



Says

What have we heard them say?
What can we imagine them saying?

it is the second largest source of information

it is an earning platform of influencers

Many demograohics search out product videos when they are researching a prospective purchase.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

youtube gives more information

we get opinion from people like us

people connect themselves with the influencers

Type your paragraph...



To know the behavioural pattern and interests of subscribers.

To know the kind of content people prefer

to understand the increased usage of youtube in recent times.

the content is free and have aces to content across the world

understand different living conditions and know different people

they relate themselves to the youtubers and enjoy their content



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?