		3.251	.002
YouTube Content attributes	.421	.043	.478	9.726	.000
Frequency of Fast-Food Brands' YouTube Posting	.594	.052	.611	11.490	.000
YouTube Influencer Collaboration	.632	.043	.718	1.465	.000
Inclusion of Interactive Elements in Marketing Videos	.175	.044	.196	3.397	.000

a. Dependent Variable: Viewer Engagement

Table 13 Coefficient

As shown by a R Squared value of .928, the model summary shows a very high positive correlation between different YouTube marketing methods and audience engagement. This indicates that these advertising tactics account for 92.8% of the variation in audience participation. The predictive capacity of the regression model is validated by the significance of the model ($p < .000$). Posting frequency has the greatest effect on viewer engagement, while all the predictors—including content quality, influencer participation, and interactive elements—contribute substantially.

Hypotheses Summary



Hypotheses	Pearson Value	Status
YouTube Content attributes is related to viewer engagement	.901	Accepted
Frequency of Fast-Food Brands' YouTube Posting is related to viewer engagement	.924	Accepted
YouTube Influencer Collaboration is related to viewer engagement	.726	Accepted
Inclusion of Interactive Elements in Marketing Videos is related to viewer engagement	.742	Accepted

Table14 Hypotheses Summary

Discussion of the Findings and the Results

Content quality, influencer participation, posting frequency, and the inclusion of interactive components were identified as major YouTube marketing characteristics that were expected to favorably affect viewer engagement and information search behavior. This was the primary premise of the study. The growing body of research supporting the idea that digital marketing components significantly impact consumers' online behavior provided the theoretical basis for this concept. Research has shown that digital marketers may greatly increase viewer engagement and retention rates by producing high-quality, relevant, and interesting content (Tan, Ng and Omar, 2018). Consistent with previous studies, this study expected comparable results when applied to YouTube marketing. Specifically, it expected that higher production qualities and more relevant material would considerably correlate with more viewer engagement and information search activity.

Collaborations with influential users have also been shown to increase brand awareness and interaction on social media (Chukurna and Konak, 2018). Consumers are more likely to believe and act upon recommendations from influential people because of their credibility as information providers. Consistent with the results of Gabhane, Varalaxmi and Rathod (2023), who highlighted the substantial effect of influencer credibility on customer engagement levels, the study concluded that influencer partnerships would serve as a strong predictor of audience engagement and information-seeking behavior. Several studies have looked at how often people post to YouTube,



and the general agreement is that more frequent postings help keep viewers interested and promote repeat visits, which might lead to an increase in viewers' information search behavior (Kamal, 2016). Based on these findings, the researchers here postulated that viewers would be more engaged and likely to seek out additional information if fast food companies uploaded more often. Digital environments provide an extra level of engagement with interactive features like polls, comments, and live streaming. These features enable direct viewer interaction and might possibly strengthen the viewer's relationship to the material. The hypothesis of this research was that there would be a robust positive correlation between the interactive aspects of films and the relevant behavioral measures, building on the findings of Wu (2016). The results showed that all of the marketing factors examined on YouTube had a significant effect on viewer engagement and information search behavior, which validated the original hypothesis. According to the regression results and positive correlations, which are in line with previous empirical work and theories, higher-quality videos with influencers, more frequent posts, and interactive elements are effective in increasing viewer engagement and encouraging them to actively seek out more information.

Theoretically, this research was built on top of the mountain of literature on the effectiveness of digital marketing, especially on YouTube. According to the literature review, there is a general agreement that high-quality content creation, strategic influencer partnerships, frequent content updates, and interactive features are crucial marketing strategies for increasing viewer engagement and encouraging information search behavior. These theoretical predictions are supported by the empirical findings of this study, which confirm the substantial influence of these tactics on viewer behavior. According to researchers like LaVallee and Rams (2019), influencers may greatly increase engagement by using their reputation and audience connection, which is why influencer partnerships are crucial in digital marketing. The results of this research support this perspective, since there was a strong link between influencer cooperation and higher levels of audience engagement and proactive information-seeking. Additionally, the study lends credence to the idea put out by academics such as Case and Given (2016) that influencers' trustworthiness and relatability play a crucial role in shaping consumer behaviors when they shop online.

Mothersbaugh and Hawkins (2016) also looked at the topic of posting frequency, which, by keeping the audience continually interested, might assist maintain and build a viewing base. Consistency in content distribution is crucial, and this research backs up that fact by showing that



regular updates greatly increase audience engagement and improve information search attempts. It was also believed that including interactive components in YouTube material would improve the user experience and make it more memorable, as mentioned by Trudel (2019). This study provides empirical evidence for these theoretical expectations by its favorable results regarding interactive aspects, which successfully boost viewer engagement levels.

This study set out to answer the question, "How do different aspects of YouTube marketing affect viewer engagement and information search behavior?" by looking at factors such content correctness, relevance, production value, influencer cooperation, posting frequency, and the use of interactive components. This study's results corroborate and build upon those of earlier research in demonstrating a favorable correlation between the marketing tactics and the intended audience actions. The importance of high-quality content in drawing in and keeping the attention of digital platform users has been extensively documented in the literature. Researchers like De Veirman, Cauberghe, and Hudders (2017) found that audiences are far more engaged and satisfied when the information is relevant, and the production is high-quality. These results are supported by this study, which shows that in the context of YouTube marketing, high-quality content is not just preferred but crucial in influencing viewer behavior.

The marketing literature of late has extensively covered influencer marketing as a powerful strategy for raising awareness and participation in brands. Collaborations between influencers and brands have the potential to increase consumer engagement with brand content by capitalizing on the credibility and likeability of the influencers' audiences (Duffett, Petroșanu, & Negricea, 2019). In support of these claims, this research validates the efficacy of influencer partnerships in digital marketing strategies by demonstrating a strong correlation between influencer collaborations and viewers' increased information search behavior. If you want to keep your audience interested over time, study from Febriyantoro (2020) suggests sticking to a regular publishing schedule. This research provides further evidence to back up the strategic value of releasing updates often in retaining audience interest and interaction by statistically validating that greater posting frequency favorably effects viewer engagement and information-seeking behavior.

Several new insights on digital marketing and, more especially, YouTube's potential as a marketing tool, have emerged from this study. In contrast to most previous studies, which relied heavily on qualitative evaluations, this study distinguishes out by empirically examining the combined effect



of various YouTube marketing methods on viewer engagement and information search behavior. As a result of using quantitative methods, the empirical foundation of digital marketing literature is reinforced, and the role of various techniques in effective YouTube marketing may be better understood and quantified (Nguyen and Allen, 2018). Second, the study presents an all-encompassing model that takes into account characteristics like influencer cooperation, posting frequency, content quality, and interactive parts. This model takes a fresh, all-encompassing approach by factoring in how various elements work together to influence audience behavior. Many earlier investigations failed to take their interdependencies between these components into account (Hugh, Dolan and Harrigan, 2022). This research offers a nuanced view on the dynamics of YouTube marketing by incorporating these factors into a single model. It fills a gap in the current literature.

The results of this study are also quite helpful for those who work in marketing. They stress the need of combining standard content techniques with interactive components to increase audience engagement and information search behavior. This part of the research is important because it gives concrete examples of how to put theoretical ideas about digital marketing into practice. This study gives marketers the proof they need to justify using interactive elements like polls, comments, and live streaming in their normal marketing toolset (Belanche, Casaló and Flavian, 2021). Further, by shedding light on the effects of influencer partnerships in YouTube advertising, the research adds to the scholarly literature. Adding to previous ideas that have hypothesized these effects without measuring them, it calculates the extent to which influencer traits like authenticity, reach, and relevance contribute to audience engagement (Yesiloglu and Costello, 2020).

Conclusion

This study set out to analyze the effects of several YouTube advertising campaigns on customer actions, with a special emphasis on the fast-food sector in Sri Lanka. It painstakingly examined the ways in which factors including influencer partnerships, video interactive features, content quality, and posting frequency affect user engagement and search behavior. Research shows that these marketing elements all work together to make consumers more likely to seek out information—which is crucial for making educated purchases—and to keep viewers' attention. In particular, the study's findings corroborated Gomez's (2019) hypothesis that accurate, relevant, and professionally created information had a far greater impact on attracting and retaining viewers.



Consistent updates may assist maintain and develop a viewing base (Johnson, 2017). Video publishing frequency was also shown to keep the audience constantly interested.

Furthermore, influencer partnerships are very effective, especially when the influencers match the brand's values and audience expectations. The efficacy of marketing communications may be greatly enhanced via these collaborations since they foster more trust and relatability (Lee, 2020). According to Wilson (2018), interactive features like polls, comments, and live broadcasts may greatly increase audience engagement and involvement, leading to more personalized and engaging marketing campaigns. These results provide empirical proof of the contributions of various YouTube marketing techniques to customer engagement and information search behavior, which boosts our comprehension and confirms the theoretical foundations mentioned in previous work. Businesses seeking to optimize their online presence and audience engagement may take a page out of the fast-food industry's playbook by incorporating these methods into their digital marketing campaigns.

This study highlights how a comprehensive YouTube strategy may boost customer engagement and influence their behavior while searching for information. It demonstrates that fast food marketers may get better results with a balanced strategy that incorporates high-quality content, planned posting schedules, influencer partnerships, and interactive aspects. By laying the groundwork for a framework that can be used by any industry to improve their digital marketing strategy, this research adds to our theoretical and practical knowledge of digital marketing.

Recommendations

This research lends credence to preexisting ideas on multimedia engagement by offering proof that interactive tactics on sites like YouTube may boost engagement with customers. It posits, via an expansion of the uses and gratifications hypothesis, that people seek out media that meets their requirements, such as entertaining and educational material (Macarthy, 2021). It also builds on digital marketing frameworks by adding the influence of interactive video components, which is in accordance with what Muala (2018) says: that interaction may make online content more appealing and convincing. By establishing a connection between enhanced multimedia interaction, viewer engagement, and proactive information seeking, the results presented here contribute to theoretical considerations.



Practically speaking, this study sheds light on important aspects of successful YouTube marketing tactics, such as the value of include interaction in video content. Supporting the position of Kong, LaVallee, and Rams (2019) on the critical importance of content quality in attaining brand success, the empirical data highlights the relevance of content quality as a core part of digital marketing. Also, it confirms what other people have found to be effective, such having a consistent publishing schedule and working with influential people strategically to increase audience engagement (Johnson, 2017).

Optimization of YouTube marketing methods has the potential to greatly increase viewer engagement and information search behavior, according to extensive study. The key to attracting and retaining YouTube viewers is producing high-quality, relevant material. According to studies (Leung, Gu and Palmatier, 2022), the quality of the material has a major impact on how engaged and loyal viewers are. It is important for marketers to provide content that caters to their target audience's educational and entertaining demands. Success on the platform is measured by greater viewing and sustained engagement, both of which may be achieved with high-quality content that meets or exceeds audience expectations. Polls, live Q&As, and calls to action are interactive components that may greatly increase audience engagement. In addition to increasing engagement, Chukurna and Konak (2018) found that interactive material made viewers happier overall. Increased audience loyalty and engagement may come from tactics that create a feeling of community and include the audience in the content producing process.

A brand's reach and reputation may be significantly increased by collaborating with influencers who are well-liked by the target audience (Hugh, Dolan and Harrigan, 2022). For promotional campaigns to seem more genuine and approachable, influencers are invaluable because of their credibility and the ease with which they may incorporate brand messaging into their material. By capitalizing on the influencer's preexisting following and credibility, this strategy not only increases exposure but also boosts the brand's attractiveness. An all-encompassing and methodical strategy to marketing on YouTube is necessary, as these tactics demonstrate. Advertisers may boost audience engagement and active information seeking by emphasizing high-quality content, interacting with viewers, and collaborating with influencers. Using these methods, you can be sure that your YouTube videos will draw in viewers and keep them engaged for the long haul, which is great for your business.



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