



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v10-i6/8389>

DOI:10.6007/IJARBSS/v10-i6/8389

**Received:** 07 July 2020, **Revised:** 10 December 2020, **Accepted:** 27 December 2020

**Published Online:** 20 January 2021

**In-Text Citation:** (Omar et al., 2020)

**To Cite this Article:** Omar, F. I., Zukni, A. Z. A., Hamid, A. F. A., & Abdullah, N. H. (2020). The Relationship between YouTube Usage and Netizen Youth Behaviour. *International Journal of Academic Research in Business and Social Sciences*, 12(6), 1075–1083.

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**Vol. 10, No. 6, 2020, Pg. 1075 - 1083**

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# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## The Relationship between YouTube Usage and Netizen Youth Behaviour

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### Abstract

Information Communication and Technology (ICT) in the globalisation era enhance rapidly with the emergence of various internet applications. The variety of such applications can be accessed easily and possesses interactive features that attract users from different age groups. Youths are active users who are driven to surf internet applications. This research aims to study individuals on YouTube with high social influence who affect the building of thinking schemes among netizen youths in Malaysia. The objective of this study is to observe the use of YouTube in fulfilling the satisfaction and wants of youths and to identify the effectiveness of YouTube in fulfilling the satisfaction in the formation of stigma among netizen youths. The quantitative method is employed in this study with samples aimed at focusing on youths in urban areas such as in Damansara, Kuala Lumpur. A set of questionnaires was distributed directly to 132 respondents aged between 15 to 18 years old. The data collected were analysed descriptively and with correlation inference by using the SPSS software. The findings show a significant relationship between YouTube usage and netizen youth behaviour. This reveals that youths have satisfaction in using YouTube and are influenced by the YouTube Influencer itself.

**Keywords:** YouTube Usage, Youth Behaviour, Youtube Influencer, Netizen, Internet

### Introduction

In concordance with the 'dotcom' era now, nations of the world have begun to develop their field of multimedia. Malaysia is also venturing forward in the social media usage phenomenon, which is flourishing in the modernisation of the communication technology arena. The report from the Malaysian Commission of Communications and Multimedia (MCMC) (2016) reveals that the use of mobile social media users has reached 22 million people. The average age of internet users is in the range of 39 and below at 32.4%.

According to Khairi (2015), 80% of internet users in Malaysia have the habit of downloading videos from YouTube. This statistic also shows the importance of businesses that use the YouTube medium in marketing especially. The data estimate 90% of the internet content to be of videos. Therefore, YouTube usage can be used to promote businesses as done in the west. Furthermore, the use of YouTube in Malaysia is rapidly increasing with the emergence of the YouTube Influencer and individuals who have many followers are used as paid advertising mediums by the exposure of products or commonly termed as paid review. This group is also said to influence the lives of those who idolise them.

The culture of uploading videos has become more prevalent among youths. In fact, YouTube is the second most popular medium in the world. This is evidenced by the existence of awards for YouTube uploads such as the Asian Influence Award which was won by the popular YouTube user among youths in the "Lifestyle" category, Aisyah Razip, better known as Cupcake Aisyah. YouTube has a mass impact on youths in their search for information and fulfilment. This is due to the interesting and more effective nature of videos as compared to written mediums, which may be boring among netizen youths. The plethora of mass media in the form of entertainment on YouTube is flourishing. This phenomenon exists because of the factor of communication forms undergo changes with the development of technology, or the structural and technical revolution of communication (Dijk, 2006). Netizen youths have become more active in uploading videos on YouTube, to the extent that socially influential individuals have gained the ability to influence the lifestyles of youths, especially those who are inclined to spend more of their spare time by browsing YouTube. Technology is a necessity to all walks of life. Hence, the question arises on the formation of behaviour in various aspects. Therefore, the specification of this study is to discover the effects on netizen youth behaviour, which has become a crucial matter with the increase of YouTube users, or the career of a YouTube Influencer. The issue of youth personality has also increased with the wide-ranging use of YouTube. An instance is, as reported in Mstar newspaper, where Dai'e Wan reproved the parody of the song "Lagi Syantik" by Faiz Roslan on YouTube, as jeopardising the behaviour of youths. The parody of Faiz Roslan's video was uploaded at the beginning of the holy month of Ramadhan, and this was being disrespectful on the part of the artist. YouTuber or individuals who use YouTube as a communication tool are believed to possess a high level of influence. This can be observed through a report by the Malay Mail News Article on a Malaysian YouTuber, *Cupcake Aisyah* or *Nur Aisyah Mohd Razip*, aged 16. She is one of the top YouTube Influencers and has honoured Malaysia by winning the Asian Influence Competition in the Lifestyle category. In this context, Destiana (2013) finds the acceptance of the social media is due to the factors of easy use, and that the relationship between personal and social has affected acceptance and use.

Besides that, Larasati (2017) stipulates that 99% of respondents have chosen the internet as the source of gathering information. This proves the current situation where there is a high dependence on this new media. The MCMC Report (2016) also finds 90.1% of internet users get online information, other than from mainstream videos at 70.9%. YouTube, hence becomes the preferred social media and vlogs are the main content for YouTube users now among netizen youths. Therefore, this study looks at YouTube Influencers who influence the decision of buyers with their paid review of products and other similar situations. This study is also an attempt to identify how the use of YouTube gives an impact on the behaviour of youths in Malaysia. Specifically, this study aims at determining the relationship between YouTube usage and the behaviour of netizen youths.

### **Media Effect Theory**

Media Effect Theory explains the effect of the media towards the behaviour of media users. In this study, the social media YouTube as used by YouTube Influencers, has the ability of affecting the behaviour of youths. There are three models, namely, the Limited Effect Model, the Moderate Effect Model, and the Powerful Effect Model to be scrutinised.

The Limited Effect Model is mass media that have little effect on users in social media. Schramm and Roberts (1971) have provided a fresh view on the communicative public now: the active group of the public who search for what they need, and reject certain content of the media. They interact with other groups with similar interests and question mass media by revealing to others or by comparing the content with other sources of media (Tubbs & Moss, 2000). This theory explains the importance of selective media exposure, which relates to the tendency of individuals to expose themselves to content that they favour or otherwise. This study focuses on how individuals are exposed through YouTube influencers and to see if follow-up actions are taken.

The second model, which is the Moderate Effect Model, provides a lasting effect on users. The media could provide real aims for users, such as in obtaining information or experience. An example of such a model is the Spiral of Silence. Individuals would use media to consider if they are in the minority or majority. They would be more prone to like or be interested in beliefs, attitudes and values that are like their own or reject them all.

### **YouTube and the Young Generation**

Uploaded videos by YouTube influencers have grown and been favoured by youths. According to Meyerson (2010), 72 hours of video duration is uploaded every minute. YouTube is not only seen as a medium for information source for the younger generation, but also as a channel for them to contribute and share ideas. The younger generation also turns to YouTube as a source for tutorials in getting and gathering information. Abdul and Adam (2015) state that YouTube is a sharing channel for videos to be uploaded, watched and shared.

Agazio and Buckely (2008) state that YouTube is one of the widest social networks in the society now (Abdul and Adam, 2015). In this context, the level of YouTube usage is believed to have influenced and given impact in public thinking. Viewers choose YouTube as the main medium to obtain information and gain satisfaction. Based on the usefulness of YouTube, perception or stigma may be defined as the belief that the use of systems may heighten performance (Munirudden, 2007). The existence and emergence of YouTube have opened avenues for the gathering of information in a quick and accurate manner. But the condition still bears both positive and negative impacts. This can be seen in the study by Aripin et al. (2016) which finds informant and respondents surfing YouTube for information on religion through videos of educational and entertainment nature.

Yong (2011) on the other hand finds this new obsession needs further study, especially in the areas of psychological pathology dealing with mental health. The researcher finds excessive exposure among YouTube users leads to depression and other mental issues (Das & Bullarel, 2014). Besides that, YouTube has been found to have adverse effects on personality and behaviour. This is justified through the study by Aguslianto (2017) where current youth behaviour goes against the faith and they do not perform prayers. Such conditions develop when users imitate the actions of favourites

from other faiths and beliefs. Youths have the tendency to form personalities based on confusing information, even on their own faith. In this context, the influence of YouTube is high in the formation of youth behaviour. Abdul and Adam (2015) finds that the foundation of one's faith determines and controls the effects inculcated by the younger generation, in the dissemination of information through this new medium, YouTube. Aguslianto (2017) also agrees that there are benefits for YouTube users, such as in facilitating the obtaining of information, which makes the youth to be more knowledgeable on global issues, and provides them the ability to communicate in a better and conducive manner.

### Vlog Content

The content of vlogs, which is the main material for YouTube Influencers in their personal accounts, has an influence on the lives of youths nowadays. David, Sondakh and Harilama (2017) state that vlogs are videos containing opinions, story or daily activities in a chronological form. This past study aimed to observe the extent of the influence of the vlog content variable towards the student behaviour variable, referred to as X and Y variables respectively. Combel and Codreanu (2016) stipulate that vlogs express what goes on in one's daily routine, and viewers has a high probability to emulate such a lifestyle as depicted in such videos. Chen (2012), Choi and Johnson (2005), Prili (2012), Novita (2009) also agree that the motivation for students who embark on learning via video media is higher than their counterparts who use texts (Iwantara, Sadia and Suma, 2014). Regarding the vlog content scope, in their study, David, Sondakh and Harilama (2017) agree on the subtle influence of vlogs in affecting viewers and the public, and they studied the extent of understanding and awareness of the group on the content depicted by vloggers. Based on their findings in the correlation analysis between the vlog content and the formation of student behaviour, the result was an astounding 0.61, which shows high mutual influence and positive. This suggests that the level of YouTube usage involving vlog content viewers has maximum impact on the formation of individual personality, especially among youths. In this context, YouTube usage is crucial, in line with the development of modern technology. YouTube provides online videos which serve in the search of information, and opinion sharing from all over the world through a web. Therefore, the gist of YouTube must possess maximum effectiveness in the formation of wholesome intellectuals.

Other researches reveal strong relation between the exposure of YouTube towards the change in netizen stigma change and the behaviour of youths nowadays, who are in search for self-identity. Nevertheless, there are factors of YouTube content choice or the effectiveness that influence stigma and the lifestyles of youths that still raise questions, especially in the Malaysian context.

### Conceptual Framework

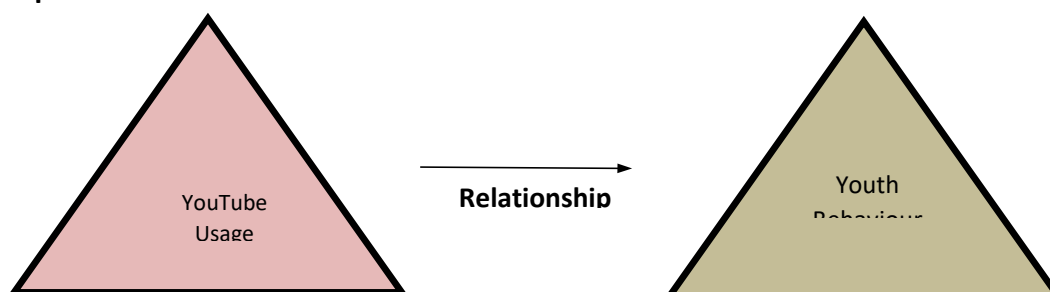


Figure 1. Relationship between YouTube usage and youth behaviour.



### Methodology

This quantitative study employs the use of questionnaires which are directly distributed to respondents. The observation method can also provide research correlation. This study which is conducted by the researcher also tests the correlation of the two variables.

### Sampling

This study is carried out using sampling rather than probability, as the former is usually employed for the knowledge and experience of individuals. In the procedure of sampling, subjects with similar traits are chosen as research respondents. In this study, the respondents chosen are those who are involved in the use of the YouTube social media. Included in this study are 132 respondents consisting of netizen youths between the ages of 15 and 18 in the area of Damansara, Kuala Lumpur.

### Reliability Test

The reliability of a research instrument refers to the stability and consistency of the questionnaire. In this study, the data are collected and their reliability are measured using the Cronbach Alpha Statistic Test in the IBM SPSS Statistics version 25.0 software. According to Hair et al. (2010), the level of acceptance of a research instrument shows that the respondents have answered all the questions well and in a consistent manner. Initially, the researchers distributed 30 sets of questionnaires to 30 respondents to establish the pilot study. The actual study was then conducted on 132 respondents in Damansara, Kuala Lumpur. Table 1 shows the Alpha readings for the variables used in the study.

**Table 1. Reliability Test**

Variable	Cronbach Alpha (Pilot Study)	Cronbach Alpha (Actual Study)	Number of Items
YouTube usage	0.932	0.952	35
Youth Behaviour	0.934	0.937	15

### Findings

#### Respondents' Background

In this study, 100 respondents participated as study samples, consisting of 35% males and 65% females. This shows that more females go online and follow YouTube influencer that they are interested in. The majority of the respondents are those aged 17 at 57%, 18 at 25%, 15 at 12% and a minority consisting of 16-year olds at 6%. Racially, the categorisation finds a majority among the Malays at 89%, the Chinese at 6 %, the Indians at 3% and the other races at 2% only. As for their schooling background, most of the youths are from the daily schools amounting to 68%.

**Table 2. Demographic Distribution**

Demography	Frequency	Percentage (%)
<b>Gender</b>		
Male	35	35
Female	65	65
<b>Age</b>		
15 years old	12	12
16 years old	6	6
17 years old	57	57
18 years old	25	25
<b>Race</b>		
Malay	89	89
Chinese	6	6
Indian	3	3
Others	2	2
<b>Type of School</b>		
Female National Secondary School	8	8
Male National Secondary School	7	7
Chinese National Secondary School	3	3
Tamil National Secondary School	0	0
Cluster School	12	12
Daily National Secondary School	68	68
<b>Religion</b>		
Muslim	92	92
Hindu	2	2
Buddhist	5	5
Christian	1	1

### Correlation Analysis

This method is used to discover the relationship between the variables. According to Bakar (2013) a significant relationship shows the validity in the relationship between two variables. The result of the correlation analysis shows the relationship between YouTube usage and netizen youth behaviour to be strongly positive and very significantly ( $r = .711$ ,  $k < 0.05$ ). This result explains that YouTube usage has a high influence and is positive among netizen youths. A very significant, strong positive correlation verifies that the level of YouTube usage has a relationship with netizen youth behaviour. Hence, the hypothesis which claims that YouTube usage levels have a significant relationship with netizen youth behaviour is supported and accepted.

**Table 3. Relationship between YouTube usage and Netizen Youth Behaviour**

		YouTube usage	Netizen Behaviour	Youth Behaviour
YouTube usage	Pearson	1	.711	
	Correlation			
	Sig. (2-tailed)		.000	
	N	100	100	
Netizen Youth Behaviour	Pearson	.711	1	
	Correlation			
	Sig. (2-tailed)		.000	
	N	100	100	

\*\*Correlation is significant at the level 0.00 (2-tailed)

### Discussion on Findings

In conclusion, this study fulfils both objectives of identifying the level of YouTube usage among netizen youths and evaluating the relationship between YouTube usage and netizen youth behaviour. The study employed two variables, namely the use of YouTube, measured in a few dimensions such as the YouTube application access, motivation and interest, and the youth behaviour variable measured with lifestyle influences, personality and communicative ability. Overall, the study reveals that the influence of YouTube usage leads to the formation of a more positive personality and building a better self. The correlation relationship is very significant and shows a positive relationship between both variables.

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