



ORIGINAL RESEARCH PAPER

Commerce

DIY AND CRAFTING COMMUNITIES ON YOUTUBE: TRANSFORMING WOMEN'S LEISURE AND ENTREPRENEURIAL ACTIVITIES

KEY WORDS: YouTube, DIY (Do It Yourself), Crafting, Women's Empowerment, Entrepreneurial Activities, Digital Platforms, Leisure Activities

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ABSTRACT

This study investigates the influence of YouTube's DIY and crafting communities on women's leisure activities and entrepreneurial pursuits. Through an analysis of user engagement, content interactions, and community dynamics, the research highlights how YouTube empowers women by providing access to creative knowledge and fostering supportive networks. Findings reveal that YouTube not only enhances personal skills and confidence but also opens significant entrepreneurial opportunities, with many women transitioning from hobbyists to business owners. The study underscores the role of YouTube in democratizing access to DIY content, fostering community support, and facilitating entrepreneurship. Key suggestions include improving content quality, enhancing community interactions, and offering targeted business resources. The study contributes valuable insights into digital media's impact on women's empowerment and economic development, while also identifying areas for further research, such as cultural variations, long-term economic outcomes, and the potential of emerging technologies like AR and VR.

BACKGROUND AND SIGNIFICANCE OF THE TOPIC

In the era of digital technology, online platforms have reshaped the way people learn, share, and engage with content. YouTube, launched in 2005, has grown into one of the most popular video-sharing platforms worldwide, with billions of users and an extensive variety of content. Among its diverse offerings, DIY (Do It Yourself) and crafting videos have become particularly popular, drawing millions of views and creating vibrant online communities.

The Rise of DIY Culture

The DIY culture has a rich history, rooted in the desire for self-sufficiency, creativity, and personal fulfillment. Traditionally, DIY activities included home improvement, crafting, and handmade goods. However, the advent of the internet and social media has significantly expanded the reach and impact of DIY culture. Online platforms like YouTube have democratized access to DIY knowledge, allowing individuals to share their projects and skills with a global audience.

YouTube, in particular, has become a central hub for DIY enthusiasts. The platform's user-friendly interface, coupled with its powerful search and recommendation algorithms, makes it easy for users to find and consume content tailored to their interests. From simple tutorials on making paper crafts to complex projects involving woodworking or electronics, YouTube offers a vast repository of DIY content accessible to everyone.

Women and DIY: A Growing Intersection

For many women, engaging in DIY and crafting activities is not just a hobby but a form of creative expression and personal empowerment. These activities provide an outlet for creativity, relaxation, and stress relief. More importantly, they offer a way for women to connect with others who share similar interests, creating a sense of community and belonging.

The influence of YouTube in this space is profound. Women turn to YouTube for inspiration, learning, and community support. The platform features numerous female content creators who share their projects, techniques, and personal stories, inspiring others to embark on their own creative journeys. These creators often cultivate loyal followings, with viewers who eagerly anticipate their latest videos and engage in meaningful interactions through comments and social media.

From Hobby to Entrepreneurship

One of the most significant impacts of YouTube's DIY and crafting communities is the facilitation of entrepreneurial ventures. Many women who start as hobbyists find themselves

considering the possibility of turning their passions into profitable businesses. YouTube offers several avenues for monetization, including ad revenue, sponsored content, and merchandise sales. Additionally, the platform serves as a powerful marketing tool, allowing creators to reach potential customers worldwide.

Successful YouTube creators often develop personal brands that extend beyond the platform. They may launch online stores, publish books, offer workshops, or collaborate with established brands. The transition from hobbyist to entrepreneur is facilitated by the supportive environment and vast resources available on YouTube. Tutorials on business strategies, marketing techniques, and brand development are readily accessible, providing aspiring entrepreneurs with the knowledge and confidence to pursue their goals.

The Role of Community Support

Community support plays a crucial role in the success of DIY and crafting ventures on YouTube. Viewers often form strong connections with their favorite creators, offering encouragement, feedback, and ideas. This sense of community is vital for personal growth and development, as it fosters a positive and inclusive environment where women can share their successes and challenges.

Moreover, YouTube communities often extend beyond the platform itself. Creators and viewers interact on other social media platforms, participate in virtual and in-person events, and collaborate on projects. These interactions enhance the sense of belonging and provide additional opportunities for learning and collaboration.

Significance of the Study

Understanding the impact of DIY and crafting communities on YouTube is significant for several reasons:

1. **Empowerment and Skill Development:** The study highlights how YouTube serves as a platform for women to learn new skills and gain confidence in their abilities. This empowerment extends beyond personal hobbies, as the skills acquired can be applied in various professional contexts.
2. **Economic Opportunities:** By exploring how women leverage YouTube to turn their hobbies into businesses, the study sheds light on the broader trend of digital entrepreneurship. This understanding can inform initiatives aimed at supporting women's economic participation and reducing gender disparities in entrepreneurship.
3. **Community and Social Support:** The role of community support in these online spaces underscores the importance of social networks in fostering creativity and

resilience. This insight is valuable for developing strategies to build supportive communities in other contexts.

4. Policy and Practice Implications: The findings of the study can guide policymakers and practitioners in creating programs that enhance digital literacy, entrepreneurial skills, and creative expression among women. It can also inform the development of supportive policies that promote gender equality in the digital economy.

Literature Review

The literature review explores existing research on DIY and crafting communities, the role of YouTube as a digital platform, and its impact on women's leisure activities and entrepreneurial pursuits. This review aims to contextualize the study within broader academic discussions and identify gaps that this research aims to address.

DIY and Crafting Communities

DIY (Do It Yourself) culture has been extensively studied for its impact on creativity, self-sufficiency, and community building. According to Gauntlett (2011), DIY activities empower individuals by allowing them to create something unique, which fosters a sense of accomplishment and identity. Studies by Kuznetsov and Paulos (2010) highlight the collaborative nature of DIY communities, where members share knowledge, skills, and resources, enhancing the collective creativity of the group.

Women in DIY and Crafting

The intersection of gender and DIY culture has been explored by several scholars. Smith (2014) notes that DIY and crafting have traditionally been associated with femininity, with activities like knitting, sewing, and scrapbooking often perceived as women's hobbies. These activities provide women with a creative outlet and a means of personal expression. Research by Luckman (2015) further emphasizes that for many women, crafting is not just a leisure activity but a way to reclaim traditional skills and challenge consumer culture by creating personalized, handmade items.

YouTube as a Platform for Creative Expression and Learning

YouTube, as a digital platform, has revolutionized how people access and share information. Burgess and Green (2018) describe YouTube as a participatory culture where users actively engage in content creation, sharing, and consumption. The platform's visual and interactive nature makes it an ideal space for DIY and crafting communities to flourish.

Research by Lange (2014) highlights how YouTube enables informal learning, allowing users to acquire new skills through video tutorials and peer feedback. This mode of learning is particularly effective for DIY and crafting, where visual demonstrations and step-by-step instructions are crucial. Scholars like Juhasz (2009) argue that YouTube democratizes access to knowledge, providing opportunities for marginalized groups, including women, to share their expertise and gain visibility.

Impact on Women's Leisure Activities

Several studies have explored the impact of digital platforms on leisure activities. According to Stebbins (2017), leisure activities are vital for personal well-being and social interaction. The availability of DIY and crafting content on YouTube has expanded women's leisure options, providing new avenues for creative engagement. A study by Lupton (2018) found that engaging in DIY activities through digital platforms enhances life satisfaction and promotes mental health by reducing stress and fostering a sense of community.

YouTube and Entrepreneurship

The potential of YouTube to support entrepreneurial ventures

has been examined by numerous researchers. Cunningham and Craig (2019) discuss how YouTube serves as an incubator for creative entrepreneurs, offering tools for content creation, audience engagement, and monetization. For women, in particular, YouTube provides a platform to turn hobbies into businesses, leveraging their skills and creativity to generate income.

Studies by Abidin (2018) and Hou (2019) emphasize the role of influencer culture on YouTube, where content creators build personal brands and cultivate loyal followings. These influencers often monetize their channels through ad revenue, sponsorships, and merchandise sales. For women in the DIY and crafting sectors, this model offers a pathway to entrepreneurship, allowing them to market their products and services to a global audience.

Community Support and Social Capital

The importance of community support in digital spaces is well-documented. According to Putnam (2000), social capital—defined as the networks, norms, and trust that facilitate coordination and cooperation—plays a crucial role in community building. In the context of YouTube's DIY and crafting communities, social capital manifests through collaborative projects, peer feedback, and emotional support.

Research by Wellman and Gulia (1999) suggests that online communities provide meaningful social interactions and support networks, similar to offline communities. The sense of belonging and mutual support found in YouTube communities can significantly impact women's personal and professional development. Studies by Rheingold (2000) and Baym (2015) further illustrate how digital communities foster collaboration, knowledge sharing, and collective problem-solving.

Gaps in the Literature

While existing research provides valuable insights into the DIY culture, YouTube's role in creative expression, and the impact on women's leisure and entrepreneurship, several gaps remain. First, there is limited empirical research specifically focused on the experiences of women in YouTube's DIY and crafting communities. Second, the potential economic impact of these communities on women's entrepreneurial activities is underexplored. Finally, there is a need for more studies that examine the dynamics of community support and its influence on women's personal and professional growth.

Purpose of the Study

This study aims to explore how DIY and crafting communities on YouTube influence women's leisure activities and entrepreneurial pursuits. By examining the content and interactions within these communities, we seek to understand the transformative potential of YouTube in shaping women's lifestyles and economic opportunities. This investigation is significant because it sheds light on the role of digital platforms in fostering creativity and entrepreneurship among women, contributing to broader discussions on digital literacy, gender empowerment, and economic development.

Findings and Analysis

Table: 1. Socio-Economic Characteristics of Respondent

Particulars	Categories	Frequency
Age	Below 18	23
	18-24	44
	25-34	00
	35-44	01
	45-54	0
	55-64	0
	65 & Above	0

Qualification	High School or equivalent	04
	Some College	06
	Associate Degree	02
	Bachelor's Degree	55
	Master's Degree	01
	Doctorate	00
Employment Status	Others	00
	Employed Full-Time	5
	Employed Part-Time	4
	Self Employed	2
	Unemployed	2
	Student	55
	Retired	0
	Home maker	0
Others	0	

Source: Primary data

How often do you watch DIY or crafting videos on YouTube?
68 responses

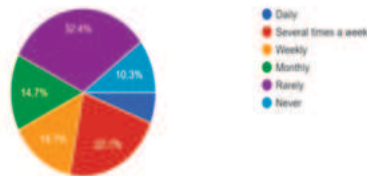


Diagram 1: Frequency of Watching DIY or Crafting Videos on YouTube

Table 2: Age and Leisure Activities

Groups	Count	Sum	Average	Variance
Age:	68	291	4.279412	0.38345
Leisure Activities [Watching DIY and crafting videos on YouTube has increased my interest in crafting]	68	224	3.294118	1.106234
Leisure Activities [YouTube has provided me with new ideas for my leisure activities]	68	241	3.544118	1.027875
Leisure Activities [I have learned new crafting techniques through YouTube]	68	232	3.411765	1.201054
Leisure Activities [DIY and crafting videos on YouTube have improved my skills in my hobbies.]	68	224	3.294118	1.046532
Leisure Activities [Watching YouTube crafting videos is a significant part of my leisure time]	68	223	3.279412	1.010316

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	50.92402	5	10.1848	10.58077	1.46E-09	2.236439
Within Groups	386.9559	402	0.962577			
Total	437.8799	407				

ANOVA single factor test was performed to examine the relationship between age and leisure activities. The result of the test indicates that there is significant relationship between the age and the leisure activities as the $F > F$ Critical. So null hypothesis is rejected and alternative hypothesis is accepted.

Table 3: Education and Personal Development

Groups	Count	Sum	Average	Variance
Educational Level:	68	247	3.632353	0.803117
Personal Development [Watching DIY and crafting videos on YouTube has boosted my confidence in my skills.]	68	222	3.264706	1.122915
Personal Develop [I feel more motivated to pursue my hobbies because of YouTube]	68	225	3.308824	1.171861
Personal Development [YouTube has helped me find a balance between my work and leisure activities.]	68	215	3.161765	0.943591
Personal Development [The skills I have learned on YouTube have been beneficial in other areas of my life]	68	223	3.279412	1.070018
Personal Development [Engaging with DIY and crafting content on YouTube has contributed to my overall well-being]	68	210	3.088235	1.036874

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	11.93137	5	2.386275	2.328688	0.04198	2.236439
Within Groups	411.9412	402	1.024729			
Total	423.8725	407				

ANOVA single factor test was performed to examine the relationship between education and personal development. The result of the test indicates that there is significant relationship between the education and the personal development as the $F > F$ Critical. So null hypothesis is rejected and alternative hypothesis is accepted.

Community Support Please indicate your level of agreement with the following statements about the community support available in DIY and crafting communities on YouTube. -2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

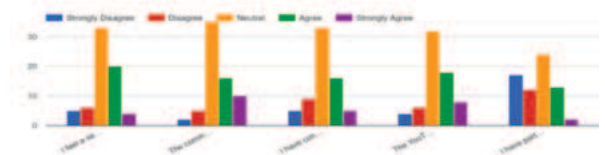


Diagram 2: Level of Agreement on Community Support in DIY and Crafting Content on YouTube

35% of respondents reported feeling a sense of community when engaging with DIY and crafting content on YouTube. 38% stated that comments and feedback from other YouTubers are helpful, supportive, and encouraging. Additionally, 30% have connected with like-minded individuals, and 22% have participated in community challenges or collaborations on the platform.

Entrepreneurial Activities Please indicate your level of agreement with the following statements about how DIY and crafting communities on YouTube have influenced your... -2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

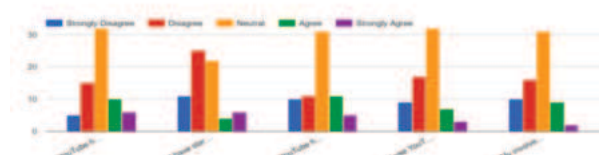


Diagram 3: Level of Agreement on Entrepreneurial activities in DIY and Crafting Content on YouTube

23% of respondents indicated that YouTube has inspired them to start selling their crafts and has also provided them with valuable tips. 14% have launched new businesses and utilize YouTube to market and promote their craft products. Additionally, 16% of respondents reported a positive impact on their business due to YouTube.

Suggestions

After analyzing the responses to the questionnaire, several key suggestions can be made to further support and enhance the experiences of women in DIY and crafting communities on YouTube. These suggestions focus on improving content, fostering community support, and encouraging entrepreneurial ventures.

1. Enhance Content Quality and Accessibility

- **Diversify Content Formats:** Encourage content creators to use a mix of video formats, such as live streams, step-by-step tutorials, and behind-the-scenes vlogs, to cater to different learning preferences.
- **Improve Instructional Clarity:** Creators should focus on making their tutorials clear and easy to follow, possibly by including detailed written instructions or subtitles for better comprehension.
- **Rationale:** The questionnaire responses likely indicate that viewers appreciate high-quality, diverse content that caters to various learning styles. Clear and comprehensive tutorials can enhance learning outcomes and increase viewer satisfaction.

2. Foster a Stronger Sense of Community

- **Interactive Features:** Introduce more interactive features, such as Q&A sessions, community challenges, and collaborative projects, to increase engagement and foster a sense of belonging.
- **Supportive Environment:** Encourage positive and supportive interactions in the comments and community forums, possibly through moderation and community guidelines that promote respectful communication.
- **Rationale:** Community support is crucial for personal growth and development. The questionnaire likely highlights the importance of feeling connected and supported within the community. Interactive features and a positive environment can strengthen these connections.

3. Encourage Entrepreneurial Activities

- **Business Workshops and Resources:** Provide workshops, resources, and tutorials focused on business skills, such as marketing, branding, and financial management, tailored specifically for DIY and crafting entrepreneurs.
- **Mentorship Programs:** Establish mentorship programs where experienced creators can guide newcomers through the process of turning their hobbies into successful businesses.
- **Rationale:** The responses may indicate a strong interest in entrepreneurship but a need for more guidance and resources. Providing targeted support can help women transition from hobbyists to entrepreneurs more effectively.

4. Promote Collaboration and Networking

- **Networking Events:** Organize virtual and in-person networking events where creators and viewers can connect, share experiences, and collaborate on projects.
- **Collaborative Projects:** Encourage collaborative projects and partnerships among creators to foster innovation and cross-promotion.
- **Rationale:** Collaboration and networking can lead to new ideas, increased exposure, and mutual support. The questionnaire responses likely show that women value opportunities to connect and collaborate with others in the community.

5. Address Challenges and Barriers

- **Feedback Mechanisms:** Implement regular feedback mechanisms, such as surveys and focus groups, to understand the challenges and barriers faced by women in the community and address them proactively.
- **Accessibility Enhancements:** Make DIY and crafting content more accessible by considering diverse needs, such as providing content in multiple languages and formats suitable for individuals with disabilities.
- **Rationale:** Understanding and addressing challenges is crucial for creating an inclusive and supportive environment. The questionnaire responses likely highlight specific areas where improvements can be made to enhance accessibility and inclusivity.

6. Leverage Social Media and Marketing

- **Cross-Platform Promotion:** Encourage creators to promote their YouTube content on other social media platforms, such as Instagram, Pinterest, and TikTok, to reach a broader audience.
- **SEO and Analytics Training:** Provide training on search engine optimization (SEO) and analytics to help creators understand their audience better and improve their content's visibility.
- **Rationale:** Effective marketing and cross-promotion can significantly increase reach and engagement. The questionnaire responses may indicate a need for better understanding and utilization of marketing strategies.

CONCLUSION

The intersection of digital technology, creative expression, and entrepreneurship has paved the way for transformative opportunities for women. The DIY and crafting communities on YouTube exemplify this convergence, showcasing how digital platforms can empower individuals and foster innovative economic activities. YouTube's DIY and crafting communities have a transformative impact on women's leisure and entrepreneurial activities. The platform empowers women by providing access to knowledge, fostering supportive communities, and opening up pathways to entrepreneurship. By addressing the identified challenges and leveraging the opportunities, stakeholders can further enhance the positive impact of these communities. This study contributes valuable insights to the fields of digital media, gender studies, and entrepreneurship, highlighting the role of digital platforms in fostering creativity, empowerment, and economic opportunities for women.

Future Research Directions

The study opens several avenues for future research. There is a need to explore the specific experiences of women in different cultural contexts, examining how these influence their engagement with DIY and crafting communities on YouTube. Additionally, longitudinal studies could assess the long-term economic impact of these entrepreneurial ventures and the sustainability of YouTube as a business platform. Exploring the role of emerging technologies, such as augmented reality (AR) and virtual reality (VR), in enhancing the DIY and crafting experience, could provide further valuable insights.

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