

COMPARATIVE ANALYSIS OF INSTAGRAM VS. YOUTUBE MARKETING EFFECTIVENESS

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Abstract:

This research looks at Instagram and YouTube as digital marketing platforms for consumers and compares them to see which one works better. The study's goal is to use survey data from 104 people to look at user engagement, how purchases are influenced, trust levels, and platform preference. As social media marketing grows quickly, businesses are using more and more sites that have pictures and videos to reach the people they want to reach. This study uses primary data from structured questionnaires and breaks down the answers into percentages. The results show that Instagram is better for quickly getting people interested and finding new products. YouTube is better for helping people make smart buying decisions and building trust by showing them detailed videos. The study shows that each platform has its own pros and cons, which depend on the product, the audience, and the marketing goals.

Keywords: *Digital marketing, Instagram marketing, social media advertising, YouTube Marketing, Consumer Behaviour.*

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Introduction:

Social media marketing has changed advertising today by letting companies talk to customers directly. Instagram and YouTube are two sites that let you do targeted advertising, influencer marketing, and talk to people in real time. YouTube is all about long videos and detailed product descriptions, while Instagram is all about short videos and pictures that tell stories. Knowing which platform works best can help businesses improve their marketing, get more people to know about their brand, and make more sales. It is well known that digital marketing is a highly persuasive tool for business development in modern-day scenarios. Enterprises are relying heavily on social media sites to market their offerings. Among the various digital marketing tools, Instagram and YouTube have become two major channels for marketing communication. These sites allow businesses to tap into massive audiences, increase brand awareness, and boost customer engagement.

Marketing effectiveness refers to the ability of marketing efforts to achieve stated goals, such as brand awareness, customer engagement, lead generation, and sales increase. In the context of social media, marketing effectiveness is measured by metrics such as reach, engagement rate, advertisement recall, credibility, and impact on purchasing behavior.

Definition:

According to Kotler and Keller (2016), marketing effectiveness refers to “the extent to which marketing activities achieve desired goals such as customer acquisition, retention, and profitability.”

Clark (1999) defined marketing effectiveness as “the ability of an organization’s marketing programs to deliver measurable performance outcomes aligned with business objectives.”

Tuten and Solomon (2018) defined social media marketing as “the use of social media technologies and platforms to create, communicate, and deliver value to customers.”

Review of Literature:

Many researchers have looked into how social media sites offer significant insights into the influence of platforms such as Instagram and YouTube on digital marketing strategies.

1. Dehghani and Tumer (2022)

They examined social media marketing strategies and discovered that customizing content for each platform markedly alters audience engagement. Their research demonstrated that when marketers tailor their content style to align with platform characteristics, consumer engagement and brand responsiveness enhance.

2. Ki-Chul kim and Yun-Kyung Kim (2022)

They looked at how influencer marketing works on Instagram and YouTube. What they found out is that Instagram influencers are really good at getting people engaged with videos and pictures. On the other hand YouTube influencers are better at making people trust them because they make long videos with a lot of details.

3. Sundar and Eun Hwa Jung (2022)

They wanted to see how well short videos do on Instagram Reels. What they found out is that short and fun videos get a lot of attention and people interact with them more. Sometimes these videos do not give people all the information they need to know about a product.

4. Priyanka Goswami and Suteekshn Singh Ranawat (2025)

They looked into how well influencer marketing works for promoting products and services on Instagram. Their research found that influencer credibility, relatability, and audience trust greatly influence brand awareness and customer buying behavior. They also highlighted that influencer marketing is a leading tool in today's social media advertising.

Research Gap :

Although many studies have looked into how well social media marketing works, most of them only look at one platform at a time, like Instagram or YouTube. These studies mainly look at how engaged people are, how well influencer marketing works, or how well a brand is known on one platform. They don't directly compare how well both platforms change consumer behavior. Because of this, businesses don't always know which platform will help them reach their marketing goals.

significance of the Study :

The importance of this study is that it enables a comparison between Instagram and YouTube in relation to marketing effectiveness among consumers. This helps organizations understand which platform is more suitable for the accomplishment of specific marketing goals.

Scope of the Study :

Conceptual scope :

I. The topic of social media marketing effectiveness is explored in the study, with Instagram and YouTube being the two main platforms chosen.

II. The impact of visual marketing, influencer marketing, and video marketing on brand awareness and consumer response is also assessed.

Research Methodology:

1. Sample Size:

The study includes 104 respondents who actively use Instagram and YouTube.

2. Sampling Method:

Convenience sampling was used in this study as a means of selecting the respondents. This was because the method allowed for easy access to the respondents within the limitations of time and resources.

3. Data Collection Instrument:

A structured questionnaire was designed with multiple-choice and close-ended questions related

to preference for the platform, engagement with content, trust in advertisements, and ability to influence purchase decisions.

4. Primary data collection: The survey was conducted among **104 respondents** who actively use Instagram and YouTube on a random basis.

5. Secondary data collection:

Secondary data for the study was collected from books, research papers, journals, and reliable internet sources related to social media marketing.

6. Statistical techniques of analysis of data:

Tabulation, percentage, pie charts and bar charts.

1. To compare the marketing effectiveness of Instagram and YouTube.
2. To analyze the influence of Instagram and YouTube advertisements on consumer purchase decisions.
3. To identify which platform is more trusted by consumers for product information and reviews.

Hypothesis of this Study :

Ho- There is no significant difference in marketing effectiveness between Instagram and YouTube as digital marketing platforms.

H1- There is a significant difference in the marketing effectiveness between Instagram and YouTube as digital marketing platforms.

Objectives of Study :

Results:

Platform Used to Learn About New Products

Option	Respondents	Percentage
Instagram	46	44.2%
YouTube	36	34.6%
Both	22	21.2%
Total	104	100%

About 44.2% of the respondents use Instagram to discover new products, compared to 34.6% who use YouTube, and 21.2% who use both. Instagram seems to be more important in discovering new products.

Advertisement that Catches Attention Easily

Option	Respondents	Percentage
Instagram		44.2%
YouTube	46	24.0%
Both		31.7%
Total	25	100%
	33	
	104	

44.2% of the respondents find Instagram ads more attention-grabbing, which means that Instagram has a higher ability to attract attention.

More Engaging Platform in Marketing

Option	Respondents	Percentage
Instagram		44.2%
YouTube	46	33.7%
Both	35	22.1%
Total	104	100%

Based on the data, 44.2% of the respondents find Instagram more engaging, 33.7% find YouTube more engaging, and 22.1% find both equally engaging.

Platform More Effective in Consumer Engagement

Option	Respondents	Percentage
Instagram	42	40.4%
YouTube	39	37.5%
Both	23	22.1%
Total	104	100%

Based on the data, 40.4% of the respondents find Instagram more effective in engaging their consumers, 37.5% find YouTube more effective, and 22.1% find both more effective.

Honest Product Review :

Option	Respondents	Percentage
Instagram		48.1%
YouTube	50	51.9%
Total	104	100%

About 51.9% of the respondents would like to use YouTube for honest reviews of products, while 48.1% would like to use Instagram. This indicates that the video length on YouTube allows the user to offer in-depth explanations, hence increasing consumer trust.

Hypothesis Testing :

Chi-Square Calculation Table

O	E	(O-E) ² /E
42	34.67	1.55
39	34.67	0.54
23	34.67	3.92
Total χ		6.01

Critical value (df = 2) = 5.99

Calculated $\chi^2 = 6.01$

Table value $\chi^2 = 5.99$

Since **6.01 > 5.99**, the result is significant.

The calculated Chi-square value is greater than the table value at **5% level of significance**. Hence, the **null hypothesis (H₀)** is rejected. The **alternative hypothesis (H₁)** is accepted.

Conclusion :

From the above analysis, it is noted that 44.2% of the respondents use Instagram to inquire about new products, whereas 34.6% use YouTube, which reflects a relatively stronger presence of Instagram in this context. From the above analysis, it is noted that 44.2% of the respondents feel that the advertisements on Instagram are more attention-grabbing than 24% on YouTube, which reflects a relatively stronger presence of Instagram in this context. From the above analysis,

it is noted that 44.2% of the respondents feel that Instagram is more engaging than 33.7% on YouTube, which reflects a marginal lead for Instagram in this context. From the above analysis, it is noted that 40.4% of the respondents feel that Instagram is more effective in consumer engagement compared to 37.5% on YouTube. From the above analysis, it is noted that 51.9% of the respondents prefer YouTube to get candid reviews of products before purchase, whereas 48.1% prefer Instagram. From the above analysis, it is noted that 54.8% of the respondents support YouTube

as a platform that is conducive to marketing success, whereas 45.2% support Instagram.

Limitations :

- The study is based on a small sample size of 104 respondents, which may not fully represent all users of Instagram and YouTube.
- The research is limited to selected respondents using convenience sampling, so the results may not be applicable to the entire population.
- The study considers only two social media platforms and does not include other platforms such as Facebook, Twitter, or Snapchat.
- The responses are based on personal opinions of respondents, which may be biased or influenced by individual experiences.

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