

A Study on YouTube Channel and Influencer Analysis

Pooja Hosagoudar¹ and Dr. Manjunath N²

Student, Department of MBA¹

Assistant Professor, Department of MBA¹

RNS Institute of Technology, Bengaluru, Karnataka, India

Abstract: *This study investigates the impact of various content and engagement strategies on YouTube channels, with a particular focus on influencers. By analysing key metrics such as video views, engagement rates, and subscriber growth, the research explores how factors like subtitles, video quality, gender representation, and frequency of uploads contribute to audience retention and channel performance. Using a sample of 800-1000 participants and secondary data from Kaggle, the study applies multiple regression analysis to reveal significant insights. Findings underscore the importance of accessibility and content relevance in shaping user engagement and suggest optimal strategies for influencers to expand their reach and engagement on YouTube.*

Keywords: YouTube influencers, Audience engagement, Video views, Subscriber growth, Influencer marketing, Multiple regression analysis, Video quality, Subtitles and engagement

I. INTRODUCTION

YouTube has emerged as a dominant platform for content creation, offering influencers a powerful channel to reach and engage diverse audiences. This study explores the factors influencing YouTube channel growth and viewer engagement, focusing on metrics like video quality, subtitle inclusion, content frequency, and gender representation among influencers. By analysing these variables, the research provides insights into the ways influencers can optimize their strategies to enhance subscriber numbers and video views. Using a sample of 800-1000 and advanced analytical methods, the study also underscores the role of accessibility and demographic targeting in driving successful content outcomes. This research offers valuable recommendations for influencers and brands aiming to navigate the competitive YouTube landscape effectively.

II. OBJECTIVES

- To assess the dynamics of YouTube channel and influencer analysis.
- To determine the variables that impact analysis of influencers with respect to YouTube.
- To analyse the impact of growth in Post per week, Videos, Comments, Likes and subtitles on growth in subscribers.
- To analyse the impact of Hashtags, Duration, Video Quality and Language on the growth in Channel views.

III. LITERATURE REVIEW

Abhijit Ghosh (2023) focused on YouTube's role in Indian popular culture, where regional content resonates with diverse audiences and reflects societal shifts. The work of Amadea Chan, Michelle Lee, and Yukia Zeng (2023) emphasized the impact of textual and visual elements in Singapore-based influencer videos, revealing that tailored content significantly boosts engagement.

Meanwhile, Ana Cristina Monaro and colleagues (2023) explored linguistic styles, identifying language choices as critical in building trust and influence within digital communities. Alessa Vancottem (2021) discussed parasocial interactions and their effect on engagement on YouTube, Instagram, and TikTok, emphasizing that perceived closeness with influencers can drive viewer interaction and brand loyalty.

Alongside studies like Bernhard Rieder et al. (2023) on monetization and Tasja-Selina Fischer (2022) on political influence, builds a comprehensive view of YouTube’s impact. The findings suggest that YouTube’s algorithms, user engagement metrics, and the authenticity of influencer content are pivotal in cultivating sustainable channels and driving viewer loyalty.

IV. RESEARCH METHODOLOGY

The research employed a descriptive methodology, using multiple regression analysis to assess how factors like subtitles, video quality, and posting frequency impact YouTube subscriber growth and viewer engagement. Data was collected via secondary sources, including Kaggle datasets, with a sample size of 800-1000 individuals.

SAMPLING

The study utilized simple random sampling to ensure a representative subset of the YouTube audience, selecting a sample size of 800-1000 individuals.

STATISTICAL TOOLS

- **Microsoft Excel:** data organization, visualization, and basic statistical analysis, such as creating charts and calculating descriptive statistics.
- **SPSS software:** multiple regression analysis to examine the relationships between independent variables and dependent variables.

HYPOTHESIS TEST

Null Hypothesis(H₀)

Ho – Growth in number of Subtitles, Posts per week, Likes, number of Videos and Comments do not influence the growth in Number of Subscribers.

Alternative Hypothesis(H₁)

H1 - Growth in number of Subtitles, Posts per week, Likes, number of Videos and Comments influence the growth in Number of Subscribers.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	292.279	5	58.456	125.578	0.000b
	Residual	421.838	899	0.469		
	Total	714.117	904			

Dependent Variable: Subscribers

Predictors: (constant), Subtitles, Post Per Week, Likes, Channel Views, Comments

Inference, as sig. value of 0.000 is less than the standard P value of 0.05, we reject Ho and Conclude that Growth in number of Subtitles, Posts per week, Likes, number of Videos and Comments influence the growth in Number of Subscribers.

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig	Result
1	(Constant)	3.268	0.092	-	35.549	0	-
	Posts per week	0.032	0.03	0.028	1.059	0.29	Insignificant
	Channel Video	0.426	0.029	0.396	14.839	0	Significant

	Comments	0.311	0.026	0.377	12.108	0	Significant
	Likes	0.087	0.018	0.15	4.833	0	Significant
	Subtitles	0.133	0.047	0.063	2.421	0.016	Significant

Dependent Variable: Subscribers

V. DISCUSSION AND RESULTS

The study on YouTube channel and influencer analysis demonstrates that YouTube influencers significantly impact engagement and content reach through specific features. Subtitles enhance video views, while high-definition video quality (1080p) and strategic use of hashtags also contribute positively to engagement metrics. Male influencers dominate the platform, accounting for 54.59%, with female influencers making up 8.62%. Findings highlight YouTube’s role in shaping consumer behavior and suggest that engagement-driven strategies, like optimizing video quality and subtitles, are vital for influencer success and channel growth.

KEY FINDINGS

Positive impacts

- **Enhanced Accessibility and Engagement:** Subtitles on videos attract more views, improving accessibility for diverse audiences, including non-native speakers and the hearing impaired, which boosts engagement rates.
- **Content Quality Drives Growth:** High-definition videos and optimized video lengths increase viewer retention and satisfaction, fostering subscriber growth and enhancing audience loyalty.

Negative impacts

- **Gender Imbalance in Representation:** The dominance of male influencers (54.59%) compared to female influencers (8.62%) highlights a gender gap, potentially limiting diversity in content perspectives.
- **Potential for Misinformation:** With vast content produced by influencers, there’s a risk of spreading misinformation, especially in domains like health and news, where oversight may be limited.

VI. CONCLUSION

This study concludes that YouTube influencers play a vital role in shaping viewer engagement, with factors like subtitles, video quality, and content frequency driving channel growth. Male influencers dominate the platform, indicating a gender gap in representation. The findings underscore the effectiveness of accessibility and quality-focused strategies for boosting audience reach. Overall, YouTube’s dynamic ecosystem presents both opportunities and challenges for content creators aiming to connect with diverse audiences.

VII. LIMITATIONS

- Restricted access to extensive data because of platform limitations or privacy constraints.
- There is a chance that the findings cannot be applied to other social media sites besides YouTube.
- Research can become quickly out of date due to the dynamic nature of social media trends.

REFERENCES

[1]. Monaro, A. C., Barcelos, R. H., Maffezzoli, E. C. F., Rodrigues, J. P. S., & Paraiso, E. C. (2024). Linguistic styles of influencers and digital consumer engagement on YouTube. **142**.

[2]. Chowdhury, C., & Pathy, B. (2023). A sentiment analysis case study to understand how a YouTuber can derive decision insights from comments.