

# The impact of brand reactions in the YouTube environment

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**Abstract:** The main goal of this work is to analyze brand building through social media as one of the existing tools in the online environment in which today's businesses operate, and where brands can pursue their own brand building efforts or support individual corporate goals. The data is gained directly from social media - YouTube. The data is selected for investigation purposes. Specified subjects will be examined for a qualitative survey with examples, the selected parameters will be presented in the tables and some of them will be subsequently visualized in charts. For metrics relevant to the survey, we will perform a statistical analysis that will determine the relevance of community-building relationships in social media. For the purpose of this work, we analyzed the brand Nike. Its presence on social media has been evaluated on the basis of real communication, which has undergone a quantitative and qualitative analysis according to identified criteria.

**Keywords:** youtube, online marketing, branding

**JEL Classification:** C22; C51; Q11; Q13

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## 1. Introduction

Today's market saturated with a wide range of products and services with an enormous increase in the use of information and technology put greater demands on the competitiveness of stakeholders than never before. Individuals, organizations, and businesses face the inevitable need to find effective ways to use their potential. The Internet makes the world more interconnected and more informed. Social media which are meaningful through the Internet can be an effective tool for achieving goals when using it properly. Many people use social media for a variety of reasons. The presence of people on social media is the subject of marketing and with the long-growing tendency of the number of social media users, internet marketing is also gaining importance, new types of social media are emerging, and individual marketing tools are constantly improving, giving subjects new opportunities for their marketing goals. With social media, on one hand, the subjects have a large autonomy in deciding their market position, on the other hand they face the new challenges of matching their potential with the development of communication and marketing tools.

## 2. Literature review

YouTube is a video sharing site, based in San Bruno, California, USA. The service was created by three former PayPal employees, Chad Hurley, Steve Chen and Jawed Karim in February 2005 and since 2006 it is owned by Google. YouTube allows users to upload and share videos using Adobe Flash Video and HTML5 technologies to display a wide variety of videos created by users and businesses. Available content includes video clips, TV clips, music videos and other content such as videoblogging, short video clips and tutorial videos. Most of the content on YouTube is created by individuals, but media corporations such as CBS, BBC, Vevo, Hulu, and other organizations offer some of their material through YouTube's affiliate program. Unregistered users can watch videos, registered users can upload videos to their channels. Videos considered inappropriate are only available to registered users at least 18 years of age. YouTube LLC bought Google for \$ 1.65 billion in November 2006 and is currently working as a Google subsidiary, says Wikipedia (<http://en.wikipedia.org/wiki/YouTube>). When the creators of the site sold YouTube to Google, the web video phenomenon began. Since then, Web video has become the fastest growing form of media in history. 82% of Internet users (the number is still growing) regularly watch web videos. Almost 8 billion videos are viewed every month across the entire Google Network. More than 40 hours of YouTube videos are uploaded every minute. Cisco Systems, Inc. predicts that the video will account for 80% of the web traffic over the next four years (Kabani 2013).

Internet branding (also referred to as online branding) is a brand management technology which uses the World Wide Web as the market placement marker. The methods used for online branding include web design and website optimization, web search, social media, blogs, online press releases and video marketing (Jansen, Sobel, Zhang 2011). The goal of internet branding is to create value for the consumer by increasing customer satisfaction and convincing promotional offers. Branding allows companies to gain most of the competitive market by creating an emotional part of online shopping. Potential consumer buying behaviour may be affected by brand awareness and brand knowledge (Chen a He, 2003). Clow, Baack (2008) show that brand image is a major factor in the company's success. Ensuring a strong brand is also the foundation of the internet success. Clow, Baack (2008) refer to a survey according to which 82% of the respondents said that the brand name affects their internet purchases. Fuchs (2014) says Web 2.0 is a network as a platform containing all connected devices. Web 2.0 applications are those that have the most significant benefits of this platform. They include providing software as a continuously updated service, which is the better the more people use it, downloading and linking data from different sources, including individual users. At the same time, it provides its own data and services in a form that allows connections with others. It creates network effects through a "participatory architecture" and goes beyond the Web site task page 1.0 to deliver a rich user experience created and shared by users. Social media is constantly changing as content changes and adds many features. Marketers can directly find out on social media what customers are asking for, how they are interested in branding or business, what they complain about and etc. Colesová (2015) explains the term 'social media' by dividing it into "social", because we are social and "media" because they are published on the web. It's simply a platform for a conversation that is online, more than the traditional ways we communicate, and so they give us access to many people at once; the internet gave the conversation scope. We can look at it in two ways: brand awareness, which can be personal or corporate, and networking, or building online relationships. They are joining because, as we network, awareness of our brand is becoming more and more visible at the same time. There are also different activities and companies use social media

in both directions for the desired result. Kabani (2013) according to Shirk (2008) states that social media and social software are tools that enhance our ability to share, work together, engage in collective action, all outside the framework of traditional institutionalized institutions and organizations.

### 3. Data and Methodology

The main objective of this work is to analyze company branding through social media as one of the existing tools in the online environment in which today's businesses operate, and where brands can pursue their own brand building efforts or to support individual business goals. Further objectives include a more theoretical overview of branding using social media and pointing to the potential for practical use. The aim of the practical part is to identify the impact of social media on branding based on selected methods and procedures. Another goal is to point to the real use of the platform for branding purposes and to provide valuable insights for the further development of the studied area on the theoretical level and eventually for the real application of knowledge by firms to their processes. Data can be accessed directly from social media - Youtube. These are data selected for investigation purposes. Specified subjects are examined for a qualitative examination with examples. The selected parameters are listed in the tables and some of them are subsequently visualized in charts. For metrics relevant to the survey, we will perform a statistical analysis that will determine the relevance of community-building relationships in social media. For the purpose of this work, we analyzed the brand Nike. Its presence on social media has been assessed on the basis of real communication, which has undergone a quantitative and qualitative analysis according to identified criteria.

### 4. Results and discussion

**Nike YouTube Channel** with over 180 million video views and 601 884 subscribers (April 2017) again stands out above the average. Nike is presenting its campaigns and inspirational stories, and since the video is an important form of presentation and communication for the company, it can be said that the platform was very well managed by the company. The most viewed video is the "Nike Unlimited You," presented at the time of the Rio 2016 Olympics, in which known and unknown athletes move the limits. The campaign builds on the previous and develops brand ideas - unlimited means to be out of bounds. It's something bordering, vague, impenetrable, infinite and for Nike, thinking means endless possibilities for athletes and their designs undefined by what happened before. It means asking only one question: "What's next?"



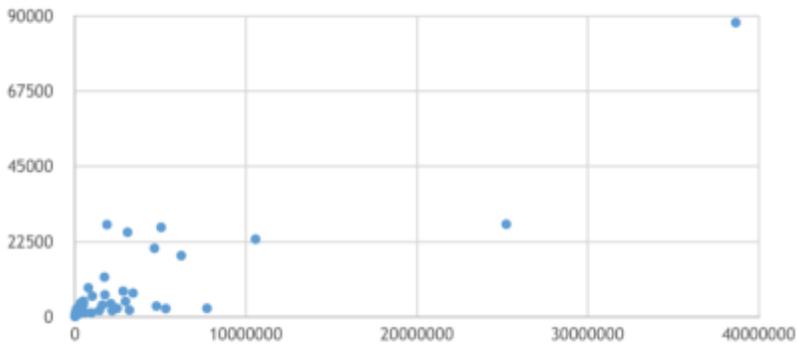
Figure 1. Nike channel on Youtube

Hypothesis: There is a link between the quality of social media contributions and the type of responses to these contributions.

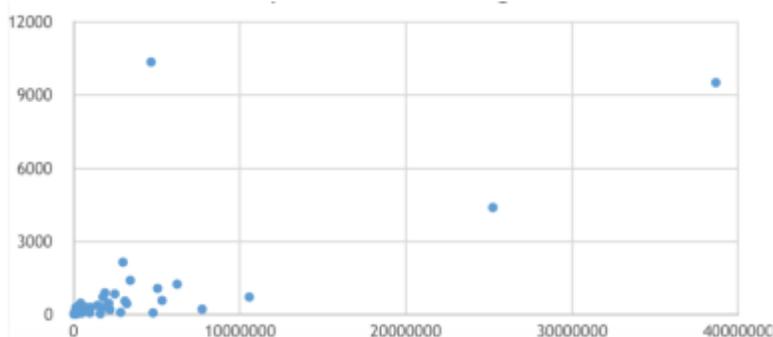
**Table 1. Sampled Data Sample on YouTube's Social Media on April 4, 2017**

Data	N
Number of days	58
Number of posts	89
Number of video views	149 926 434
Comments	24 914
Negative reactions	41 743
Positive reactions	413 101
<b>Number of subscribers</b>	<b>601 884</b>

**Graph 1. Correlogram - Number of video views and positive reactions**



Correlogram of the number of positive reaction video views with the inclusion of extreme values. The analysis did not confirm the hypothesis, there is no relationship between the quality of the contributions and the type of reactions.

**Graph 2. Correlogram - Number of video views and negative reactions**

Correlogram of the number of negative reaction video views with the inclusion of extreme values. The analysis confirmed the hypothesis, there is a relationship between the quality of the contributions and the type of reactions.

## 5. Conclusion

In the case of Nike, all communication is based on brand values and is further developed by campaigns. Quality content is ideologically unique to individual social media and the synergy effect is used by each platform to the fullest possible extent. However, it does not focus on many social media and does not focus on the high frequency either. It's an example of a company which chooses only those social media that are able to support its brand image. This aspect should be the first when deciding on building an online brand. Every company can test to what content at what frequency is best received by its audience and to continually create unique content and support its goals (KPIs), branding or economic results and etc. In order to evaluate the impact of business activity, companies have the option of using analytics directly in their social media accounts with data they only have access to, or they can choose additional analytical tools such as Sobialbakers or event planning tools such as Buffer or Hootsuite. There is no need to forget about a single style of communication, to consider the language, or to develop your style of expression that is authentic for the brand. Last but not least, it is necessary to consistently maintain a range of themes in continuous content creation, in both examples of the labels the contributions concern the relevant areas of their activity. Companies seeking quality content should also think about purpose, such as providing information, analyzing, assisting or having fun. It's also important for a brand to know what is being said about it, Nike is a good example of how to join Youtube in a conversation with the users and similar examples of taking advantage of a moment of surprise in favor of several other companies, but the reaction is supposed to be the right way.

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