

REVIEWER'S REPORT

Manuscript No.: IJAR-52647

Date: 06/07/2025

Title: From Video Sharing to Marketing Giant: A Comprehensive Review of YouTube's History, Features, Marketing Strategies, and Advertising Impact.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Date: 06/07/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This paper is significant as it comprehensively documents YouTube's evolution from a user-generated video platform to a dominant force in digital marketing. It explores how YouTube shapes global advertising, brand engagement, and consumer decision-making. The research highlights YouTube's unique role in influencing purchase behavior and its growing relevance as a business growth catalyst.
- Strength:** The study's strength lies in its holistic structure covering YouTube's features, user behavior, advertising formats, and strategic marketing tools. It integrates theoretical models such as the EKB consumer behavior framework with platform-specific strategies, offering both academic and practical insights. The clarity of explanation and inclusion of current trends make it accessible for students and marketers alike.
- Key Insight:** A key insight is that YouTube facilitates every stage of the consumer decision-making journey from need recognition to post-purchase behavior via ads, influencer content, and user reviews. With precise targeting, interactivity, and personalization, YouTube not only delivers exposure but also enhances brand trust and conversion, making it indispensable in modern marketing ecosystems.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

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The paper titled “*From Video Sharing to Marketing Giant: A Comprehensive Review of YouTube's History, Features, Marketing Strategies, and Advertising Impact.*” traces YouTube's evolution from a 2005 video-sharing platform to a digital marketing powerhouse. It highlights YouTube's global reach, diverse ad formats, and analytics, emphasizing its role in shaping consumer behavior through influencer collaborations and engaging content. Despite minor textual inconsistencies, the study effectively underscores YouTube's marketing potential, though it lacks deep critical analysis. Its comprehensive overview offers valuable insights for marketers navigating the platform's dynamic advertising landscape.

Suggestions for Improvement:

1. In introduction, merge overlapping content in the background and introduction for better flow.
2. In introduction, improve language clarity and sentence structure in some parts for smoother readability.
3. Use bullet formatting more selectively to maintain academic tone.
4. Rephrase sentences for conciseness; for instance, “enhances user's relation” can be revised as “enhances user engagement”.
5. Add empirical data or citations to support how YouTube influences each EKB stage.
6. Use a flowchart or diagram to better illustrate the model's application.
7. Include case studies or examples of successful campaigns for added impact.
8. Include recent developments such as interactive ads and YouTube Shorts advertising.
9. Clarify how performance is measured for each ad type (e.g., CTR, view-through rate).

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This is a well-organized and comprehensive review of YouTube's marketing evolution. The paper offers valuable insights into platform features, ad formats, and user engagement strategies while successfully integrating theoretical models. With minor revisions in structure, grammar, and reference formatting, it would make a strong contribution to the field of digital marketing research. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.