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THE INFLUENCE OF BEAUTY VLOGS
ON CONSUMER'S PURCHASE
INTENTION

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ABSTRACT

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Today, consumers rely more on an information given by other users and make decision based on what they perceive especially with cosmetic product. As YouTube channel and beauty vloggers have achieved popularity among the internet users, their impact on the consumer buying behavior has become one of the most concerned issues facing both marketers and brands.

The thesis aimed at examining the perceived factors that affect purchase intention of consumers who watch beauty product related content on YouTube. Based on the objective of the study, a female consumer is chosen as a main target audience. The hypothesis was adapted from the study of Yüksel Hale (2016), which is focus on the perceived of credibility and usefulness of video blogs as well as the video characteristic.

The thesis was divided into theoretical and empirical research. In the first section, the theoretical research was discussed to give a general understanding idea of beauty vlogs and consumers' purchase intention. In addition, the adapted hypotheses of this study were also explained. In the second section, the empirical research was conducted by using a quantitative method and was implicated among the student of Vaasa University of Applied Sciences via email. The data collected was systemized and analyzed to draw up the conclusion.

The results suggested that the consumers' perception towards video appearance, credibility, and the usefulness of the source motivate the respondents to use beauty created contents on YouTube as an information searching tool and it positively affect the purchase intention. However, the study indicated that despite the impacts of YouTube beauty created contents and beauty influencers, there are still various factors affecting the consumers' buying intention rather than the given information. Moreover, the results presented the rise of other social media channels, which also have impact on the beauty consumers today.

Keywords Social influencer, consumer buying behavior, YouTube, beauty created contents, beauty vloggers.

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1 INTRODUCTION

The first chapter includes the research background, the objectives, the structure of this study and the research method, with a purpose to give the reader a general view about the study and assist them to navigate through the content which will be presented in the following section.

1.1 Research background

Before the introduction of the Internet, the only way to get information on any specific cosmetic product was through friends who had used the product before or test it at a store. The only information is a magazine, or a public press showing a beautiful model with perfect skin and the engaged contents presenting the product (Barcode, 2017). During this time, the customers focused only on the product itself, meaning the appearance after using it without noticing the benefits and the compatibility of the cosmetic product.

Then come to the explosion of the Internet, everything is known worldwide, and it is easier to approach the users. The emergence of digital marketing, especially social media, has led to new way of doing business and advertising product (Dirshe, 2016). Today, we cannot deny the rise in demand for beauty products in the world. Beauty consumers are spending more on the cosmetics with the aim of achieving good appearance. However, the purchasing intention of the consumers has changed radically compared to the past as many have begun to focus more on the benefit and value of the product rather than the packaging, the brand reputation or a celebrity's endorsement. The technology has given people more options for communication and created a consumer era that is constantly using the social-media platform to seek and share information around the world (Lee E., 2013).

According to Coursaris and Van Osch (2016), due to the development of digital marketing as well as the introduction of various social media channels, many beauty brands are now capable of getting close to their customers, creating engagement and selling the products. However, digital marketing or social media marketing has its advantages and disadvantages especially in the way people receive its message. The customers' demands have been changed so far that they are craving for the benefit rather than fantasies (Kito, 2014).

They highly pay attention to the ingredients and its affection to the skin. Beauty consumers have turned to the other channels where they can get reliable advice from experts who understands the products not only from the product formulation but also from the experiences they have instead of the brand's advertisement (Bianchi, 2017). Therefore, launching a new cosmetic product and getting the attention from the beauty consumers has become a challenge for a company despite how enticing the product is, especially when beauty influencers and their videos rapidly develop on the Internet. The development of YouTube channel has given people a new means of communication – Vlogs which sending the messages using visual instead of words (Baker, 2017).

From a marketing perspective, it is considered as free marketing, a win-win situation with huge engagement with the customer for both beauty vloggers and cosmetic companies (Zaporojets. 2016). How about the customer? How they perceive the content from beauty vlogs and does it have a significant effect on them? The question needs to put into consideration is the impact of these beauty vlogs and beauty gurus on customer behavior and their buying decision.

1.2 Objectives of the thesis

Acknowledging that the influence on the consumer buying behavior of YouTube beauty created content is a new topic that has received minimal research, the thesis aims at examining the influence factors perceived from beauty vlogs on the consumer buying behavior, especially from the aspect of purchase intention. The target audiences of the research mainly focus on the female consumers who watch product-related content on YouTube before making a purchase decision. Since the study about the influence of beauty vlogs on YouTube is limited in source (Yüksel, Hale., 2016), it is hard to deny that YouTube has gained its popularity as one of the platforms for product research uses by beauty consumer. The hypotheses for the research were adapted based on the study of Yüksel H. (2016). The study was published by Yüksel Hale, a student from Afyon Kocatepe University in Turkey as she wanted to examine the effects of user-generated contents on YouTube videos and the influence they have on the consumer purchase intentions. Her study has been an inspiration that motivates the author to follow with the research since she realized the effects of it on her as a beauty consumer. Moreover, the

developed hypotheses also comply with my personal prior research of interviews among friends to identify the research problem. The adapted hypotheses include:

- H1: The perceived video characteristics positively affects the consumer's purchase intention
- H2: The perceived credibility of the information positively affects the consumer's purchase intention
- H3: The perceived usefulness of information in the video positively affects the consumer's purchase intention.
- H4: Attitude toward the purchase positively affects the purchase intention.

In addition, the research also examines the other factors that influence on consumer purchase intention based on the consumer buying behaviour theory (e.g., social factor, personal factors, psychological factors). From the prior research with several consumers, the purchase intention is also affected by the economic situation, social group, and self-actualization. Therefore, the questions on these areas were included within the research to test in a bigger group of people in orders to find out if these factors effects on the purchase intention. The questionnaire was designed by adding sub statements to each hypothesis using a Likert scale to collect the respondents' opinions. The questionnaire structure will be discussed in the following section.

1.3 Structure of the study

The thesis is divided into two main parts include theoretical and empirical research. The theoretical research covers the definition of beauty vlogs, its viral effects and the adapted hypothesis. Moreover, the theory of consumer buying behavior includes a type of consumer decision, the consumer decision process, factors of influence on consumer buying behavior and purchase intention.

For the empirical framework, the selected approach and the data collection from the survey are explained in detail with charts and graphs to provide the validity and reliability of the research. Findings from the collected data are presented and analyzed in association with the theories and hypotheses mentioned in the previous part. The thesis ends with the conclusion and suggestions for further study.

1.4 Research method

Both primary data and secondary data will be adapted to acquire a significant indication of the research. The secondary data is gathered from books, articles, and online platforms while primary data will be obtained through a tailored survey.

The study used quantitative research methods as it is believed to give usable data from the YouTube users to help examine the hypotheses and identify the factors of influence on the consumer buying intention. For the purpose, the survey was handed to the students of University of Applied Sciences in Vaasa (VAMK) via email.

2 BEAUTY VLOGS AND THE FACTORS OF INFLUENCE

In the past, if blogs were a place for people to share information and experience in a clear and concise way, we now have vlogs – a tool for conveying visual information. Vlog or video blog helps to get the creator’s message across the Internet users using visual material instead of words and within the digital age, people enjoy getting the information by watching visual contents (Baker, 2017). With the rise of the Internet, the traditional path between companies and the consumers has been interrupted and social media has changed the way the consumers interact with brands (Fiorella & Brown, 2013; Have C.E., 2017). There is no doubt that these online contents have had an enormous impact on digital first age consumers, not only because of the valuable information it provides but also due to personal interaction and personal influence. There are several users are known as social influencers or a “gurus” in their own expertise who has an essential impact on the consumers’ behavior especially in the beauty community.

To fully understand the concept of vlogs and beauty vlogs on YouTube, it is essential to have a general understanding of social media and its classification. Because YouTube channel is a platform of social media concept, this chapter will briefly present a definition of social media and more focus on beauty vlogs following with the adoption of the main hypothesis.

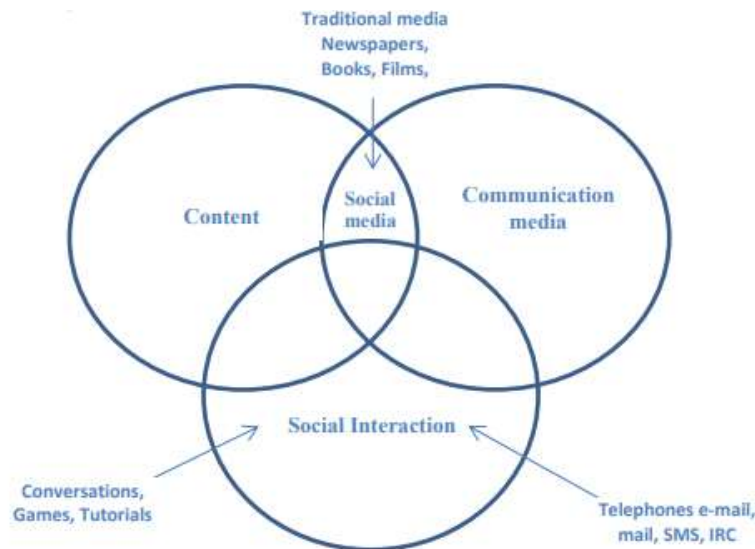
2.1 The social media

In marketing world, social media plays as a small channel of digital marketing that help brands building awareness and promoting product or service to the Internet users (Chris A. 2018). As the matter of fact, digital marketing is divided into two major components: online marketing and digital marketing (Bui T., 2014). Online marketing or Internet Marketing includes all the communication channels requiring a connection to the Internet such as mobile marketing, SEO – SEM, email marketing, social media marketing or content marketing, etc. While Digital advertising relates to those channels used to disseminate the information without the use of the Internet, for example, SMS, TV, radio or banner, etc. Therefore, people who have never used the Internet can receive digital marketing to their mobile under the form of text messages.

Today, the rise of social media usage has given people a new communication tool where information is exchanged faster and wider. Consumers are now able to seek information, share opinion and interact with other users. On the other hand, with social media marketing, brands can reach more potential customers, interact and engage with them as well as shaping the consumer buying behavior. Because of the visible of information online, not many companies feel comfortable in a world that they have less control over the information shared by the consumers in the cyberspace. (Kaplan & Haenlein 2010, 59 -68).

According to Kaplan & Heanlein (2010, p 59 – 68), a definition of social media often draws the line to two related concepts: Web 2.0 and User Generated Content. The term Web 2.0 was first used in 2004 to describe an internet platform that allows the software developer and the end-users to create, modify and publish content together. Compare to Web 1.0, Web 2.0 provides a higher level of information sharing and interconnectedness among the users where they are more active with the experiences and data collection (Investopedia). User Generated Content (UGC) refers to a type of content or action that is created or published independently from commercial practices in Social Media by the end users. It can be in various forms such as pictures, videos, tweets, a blog post with a customized content demonstrating the user's interested in a specific product, service or topic, for example. As a result, Social media refers to a group of applications developed from the ideological and technological foundation of Web 2.0 and give a power of content creation to the end users to share and spread their thought (Kaplan & Heanlein 2010, p59 – 68).

According to Dann and Dann (2011), social media is structured based on the interconnected component of communication media, social interaction and content (see Figure 1). Communication media refers to the platform that enables content sharing and provides advance social interaction among internet users across various social media services. While Content is defined as a motivation to attract the visitor (Madni, 2014). The Social media creates a place for people from different communities to gather on the Internet to share opinion and knowledge or in other words, it stimulates a new way of emphasizing and facilitate the process of editing, creating, commenting and sharing material (Madni, 2014).



From the research of Kaplan & Heanlein (2010), social media is classified based upon on

Figure 1: Social media components (Dann & Dann 2011, 345)

two key elements: media research (social presence, media richness) and social processes (self-presentation, self-disclosure). As stated in the research of Kaplan & Heanlein (2010), the theory of *Social presence* developed by Short, William & Christie (1976) said that the social media differ in the way it presence which is directly influence by the intimacy and the immediacy of the personal interaction. The higher level of social presence for example face-to-face discussion or live chat, the larger social influence that the users have on the other's behavior. In addition, the media differ in the degree of information richness they process – which mean, the more transmitted information from the sender to the receiver of the media, the more effective it is. (Kaplan & Haenlein 2010, p59 – 68).

On the other hand, people tend to present themselves and want to control the other's expression in any type of social interaction. While self-presentation refers to the extend in which people want to express themselves on social network, the self-disclosure refers to the conscious or unconscious revelation of personal information (Kaplan & Haenlein 2010, p59 – 68). As a result, the classification of Social media is listed with 6 basic types as showed in Figure 2, which allow people to share information in a different way and present themselves in the most effective way.

The following part will focus on the concept of YouTube and beauty vlogs trends to figure out the impact it has on beauty consumer and their purchase intention.

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Figure 2: Classification of Social Media by social presence/media richness and self-presentation/self-disclosure - Kaplan & Haelein 2010, p59-68.

2.2 YouTube

The channel was founded by Chad Hurley, Steve Chen and Jawed Karim in 2005 that allows people all over the world to publish, watch and share the originally created videos. Today, YouTube has grown to become one of the biggest video platform worldwide featuring a variety of user-generated content and cooperation's media content including music videos, TV shows, video blogs, game streaming, instruction videos and educational contents (Statista). During the summer of 2006, YouTube was one of the fastest growing websites on the Internet with more than 65000 new videos were being uploaded every day and was received 100 million views per day. On October 9, 2006, Google purchased the company for US\$1.65 billion in stock (Wikipedia).

The application has become one part of people daily lifestyle either for individual or business. YouTube provides a channel for people to connect, inform and inspire others across various interested and known as an effective platform for business's advertisement. The biggest asset of YouTube is that people from all over the world can easily join the channel as a visitor or a content creator except for some disciplined countries such as Syria, China or North Korea (Georgia A.R., 2015).

Based on the types of Social Media presented in the previous part, YouTube belongs to the content communities, which is a networking site that allows people to share contents discussing a particular issue or key development in specific industry (Mahony, 2017). According to Kaplan and Healein (2010), there are several content communities exist with different media types for example text (e.g., Bookcrossing – which allows people to share book); photo (e.g., Flickr, Enhance) or video like YouTube channel. The users can share their own contents for free, attain followers, create a discussion, gain feedback and

even make money through ads placement. It has become one of a potential media channels for branding using various forms ranging from influence marketing to bumper advertisement. These forms allow the brands to place ads on the YouTubers' video or having it played at the beginning of the actual video. The visual viral, the influence of this content community toward customer's buying behavior brings a certain benefit for the company (Kaplan and Healein 2010, p59 – 68).

From the consumers' perspective, YouTube videos has become an essential channel to acquire information related to products or services. During the 21s century, when everything is available on the Internet, the consumer tends to do more research on a specific product or service before making a final purchasing decision. The term Vlogs becomes more familiar with the consumers recently and has changed the way they perceive a brand's product or service.

2.3 Video blogs and the reason of its viral impact

According to Frobenius (2010), Video blogs or Vlogs are a new multimodal genre of CMC (computer-mediated communication) which feature a single speaker presenting a specific topic and uploading the material onto the Internet. Normally, the video blog contains two stages in its production process: the taping of the material in which the speech production takes place and the video editing, during which the original sequences can be altered significantly, and more special effects will be added to draw attention and memorability (Frobenius, 2010). Most of the vlogs instantiate non-scripted situations, where the speaker discusses a topic gather from the Internet while exposing his or her personality.

Unlike the other forms of monologue (e.g. television news, broadcast, radio, lectures), vlogs present a new way of transmitting the information using both verbal and visual material and they are conducted by an independent, unpaid, private and untrained individual (Frobenius, 2010). Vlogs create a friendly environment in where the speaker is talking informally, sharing their own story, knowledge and interact with their audience. The vloggers' personality and the video characteristics all play as a factor of attractiveness and influence the followers besides the chosen topics.

Vlogs are becoming an important part of social media today. People tend to remember longer if they hear and see the information at the same time. Vlogs can be integrated into

existing digital platforms and shared through various social media channels (e.g., Facebook, LinkedIn, Twitter...). They are vital for reaching the potential customers who prefer visual content and perfect for the company an “online presence” that satisfies the consumers’ demands (Baker, 2017). Vlogging is gradually becoming a profession that has a certain impact on both customer and brand perspective. Vloggers present a more genuine appeal during the consumers’ information search because they step away from the brand advertisement and give an honest review about used products/services. This is also considered as an online word of mouth as the influence of creators affect the behavior of the Internet users.

In the study of Khan and Vong (2014), the research of Broxton et al., (2010) was mentioned and stated that a viral video refers to a video that is widely shared through social networks and gains its popularity in a short period of time. In marketing world, this is considered as type of “Viral marketing” – the term proposed by Steve Jurvetson and Time Draper in 1997 – was used to describe the strategy of embedding a message into the social networks’ content to increase brand awareness according to Khan and Vong (2014).

Within the development of technology and social networks, viral marketing acts as an electric WOM concept. The research of Khan & Vong (2014) has mentioned the theory of Hen-nig-Thurau and Walsh (2004, p.39) that, eWOM is defined as “any positive or negative statement made by potential, actual or former customers about a product or company which is made to a multitude of the people and institutes via the Internet”. As people use social media tools more often, eWOM or viral marketing has more chance of spreading around and developing such influences on the consumers; thus, bringing both the advantages and disadvantages for the brand in term of lower cost, credibility, faster diffusion, and better targeting (Bampo et al., 2008).

The main factors determine the success of video blogs are the content, social networking structure, characteristic of recipients and role of influential users (Khan & Vong, 2014). The content is the material presented in the videos both in a form of visual or verbal. For instance, the videos can attract viewers if the content is developed and structured visually and informatively related to the common concern in general. Meanwhile, the recipients’ characteristics motivate the follower to stay with the content as they create a friendly environment, build up a relatability and engaging with the followers. Moreover, the

choice of appropriate social network structure such as the size of networking site, interactive functional (e.g., feedback, discussion, rating, likes), and promotion method can positively influence on the videos' viral affect (Khan & Vong, 2014).

Besides, the role of YouTube – a video platform also plays a crucial leverage for the viral success. As a leading video-on-demand platform for UGC, YouTube allows the user to freely design, creatively produce and share the content with other users to empower new idea and innovation (Khan and Vong, 2014). YouTube permits users to post different categories of videos that target a specific group of audience and gain its popularity based on people interested, rating, commenting and sharing (Kaplan and Haenlein, 2010). Therefore, the age of video, length, published date, quality, and video category will positively affect the viral phenomenon of videos (Khan and Vong, 2014).

The above factors determine the popularity of videos in any type of a social media network. It is not easy for people to spread the videos unless there are special features stimulate their attention and encourage relatability. Vlogs or the vloggers can reach people on a more intimate level as vlogs give the feeling of less intrusive and promotional compare to the standard commercials (Baker, 2017). As the results, the audiences enjoy watching videos of any subject (e.g., beauty, lifestyle, gaming, baking, fashion, food, travel) on a day-to-day basis and able to integrate the videos to their social networks.

There are plenty of communities where people are sharing experience, knowledge and helping each other. One of these communities is the YouTube beauty community or also called Beauty YouTuber. Who are they?

2.4 Beauty Vlogs

YouTube beauty community consists of beauty creators, who have in-depth knowledge about beauty related topics and often share a YouTube video about a beauty product, skincare tips and makeup techniques (Georgia A.R., 2015). The beauty consumers, especially those who are 15 to 34 years old (e.g., Gen X or Millennial) tend to do more research online, armed with information and make the decision based on their achieved knowledge unlike the old generation (Akan, 2017). As the young generation are raising the awareness about their true beauty, they pay more attention to the ingredient, the benefit and the compatibility of the product to their skin. They do more research on the brand

and seek out the information on the product from other sources rather than the brands' websites. In general, they all share the same purpose of improving their beauty in long-term and understand their skin condition that empowers them to make a right decision among alternatives.

In 2017, beauty-related content generated more than 88 billion views on YouTube. There are over 45000 YouTube channels specialize in fashion and beauty-related content including tutorials, DIY videos, reviews, cosmetics/skincare haul videos and videos produced by beauty vloggers (Statista 2017). Both the YouTube content creators (YTCC) and the audience create a strong community and is becoming stronger in the past 12 years (Georgia A.R., 2015). As a result, this create a challenge for the companies in general as beauty vlogs has changed the way beauty brands doing marketing today.

2.4.1 How does Beauty Vlogs change the beauty industry?

In the past, brands chose to be represented by celebrities in the public to build awareness and attract customer. However, consumers have increasingly grown skeptical upon these endorsements over time as they hardly find the relatability and trustworthy from the brands' advertisement. Therefore, consumers shifted their attention to normal users who able to share unbiased and honest reviews (Bianchi, 2016). People are looking for a two-way dialogue where they can interact with the experts. Consumers are attracted to the influencers due to their accessibility. Unlike the celebrities, who rarely engage with fans, YouTube celebrities directly and frequently interact with fans, live stream and answering questions (Hopwood). This informality and credibility deeply influences the followers, and makes vloggers more likable, trustworthy and influential (Georgia A.R., 2015). As the matter of fact, beauty vloggers have more impact on the purchasing process and is believed to drag the power to the consumer side. The information, no matter good or bad, is visible online and no brand can control its flow. Many companies have recognized the influence of beauty community and are now looking beyond the traditional channels to adopt the emerging trends and master new technique to maintain the market shares (Akan, 2017).

2.4.2 Social influencer

Today, the consumers are more influenced by social influencers who have the power to shape the others' attitudes and purchase decisions based on knowledge, position and interaction with the audiences (Forbes K., 2016). The influencer is normal people who gain popularity through their participation on social networking sides (e.g., Facebook, YouTube, IG or personal blog...). The influencers attract and engage the followers through the contents based on their cumulated knowledge or experiences, allowing people to step into their personal narratives and find the relatability. The influencers are not afraid of sharing their unbiased opinion toward a product or brand which allow them to become an important messenger for consumers who are looking for reliable source of information. (Forbes K., 2016). There are many famous influencers come from different industries and have created a profound engagement with the audiences that made them become a key opinion leader (KOL) in a respective field.

The internet users are growing the connection using social media networking sides and have a more interpersonal influence on each other. Based on the research of Friedkin & Johnsen (2011) as stated in the study of Have C.E. (2017), interpersonal influence refers to a network of influence between multiple people. The personal influence is considered as a process of intervening between the media's message and the audience's reaction through the influence of opinion leaders. Most of the consumers are not directly affected by the mass media but by the opinion leaders who are active media users that collect, diffuse the media message and distribute it to the others (Postelnicu, 2016). For instance, people will perceive and be influenced more if the message is delivered by an acquaintance like a friend, a family member or a reference group. Moreover, the message which is transmitted by the influencers can target a specific group of potential audience and increase the opportunity of gaining more access to the consumers.

2.4.3 Hypothesis development: the influence factors on consumer buying intention.

This part of the chapter will focus on presenting four main hypotheses of this study, adapted from the research of Yüksel, H. (2016). The hypothesis mainly focuses on the perception of credibility; the usefulness of information and the videos characteristic follow with the debate of its effect on consumer purchase intention.

It is believed that the consumer-generated beauty contents on YouTube attract more viewers and subscribers than those uploaded on the brand official channel. Researches has showed that the review videos created by a former customer or a beauty influencer are more informative and persuasive; thus, has more impact on the consumers buying intention compared to those provided by traditional celebrities (e.g., model, musician, actors or singer) (Rahmi Y et al., 2016). Moreover, beauty vloggers were perceived more trustworthy and knowledgeable as well as friendlier than the traditional celebrities (Bianchi, 2016). This is considered as a source of credibility over the information. According to Bouhlel et al (2010), perceived credibility is the trust dimension that affects the adoption of a message in a positive or negative way and changes the consumers' attitudes. For UGC, credibility is considered an independent and objective source without being managed or manipulated by the companies or no monetary bond exist (Yüksel, H., 2016). From the users or consumers' perspective, UGC is perceived as a reliable and unbiased source because it states honest evaluation with both positive and negative sides about specific a product/service. Besides, the number of comments and likes also increases the credibility of the information from the consumer's perspective who find online information is credible (Yüksel, H., 2016).

In the research of Yüksel H. (2016) stated a theory by Chu and Kamal (2008) that, the information is considered as credible is more successful in developing positive attitudes and affecting the consumer's buying intention. Moreover, the perceived credibility can change the information into a useful source for information search process.

As mentioned in chapter 1, the hypotheses of this research are adapted based on the original study of Yüksel, H. (2016) and are conducted among the student of Vaasa University of Applied Sciences. As stated in her study, the perceived credibility of the information in the video is defined as the degree of consumers' belief towards information that leads to an actual purchase. The first hypothesis is adapted into this research with the same purpose by adding sub statements asking about the knowledge/experience of vloggers, the commercial bonding, celebrities endorsement...to examine the credibility of information effect on the consumer buying intention.

- *Hypothesis: The perceived credibility of the information positively affects the consumer purchase intention.*

The second hypothesis focuses on the usefulness provided by the information. All source of information on the Internet provide certain ways of benefit for the users no matter what they are aimed for. Perceived usefulness of the information refers to a source that will enhance the efficiency in obtaining product information and using the advantages of blogging/vlogging (Bouhlel et al., 2010) to prevent the wasting of time and accessing extra information from different perspective about the product (Yüksel, Hale. 2016). The information is considered usefulness when it provides sufficient information that helps the consumers to define the product's structure, benefit, and its usability. Moreover, it affects the purchase intention as it changes the consumer's perception and makes the purchasing path easier.

YouTube vlogs/vloggers create video contents daily about the different topics related to the beauty product and younger consumers constantly looking for advice from the channel. In the fashion and beauty industry, seeking blogs/vlogs shows a significant growth in demand for an information obtained and opinions from "real" people regards of the brand and product. Through beauty vlogs, consumers can grow their knowledge of cosmetic products that helps them evaluate and make decisions on these products. In addition, the process of seeking review can reduce the risk when consumers plan to purchase high priced product. The risk here can be considered as money lost, unsuitable product, skin damages, etc.

The hypothesis is adopted as the knowledge, experiences or information of the product perceives in beauty video blogs as a useful source that will enhance the consumers' purchase intentions (Yüksel, Hale. 2016).

- *Hypothesis: The perceived usefulness of information in the video positively affects the consumer purchase intention*

Thirdly, as mentioned in previous part, the content featuring a YouTube video plays an important role in the viral success of videos and affects the attitudes of the viewers. For beauty generated content, the visual image of the video plays a huge impact on the viewers' motivation to obtain the information as their purpose is to have a look at the product in advance (e.g., packaging, ingredient, colours, usability). The visual image of the video is measured by the image, sound and side effects in which the higher quality it provides, the more user engagement it will create (Yüksel H., 2016). This can apply to any type of

video contents related product testing or makeup tutorials. Another factor that can affect the consumer attitude is the length of the video. If the video is too long, it will cause a distraction and interrupt viewers' experiences. Meanwhile, if the video is too short, it is hard to obtain and evaluate the information. However, in the research of Yüksel, she stated that according to Jarboe (2012), the length of the video has no influence on the determination to share the video but the strength of emotion that the video provides is an essential factor for people in sharing the content. In general, the beauty consumers want to acquire reliable, fast and effective sources of information that enables them to understand the product and make a final purchase decision. Therefore, the hypothesis is adapted that the factors mentioned above can affect the path of information obtained and the consumer purchase intention (Yüksel., 2016).

- *Hypothesis: The characteristic perceived through video blogs positively affects the consumer purchase intention*

Finally, the last hypothesis is focus on the attitude of the consumer after watching the video and their final purchasing decision. According to Bouhlef et al., (2010), attitude refers to a positive or negative orientation of the consumer toward a specific product or brand and the consumer who has a positive attitude tends to make a real purchase. The attitude obtained from the source of the information can positively or negatively drive personal behaviour in the purchasing path. During product research process, if consumers perceive the value of information provided, they may change their attitudes as well as the intention to use the product or service. The consumers' attitude toward purchase can be defined as a feeling, thought or belief after watching the video (Yüksel H., 2016) and is affected by recommendation, product benefit over reviews, and appearance affect from social influencers. The adapted hypothesis is:

- *Hypothesis: Attitude towards a purchase positively affects the purchase intention.*

To sum up, all these hypotheses mentioned above are related to the perception of consumers to the information presents in video blogs and may have an impact on their purchasing decision. The consumers' path to purchase has been changed so far where the demands for product benefits constantly increase and more effort are spending on the product searching process. Beauty consumers has shifted the attention to video blogs and

rely on these reviews as they perceive the source of consumers' opinion review as more independent and reliable than marketer information. The video information may help reduce the risk and uncertainty in the final purchasing process, and hence provide consumers a source to discover product quality over its cost as well as change their attitude toward brands or products.

The following chapter will discuss the theory of consumer buying behaviour which focus on defining the consumer buying decision process and factors influence on their buying behaviours.

3 THE CONSUMER BUYING BEHAVIOR

In this section of the research, the definition of consumer and the consumer buying behavior will be discussed to create better understanding regarding the factor of influences on purchase intention and buying process.

According to Kardes, F.R., Cronley, M.L & Cline, T.W. (2015), “consumer devote a great deal of effort, time and material wealth to evaluating products and services and purchasing and using product of all kinds”. People tend to buy the product/service that they have done good research on it and they are searching for the satisfaction from the added value of that product. Nevertheless, in the path of making a purchase decision, people’s behavior as a consumer is a critical component that marketers and brands should take into consideration.

The term consumer can be used for either individual or organization consumers. An individual consumer purchases the product or service to satisfy his/her own needs and wants or to satisfy the someone else needs and wants (Kardes F.R. et al, 2015). The individual consumers come from different parts of society, background, ages, and lifestyles. It is different from a buyer – who are acting either as ultimate, industrial, or institutional purchasers who gives or transfer money to the seller to secure a product. The consumer, on the other hand, is a person who uses the product or service without transferring or selling it to other people. They are often called the “end-users”, whom the products or services are ultimately designed for (Lee E. 2013).

The marketplace is filled with both useful and superfluous information about brands and products which sometimes makes the consumer feel overwhelmed and confused. The consumers are constantly making a purchase decision regarding the purchase of products or services in which many stages are involved ranging from nearly automatic to highly structured problem solving (Kardes F.R. et al, 2015, 225).

3.1.1 The consumer decision process

The purchasing paths of an individual are different from each other based on their characteristics, knowledge, background, motivations, lifestyle and their needs. There are many factors that stand behind the reason why a consumer buys this product instead of

the other with the same types. Despite the different influencing factors, people still share a basic decision-making process including five stages that guide them from the beginning to the final purchase as shown in Figure 3 (Kardes, F.R., Cronley, M.L & Cline, T.W. (2015).



Figure 3: The traditional model of consumer decision making - Kardes, F.R., Cronley, M.L & Cline, T.W. (2015)

- **Problem recognition** refers to the acknowledgment of the customer's perception between the desired stage and the actual stage (Kardes F.R et al., 2015, 234). Any internal or external stimulation can trigger the needs or wants and motivate the consumer to the buying process in order to eliminate the sense of deprivation. The problem recognition can as well become an opportunity or a need awareness that a marketer should pay attention to and carefully research to satisfy the needs, wants and opportunities of the customer.
- **Information Search** is the stage where the consumers gather the information to inform the purchase and satisfy their needs. According to Kardes F.R et al., (2015, 240), the information searching stage can be affected by the internal and external search in which the consumers will not need to seek the information in case of a low involvement decision or a routine purchase. On the other hand, consumers will search for the external sources of information with personal opinion (e.g., friends, family, relatives, community), market sources (e.g., advertisement, brochure), or public sources (e.g., magazine, internet) when the purchasing decision requires high involvement and high risk
- **Evaluation of alternatives** refer to the stage where people have determined what will satisfy their needs and start to seek out the best deal in the market. Depending on the motives and goals of satisfaction that the consumers can establish their own criteria for evaluating the alternative of choice (Kardes F.R et al., 2015, 240)
- **Final Decision** - Following the result of the evaluated information, the consumers rank the products based on their criteria and come up with the final decision

among the alternatives. According to Kotler and Keller (2009), there are two factors that can interfere with the consumer's purchase intention and purchase decision including the attitude of the others and unanticipated situation factors. Attitudes from the others occur when the opinion of an important person is given before the final decision is made. The impact on the consumer's final decision depends on the level of positive or negative view as well as the person's motivation regarding the given opinion. Kotler (2009), has also stated that consumers are undoubtedly influenced by the infomediaries who publish their evaluation for example on YouTube, Amazon, or blogs.

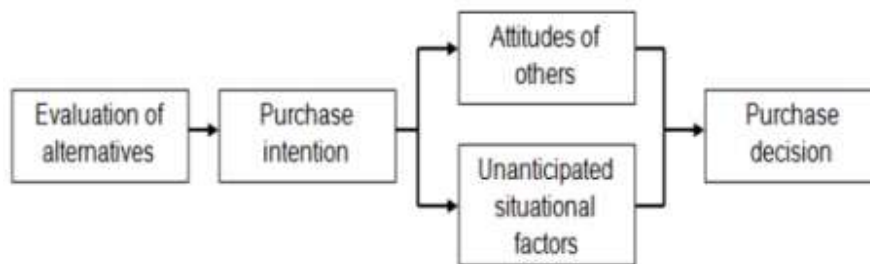


Figure 4: Step between evaluation of alternative and a purchase decision (Kotler and Keller 2009, 172)

Unanticipated factors refer to the unexpected situation that alters the purchase intention, for example, an expected change in financial ability. Therefore, in the path to identify the consumer purchase behavior, preference and purchase intention cannot be served as a consistent and reliable predictor (Kotler and Keller 2009). Furthermore, the decision process involves more than making the decision to purchase, the factor like price, benefit, a method of payment and return policies also plays as an alternative affecting the process.

- **Post-purchase behaviour** determines the process of evaluation products or services after purchase where the consumers' satisfaction is taken into consideration (Kardes, F.R. et al., 2015, 253). Consumer satisfaction is important because it influences future purchases. When the consumer experiences and expectation dissonance, the choice is devaluated leading to dissatisfaction and increase the level of abandoning a current brand. Some researches show that consumer satisfaction

positively influences the repeat purchase intention and leading to higher spending; thus, translate into brand loyalty.

3.1.2 Factors influence consumer buying behavior

Within the digital ages where the market is driven by technology, the consumer buying process is becoming complicated and is affected by various factors (e.g., culture, political, environment, economic, social). (See Figure 5)

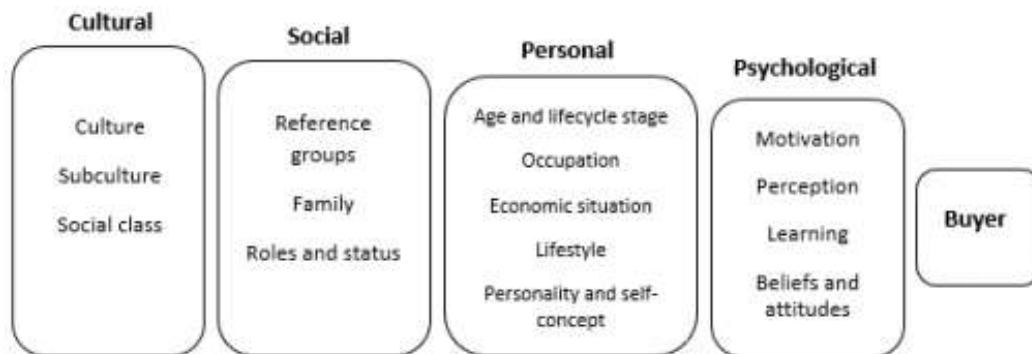


Figure 5: Characteristic influencing consumer buying behaviour - Armstrong and Kotler 2003, 193

According to Armstrong and Kotler (2003, 192), there are four major factors that have an impact on consumer buying behavior: cultural, social, personal and psychological. These factors are divided as an internal and external factor and directly influence on the consumer purchasing decision. The marketers have to take these into consideration to target the right audience.

- **Cultural factor** is divided into three subcategories: culture, subculture, and social class. Culture is a complex belief of human which is nourished and influenced by the environment the consumer lives in. Every group of society has a culture, and the cultural influences on the buying behavior may vary greatly from country to country. People that come from the society with emphasizes the individualism will tend to buy the product that makes them stand out while people come from the collectivism culture will seek the information or advice as well as the social acceptance before making a purchase. Or people from different social class will expose to different needs and wants which leading to different buying behavior (Essay UK, 2013).

- **Social factor** is divided into reference groups, family and roles, and status that have a different impact on a consumer's behavior. Consumers are affected by the people around them such as family members, friends, co-workers or opinion leaders in the reference groups (Armstrong and Kotler, 2003). Today, with the introduction of the Internet and social media, the rise of user generated content online gives the consumer another source of information to seek opinion and advice. Therefore, targeting a specific group of consumers within the similar interest of product might create the consumer's need that can leverage the sale of one brand
- The third factor affecting the consumer buying behavior is **personal characteristic**. The personal factor refers to the age and life-cycle stage, profession, economic situation, lifestyle, personalities, and self-concept. Each of these characteristics has a different impact on the consumer behavior that the marketer should identify which stage that their target customer belongs to and take the advantage in influencing their behavior.
- Last but not least, **Psychological factor** which refers to the impact of personal motivation, belief, and attitude, learning, and perception. This is considered as the internal factor that can leverage both positive and negative attitude of the consumers toward a specific product or brand and guide them to the decision making. The motivation is driven by the consumer needs that they want to satisfy (Kardes F.R et al., 2015). Motivation arouses and guide the consumer towards a certain goal that needs to be satisfied in a certain period – psychological needs, need of security, social needs, esteem need and self-actualizing needs (Armstrong & Kotler 2003, 202, 204). Despite the beliefs that people are now more concern about the benefit and value given by the product, the Maslow's theory still plays an important part for the markets and brands to learn about the consumer's need.

Another factor related to the psychology concept is when people feel the motivation to purchase something, they will start to seek product information which will influence his/her perception of the situation. The perception process is where the individual receives, organizes and interprets the information in order to proceed the buying decision. In order for a product to succeed, the products or services should be presented in a way that they will bring value and benefit that the consumer desires (Lepistö E.J et al., 2017).

3.1.3 The consumer purchase intention

The consumer purchase intention plays an essential part in the decision-making process and closely related to consumer buying behavior as people use it to predict the buying process and their attitude. The research of Mirabi V., Akbariyeh H. & Tahmasebifard H. (2015) stated the study of Shah et al., (2012) that, purchase intention refers to a kind of decision-making of consumer that emphasize the reason to buy a particular brand or product. In the same research of Mirabi et al., (2015), the theory of Morinez et al. (2007) has been stated that purchase intention as a situation where consumers buy a certain product in a certain condition. In general, purchase intention refers to the consumer's willingness to proceed the buying action toward a product or service. The increase in information flows disperses the consumers' evaluation and decision-making that creates a difficulty for consumers to rely on the information. Moreover, this problem also creates a challenge for marketers to determine the consumers' buying process, how they interpret and use the information in relevant to their purchase decision (Have C.E., 2017).). For instance, the purchase intention can be used to predict the consumers buying behavior as positive intention can lead to the actual purchase and reflect the consumer's positive commitment over the brands or product (Chen L., 2014).

To sum up the theoretical framework, there are many factors both internal and external that can affect the consumer buying intention. The consumer can proceed a different way to reach their final goal but they all share the same buying process. Social media or beauty vlogs has given has given the consumer a new means of communication as they can interact, seek, share and benefit from the other's experience. Today, the consumers especially beauty consumers - do not spontaneously choose a product, they spend time on investing the information, benefit, and usability to make sure that it can give them the value that they desire. Eventually, information and feedback are constantly circulating among the online community (Lee E. 2013). As a result, when the information is visible and accessible online, the consumer's decision to perform an action are easily influenced not only by normal factors of buying behavior but also are affected by the perceived of information as credibility and useful source as well as the characteristics of videos.

4 EMPIRICAL RESEARCH

The objective of this section is to give insight into the empirical research of the study based on the quantitative method. During this chapter, the research methodology will be explained as well as the questionnaire structure and how the data is collected. Finally, the result will be discussed and linked to the hypotheses drawn up in the theory part to examine the reliability and validity of the research.

4.1 Research method

The thesis is written by using primary data and secondary data with the aim to examine the influence factors perceived from beauty vlogs on the consumers' purchase intention.

The secondary data refers to the literature review mentioned above, which is gathered from the books, articles and online platforms. The literature review plays an important role in the thesis because it helps to establish the fundamental, the hypotheses and neglected the research objectives as well as construct the empirical research. In the theoretical study, there are four hypotheses related to the consumer perception towards the information in YouTube videos that may influence the purchase intention. The hypotheses are adapted from the original study of Yüksel, Hale (2016), the study was conducted as a survey among student of VAMK in Finland. The adapted hypotheses include:

- H1: The perceived video characteristic positively affects the consumers' purchase intention
- H2: The perceived credibility of the information positively affects the consumers' purchase intention
- H3: The perceived usefulness of information in the video positively affects the consumers' purchase intention.
- H4: Attitude toward the purchase positively affects the purchase intention.

The primary data refers to the original data collected for a certain purpose and often used to prove a hypothesis. There are various methods to collect the primary data including a questionnaire, survey, personal's interview or observation. These types of research are classified into two types – qualitative and quantitative method.

Quantitative research is a method emphasizing in objective measurements, statistical or numerical analysis of collected data from the questionnaires, survey or polls. The quantitative research helps to test a concept or prove a hypothesis by observing the data from a large sample of population. On the contrary, qualitative research refers to a method of collecting information on a text-based format. Unlike the quantitative research, it is often used to the propose or develop a concept or a hypothesis and the answer is analysis not only based on basic questions type but also from the respondents' view point and their behavior. Qualitative research can be conducted as a case study, face-to-face interview or in-depth interview using unstructured or semi-structured question (Alasuutari 2010, Stake 1995 & Yin 1989).

As the main objective of the research is to examine the influencing factors of beauty vlogs on the consumers' purchase intention, the quantitative research with an online survey is believed as an appropriated method, since it provides people an opportunity to answer the questions and give opinions confidentially. Moreover, the large number of respondents can give a good range of answer for later analysis.

4.2 Data collection

As mentioned above, the quantitative method is chosen as the main method and is carried out in a form of an electronic survey. The survey was created based on the adapted hypotheses and divided into two different sections. The first section begins with demographic questions (e.g., personal information, social media usage time, the frequency of purchase) to identify the target audiences and map them into different groups. The second section focuses on examining the factors of influence on the consumers' buying intention perceived through the information from beauty vlogs. As the research targets mainly to the female consumers, the second section is divided into two separate parts based on gender: (1) influences of beauty vlogs on female consumers and (2) influence of vlogs on the male internet users. It is because of the demands for true and long-term beauty has dramatically developed among female consumers than male consumers which lead them attracted more to beauty vlogs.

On the other hand, male consumers tend to be attract to the others kind of vlogs on YouTube. Therefore, the questions are designed to find out what type of videos they often watch and if it affects their buying behavior.

The demographic questions are designed as multiple-choice questions in which the respondents can only choose one specific values. In section II, the answers are designed as a Likert scale with the ranking level ranging from “Strongly agree”; “Agree”; “Neutral”; “Disagree” and “Strongly disagree”. The questionnaire used English as an official language and the questionnaire is presented in Appendix.

The questionnaire is designed as an online form by using Google Forms and it is conducted among the student in Vaasa University of Applied Sciences (VAMK) during week 44 to week 46 in the year 2018. At first, it was examined by my thesis supervisor, Ms. Rosmeriany Nahan-Suomela and then was sent to VAMK’s students via email twice. The answer of each respondent is kept confidentially and is transferred to the database for further analysis after they finish the survey.

4.3 Result analysis

Once the process of data collection is completed, the data will be carefully analyzed using Excel tools. Google Forms provides the researcher with a report in Excel. From here, the collected data is systematized and converted into percentages to create charts and table to support the research purpose as well as draw up a conclusion and suggestion for further research.

4.4 Reliability and Validity

According to Heale & Twycross (2015), “validity is defined as the extent to which a concept is accurately measured in a quantitative study”. In other words, a research is valid as it can provide the measurement inconsistent to what the research aims to. A high validity research qualifies when the evidence and literature support the interpretations of the result. Moreover, the questionnaire design, questionnaire structure, and accurate pilot testing also impact on the validity (Saunders et al., 2009). In order to ensure the validity of the research, a theoretical framework was done to acquire an understanding of vlogs trends and consumer buying behavior to create a foundation for the adapted hypotheses. Before sending the survey to targeted respondents, the researcher had consulted with and approved by thesis supervisor when outlined the questionnaire. Moreover, a pilot test was sent out to a group of people to get suggestions and comments for the latest modification.

However, the questionnaire design in a form of Likert scale answer has created a challenge to analyze the research and decrease validity as no extreme decision is made in some sub statements. The answers should remove the “Neutral” option and give an extreme disagree or agree options generate clearer opinions.

On the other hand, reliability refers to the consistency of the study findings (Heale & Twycross, 2015). The research is considered reliability when the instrument measures the same way each time under the same condition with the same subjects. For this study, the survey was conducted on a large sample size of 3230 students currently study at Vaasa University of Applied sciences. As the result, 235 questionnaires were completed which provide a good range of answers to yield consistent finding; thus, helping the researcher come up with a reliable conclusion.

5 RESULT AND ANALYSIS OF THE RESEARCH

The questionnaire was conducted among the students from different departments at Vaasa University of Applied Sciences via email. Among 3230 students currently studying at VAMK, 235 students participated in the survey, which accounted for 7.3% of the total population. This section will focus on analyzing the data collected and discussing the finding related to the hypothesis mentioned in the theoretical part.

The survey is divided into two sections (1) general information and (2) influence factors on consumer purchase intention. The first section consisted of the demographic characteristics of the respondents regarding their personal information, income, and the frequency of cosmetic purchases within one year. As mentioned above, the research focuses more on female consumers as they spend more time on beauty vlogs; thus, the survey is divided based on the gender of the respondents. The female consumer will continue to the next section which includes the questions related to their experience with beauty vlogs and sub statements added to examine the adapted hypotheses. On the other hand, the male consumer will continue to section 3 with questions asked about the other types of video they watch on YouTube.

5.1 The general information

The objective of the first section is to understand the consumer's background and define which group they belong to. In addition, the frequency of cosmetic purchase and point of purchase is also structured to support the findings. The demographic characteristics of the participants are illustrated in the Figures 6 below.

Among the 235 respondents, 63.6% of them are female, whereas the number of male respondents is 36.4%. This met the demands of the research purposes.

The respondent's gender

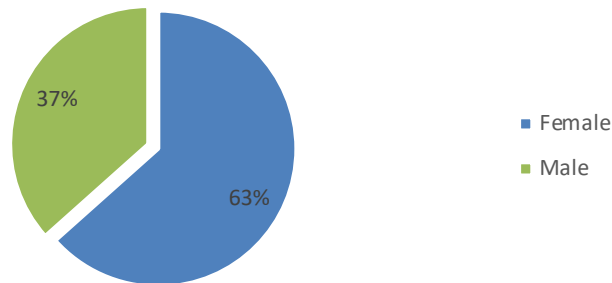


Figure 7: The respondents' gender

The respondents' age

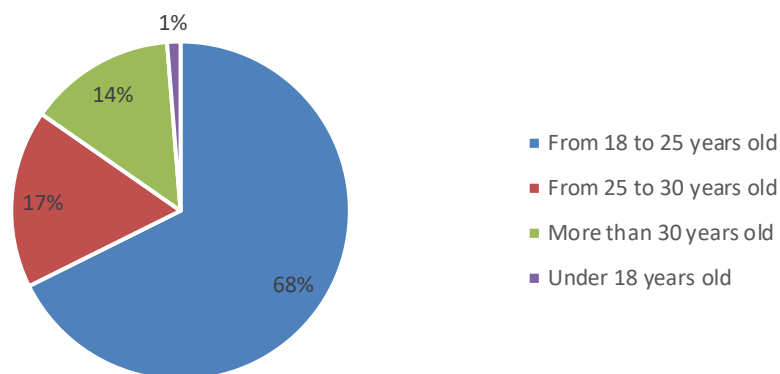


Figure 6: The respondent's age

The respondents' age is classified into four groups as showed in Figure. Most of the participants fall between the age of 18 to 25 years old with accounted for 67.8% and followed with 16.9% of consumers from 25 to 30 years old and 14% of consumers are being more than 30 years old. Only a small group of people (0.01%) are under 18 years old. The statistic result has shown that the overall respondents were quite young, who are between the age of 18 to 30 with a higher rate of response for women than men. The age of consumers also important in finding whether or not they are affected by beauty vlogs as a different group of people will have a different approach in the information search and the buying process.

As the survey is run among university student, the occupation of the respondents, as well as their income, also mentioned in the survey to define their professional and financial support. According to the theory of consumer's buying behavior stated above, personal characteristic as the professional, lifestyle and economic may affect their buying intention and purchase decisions. Moreover, cosmetic products are vary in brand and price; thus, consumers will have various choice when buying a product and how they purchase according to their needs is also different from each other. The result is showed in the

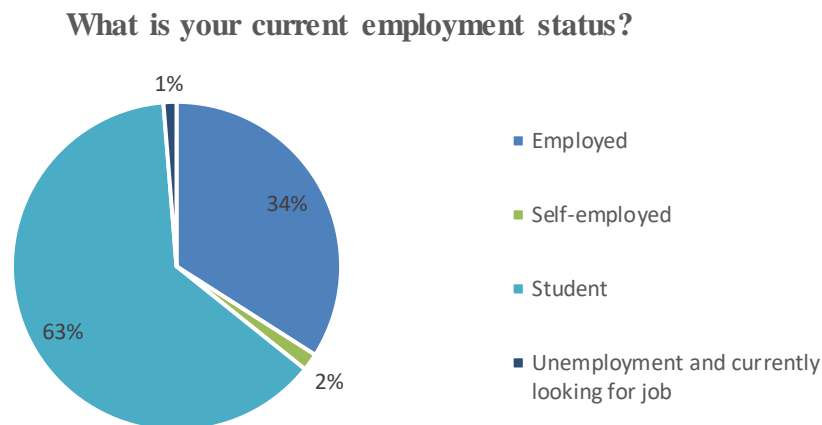


Figure 8: The respondent's employment status

Figure 8 below. Most of the respondents are currently studying at VAMK which share 62.7% of the total population.

The income question is classified into four categories where people can choose which group of a financial level they belong to (See Figure 9). The monthly income refers to parents' support, government grant, scholarship, part-time job, etc. The respondents' financial groups diversified with the majority of 39.8% people having an income which fall between 500 to 1000 euros a month and followed with 31.4% of the respondents' income below 500 euros. This is understandable because most of the respondents are currently studing, while there is a small amount of them are employed with a full-time job or a part-time job.

The financial income plays an important role in consumers' buying behavior (Kardes F.R et al., 2015). Consumers with lower income will probably consider which product is affordable and worth the price. Therefore, they will spend more time searching for the product information on the Internet, from the beauty vloggers and so on; thus, they will choose

the media channels that can give them the needed information in the short period of time. Moreover, the appearance of information from advertisement and beauty video blogs may have various effects during the information search process which will lead to the consumer's buying decision.

Please indicate your monthly income

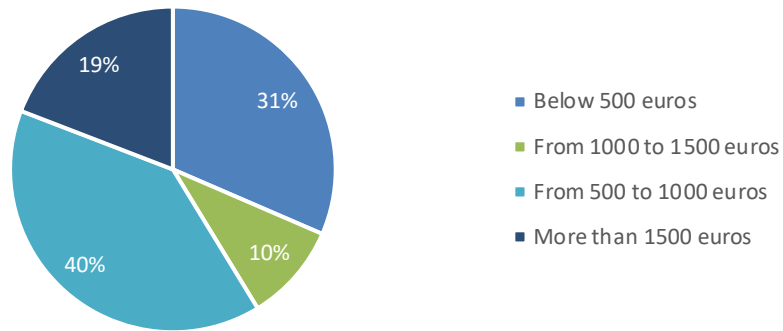


Figure 9: The respondent's monthly income

The next question asked about the frequency of cosmetic product purchase that the consumer make during a year. There is a difference between female and male consumers' answer. The answer is divided into four categories (see Table 2). Among the 86 answers from the male respondents, there are 38% of them who make a purchase 2 to 11 times a year while 29% buy cosmetic products once a month. However, the number of people who make no purchase is apparently high, if consider the total number of people participate in the survey. On the other hand, female consumers frequently buy beauty products within a year. Among the 149 female respondents, the answer percentages are divided evenly between the three options in which 40% for “once a month”; 21% for “2 to 5 times a month”; 38% for “2 to 11 times a year”.

Frequent of purchase	Male consumers	Female consumers
Once a month	29.1%	40%
2 to 5 times a month	7.0%	21%
2 to 11 times a year	38.4%	38%
never	25.6%	1.3%
Total	100.0%	100.0%

Table 1: The frequent of cosmetic product purchase among male and female consumers.

The following question asked about point of purchase where consumers make a purchase. With the dramatical development of the Internet, people can find and purchase any kind of product online from all over the world without any limitation. As a results, more beauty products are sold online which put the consumers between thousands of alternatives. Although the Internet makes it easier for people to purchase goods, it is hard to test the quality and compatibility of the products since they are not visible and cannot be returned. Therefore, consumers will spend more effort in searching for the product review/feedback from the other users who had experiences with the product before making the final purchasing decision. Table 2 below shows the point of purchase where the beauty products are often acquired. There are four options of which 53% among the 235 respondents buy the products “at the store” while 35% purchase it in-store and “online”.

	At where?
At the store	53%
At the store, Online	35%
Never	4%
Online	8%
Total	100%

Table 2: Point of purchase

The demographic characteristics of the respondents also asked about their nationality, but this will not be discussed in this analysis. The answers acquired from the questionnaire are diverse due to the fact that VAMK's students come from many different countries. Finnish and Vietnamese accounts for most people who participated in the questionnaire. Even though the culture has a certain impact on the consumer’s buying behavior and the environment where they form also affects their mindset in the information searching process, as the researcher, I will assume that the respondents all share the same process of looking for the information from online sources, especially beauty vlogs, before making the final purchasing decision.

5.2 Analysis of the adapted hypotheses

In the second second of the questionnaire, the adapted hypotheses and its analysis will be discussed. This part of the survey contains multiple choice and Likert scale questions,

focus mainly on how the consumer perceives the information through video blogs and how it affects their buying intentions.

Firstly, the section opens with several multiple choice questions asked about the time consumed on beauty video blogs and if the respondents follow any beauty vloggers/channels. There are 149 female who respondents participated in the second section. According to the results, the majority of people spend less than 1 hour a day watching beauty vlogs and no one watches the videos more than 4 hours a day (Figure 10).

Hours a day spend on beauty-related contents on YouTube channel

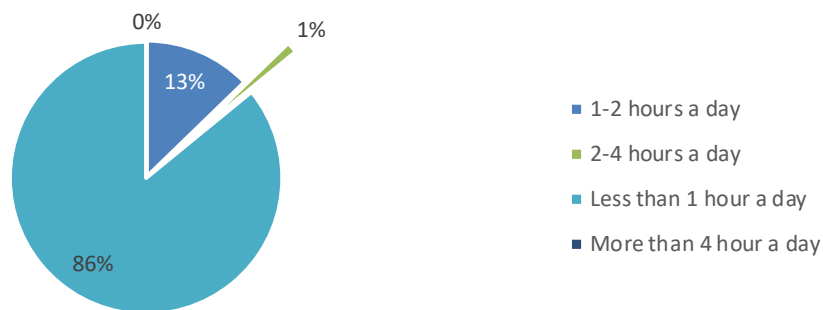


Figure 10: Time consuming on beauty-related contents on YouTube channel

In addition, the result shows that there are 60% of the participants subscribe to YouTube channels as well as 64% seek for product reviews (Table 3). This consumer's act reflects that the influencers in the beauty industry have gained the popularity and impact on the consumers than the traditional celebrities (Rahmi Y et al., 2016). The subscribe button on YouTube helps the viewers save the channel they like and set a notification when a new video is uploaded. Moreover, they can save the videos to their favorite list for further research and being suggested similar video contents by YouTube channel. (Table 4).

An- swers	Frequency of Do you subscribe to any vloggers/chan- nel?	Total answers in percentage	Frequency of Do you seek for a product re- view before making the purchase?	Total answers in percentage
No	59	40%	53	36%
Yes	90	60%	96	64%

Table 3: Question 9 and 11 answers in percentage – Appendices

However, the consumers have their own opinion and criteria when choosing cosmetic products and not all of them always rely on the information available on beauty vlogs. Table 5 below showed that only 8% of the respondents always rely on the recommendation or reviews from beauty vlogs or the influences to make their final decision while the majority carefully consider the alternatives and “sometimes” rely on the provided information (Question 12 - Table 4). (Appendices)

	frequency	percentage	valid percent
sometime	99	66%	66%
Always	12	8%	8%
Rarely	25	17%	17%
Never	13	9%	9%
Total	149	100%	100%

Table 4: Reliability on the provided information

To link the research with the theoretical framework, the questionnaire is designed with 5 Likert scale questions to examine the hypotheses of consumer’s perception of information and its effects on the purchase intention. The scales measure levels of agreement and disagreement.

As the respondents are asked to rank their opinion for each question on the scale of 1 to 5 – “Strongly agree”; “Agree”; “Neutral”; “Disagree” and “Strongly disagree”; the result will reflect their unbiased opinions and helps to determine the validity of the adapted hypotheses.

5.2.1 Hypothesis 1: The perceived video characteristic

The first hypothesis was adapted to examine the perceived credibility of information on the consumer purchase intention. As mentioned above, the visual image of the of beauty generated content make a huge impact on the viewer’s attitude as people want to have a look at the product in advance. The question is classified into 3 statements in which the video’s content, the quality and the length of the video is tested.

The first and second statement gained positive responses with a high percentage in agreement while the third one has the number of responses evenly divided into three options of “strongly agree”; “agree” and “neutral” (Figure 11). Among the 149 respondents, 51% of the population agreed with the statement that “if the content is well-presented (both

verbally and visually), it affects my perspective on the product”. Moreover, 43% of people chose “agree” and 39.6% chose “strongly agree” over the statement of “the quality of the video often affects my motivation to obtain the information”.

The third statement mentioned about the impact of the video length on the consumer’s motivation to watch the video. The responses are somewhat equally divided into three options with the highest in “agree”, which accounted for 34.2% of the total population (Figure 11). The result showed that the length of the video has no influence on the determination to keep watching the video and it might depend on the consumers interest (Yüksel, H., 2016). As a result, the video characteristics do have an impact on the consumer’s perception towards beauty vlogs and the information given.

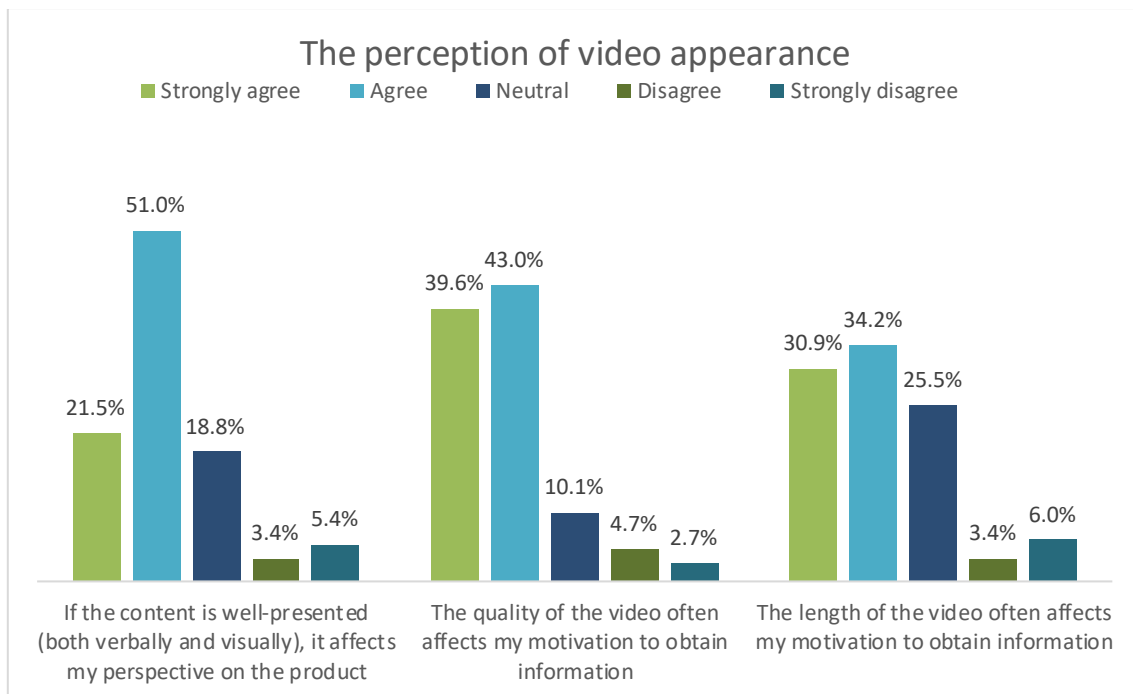


Figure 11: The perception of video appearance

5.2.2 Hypothesis 2: The perceived credibility of information

The following question is determined with the aim at finding out if the consumer perceives the given information as a credibility source (see Table 5).

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
The knowledge/experience of vloggers has certain influence on my buying decision	23%	38%	23%	11%	5%	100%
I feel more reliable to hear the review from my familiar vloggers	14%	44%	28%	9%	6%	100%
The popularity of beauty vloggers does affect my purchasing	9%	32%	30%	23%	6%	100%
I feel more reliable without seeing commercial collaboration with brand in beauty vlogs	26%	32%	31%	7%	4%	100%
I prefer to hear about the product that is actually tried by beauty vloggers.	28%	44%	20%	5%	4%	100%
I prefer watching social influencers' video rather than brand's celebrity endorsement.	29%	36%	25%	7%	3%	100%
If the video is viewed or liked by many people, it affects my perspective on buying decision	9%	28%	36%	21%	6%	100%

Table 5: Credibility of the information

The statements “the knowledge/experience of vloggers has certain influence on my buying intention”; “I feel more reliable to hear the review from my familiar vlogger” and “I prefer to hear about the product that is actually tried by beauty vloggers” gained a high amount of agreement among the other questions (38% to 44%). These statements reflect that the reviews to video created by a former customer or a beauty influencer are more informative and persuasive than the company advertisement. Furthermore, the information is more reliable if the influencer uses the product and shares his/her transformation/experiences. Surprisingly that the responses are evenly divided into three options of “strongly agree” with 29%; “agree” with 36% and “neutral” with 25% for the statement of “I prefer watching social influencer’s video rather than brands’ celebrity endorsement. This showed that despite the rapidly growing of social influencer and their impact, the celebrity endorsement still attracts the consumer’s attention.

The same amount of responses applied to the statement of “I feel more reliable without seeing commercial collaboration with a brand in beauty vlogs”. While most of the respondents chose “strongly agree” (26%) and “agree” (32%), the “neutral” response accounted for 31% among 149 people participated in the survey. As mentioned in the theoretical framework, for the UGC, credibility is considered an independent and objective source without being managed or manipulated by the companies or no monetary bond exist. The question gained a positive response with the majority of the agreement, but still, a certain amount of people stand between the options.

The statement “the popularity of beauty vlogger does affect my purchasing” gained 32% of “agree”, 30% of “neutral” and 23% of “disagree”. The popularity is understood as the level of influence that the beauty vloggers have gained during their activities on YouTube and outside of YouTube. The number of likes and views also reflect the credibility of information perceived from beauty video blogs. The statement “if the video is viewed or liked by many people, it affects my perspective on buying decision” gained 28% of agree and 36% of “neutral” among 149 female consumers.

As the result gained positive agreement among the respondents, it can be claimed that the credibility of the information can affect the consumer’s perception towards purchases. Although, there are several factors that might interrupt their behaviour, in general, the contents in beauty vlogs are still considered as a credible and unbiased sources from the consumer perspective.

5.2.3 Hypothesis 3: The perceived usefulness of information

The third question focus on the usefulness of the provided information. The question is classified into three statements of perceived usefulness from the consumer perspective. The statement “I think that the product information given in the video make my purchase easier” and “I have developed good knowledge on beauty product and my skin through vlogs” reflect the practicality of the information in which it helps the beauty consumers define the needs for their skin, develop the knowledge for certain types of product and ease their purchasing process. The first statement gained 49% of “agree” and 32% of “neutral” option while the second statement gained 34% of “agree”; 14% of “strongly agree” and 30% of “neutral” among 149 respondents. The statement “I find more helpful if the vloggers have good interaction with the audiences” reflects the impact of the interaction between the viewers and vloggers. As discussed in the theoretical framework, the interaction affects the consumer’s buying intention in a way that helps them come up with a final purchasing decision among the alternatives. Some people may perceive the source of information helpful if they find their concern answered in the comment field by the influencers. The statement gained 44% of “agree”; 16% of “strongly agree”; 30% of “neutral”. In general, the question achieved a positive answer with the agreement that the information provided through video blogs benefit the consumers during their purchasing process (Table 6).

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
I think that the product information given in the video make my purchase easier	9%	49%	32%	7%	3%	100%
I have developed good knowledge on beauty product and my skin through vlogs	14%	34%	30%	11%	11%	100%
I find more helpful if the vloggers have good interaction with the audiences	16%	44%	30%	6%	5%	100%

Table 6: The perceived usefulness of information

5.2.4 Hypothesis 4: Attitude toward purchase positively affects the purchase intention

The following questions are designed to support the adapted hypothesis that the attitude perceived through video blog can affect the consumer's buying intention and lead to the final decision.

The statement "the look of product on vloggers affect my purchase decision" reflect the consumer's attitude toward the specific feature of beauty created contents. The statement gained 40% of "agree" and 35% of "neutral" among 149 female consumers. In addition, the statement of "the compatibility of the product affects my purchase rather than influencer's recommendation" reflects the importance of product benefit to the consumers than any other factors. The question gained 44% of "agree" and 13% of "strongly agree" while 31% of people chose "neutral". It is considered a positive result that people pay more attention to the benefit and usability of the product than follow the influencers' recommendation even though there still be an uncertainty among the participants (see Table 7).

However, the result turned surprisingly when there is a controversy within the statement "I only watch beauty vlogs for entertainment". Due to the development, beauty vlogs are far more perceives as an essential helpful tool for product search and people often rely on them. From the result, we can see that the answers are equally divided into all options

that 30% of people stand between the option (Neutral), while 24% agreed and 22% disagreed with the statement. As a result, the findings showed that beauty created contents and influencers provides a powerful and credible source of information where new products or brands are shared and reviewed. However, this does not imply that YouTube video blogs could influence consumers to make the purchase.

	The compatibility of the product affects my purchase rather than influencer's recommendation	The look of product on vloggers affects my purchase decision	I only watch beauty vlogs for entertainment
Strongly agree	13%	5%	12%
Agree	44%	40%	24%
Neutral	31%	35%	30%
Disagree	9%	15%	23%
Strongly disagree	3%	5%	11%
Total	100%	100%	100%

Table 7: The consumers' attitude toward purchase

5.2.5 The other factors influence on the consumer purchase intention

The next question focuses on the purchase intention of the consumer after perceiving the information from beauty video blogs. The question aims at defining the influence factors based on the theoretical framework mentioned in the consumer part that might affect the final purchasing decision. The results are shown in the Table 8.

Variations	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
I will purchase the products that have more recommendations compare to the others	13%	44%	28%	13%	2%	100%
If my friends, family also use the recommended product in the video, I will purchase it	21%	48%	23%	7%	1%	100%
I will buy the recommended product even though i don't need it	0%	3%	11%	39%	46%	100%
I will purchase the product because of its benefit rather than its appearance (packaging, design...etc)	30%	30%	22%	14%	5%	100%
The price of product has certain influence on my buying decision despite good recommendations	36%	38%	15%	7%	4%	100%
I don't mind if that is a dupe product as long as it has good quality and compatible to my skin	20%	28%	28%	13%	11%	100%

Table 8: The influence factors on consumer buying intention

The reflection of a social factor is demonstrated under the statement of “I will purchase the product that has more recommendations compare to the others” and “if my friends, the family also use the recommended product in the video, I will purchase it”. The social factor is defined as a group of elements related to the person as individual and where they live in including family, friend, reference group, role and status (Armstrong and Kotler, 2003, 193). Both statements received a majority of the agreement which accounted for 44% and 48% as well as 13% and 21% for the “strongly agree” options.

The social factor also reflected in the statement “I will buy the recommended product even though I don’t need it”. The statement indicates the desire of consumers to a specific product. The consumers will have a tendency to purchase some products they don’t need depend on the situation, for example, a pop-up advertisement; a recommendation from friends or good reviews from the beauty vlogs. However, it does seem that the consumers will not spend their money easily just based on some information given. Based on the result, there is a strong disagreement upon the question in which 46% of the respondents chose “strongly disagree” and 39% chose “disagree”. As a result of the first three questions, it is clear that social influence factors do have a positive impact on the consumer buying intention, but it does not imply that the consumers will always make the purchase based on it.

The personal factor refers to the age and life-cycle stage, profession, economic situation, lifestyle, personalities, and self-concept is also tested in the survey by using the statement of “The price of a product has certain influence on my buying decision despite good recommendation” and “I don’t mind if that is a dupe product as long as it has good quality and compatible with my skin”. Both questions aim at defining if the economic situation effects on the consumer buying intention. While the first statement clearly states the impact of financial, the second statement targeted more on the side factors besides the economic situation. A dupe product is considered as the same type of the original product with the same quality but cheaper and more affordable. However, individual consumers will have a different perspective on dupe product, for example, the professional at different level might consider buying the original products due to their occupation, and financial income. As a result, the statement of “dupe product” received the responses fluctuated from “strongly agree” to “strongly disagree” as shown in the Table 8 above. Even though the majority agreed with the statement (20% of “strongly agree” and 28% of “agree”),

there still a disagreement and uncertainty among the respondents. On the other hand, the statement indicates the price of the product received a positive agreement in which 35% of “strongly agree” and 38% of “agree”. In general, the economic situation of an individual does have an influence on the consumers’ buying intention despite the good recommendation received from beauty vlogs and social influencers.

Finally, the last statement “I will purchase the product because of its benefits rather than its appearance” also received fluctuated responses rate. However, the response turned out positive with more agreement upon the question, so that 30% of the respondents chose “strongly agree” and “agree” (Table 8). The statement tests the psychological factor influence on consumer buying behavior. The psychological factor is considered as the internal factor that can leverage both positive and negative attitude of the consumers toward a specific product or brand and guides them to the decision making. Motivation arouses and guide the consumer towards a certain goal that needs to be satisfied in a certain period – psychological needs, need of security, social needs, esteem need and self-actualizing needs (Armstrong & Kotler 2003, 202, 204). The needs of benefit and the need of appearance in any type of the product can be considered as the psychological factor, which consumers want to buy the product as an investment on their beauty or to be respected by the others. As the result, the respondents showed that the benefit of the product is becoming more and more essential despite its appearance and the benefit can actually affect their final decision.

5.2.6 The satisfaction toward purchase

Table 9 below shows the results of the following questions in the survey which is designed to find out if the consumers are satisfied after a purchase based on recommendations and if the information changed their attitude for certain brands or product.

	Did you satisfy with your buying decision based on recommendation/review?	Are you likely to change your attitude towards a certain brand or product after watching positive comment/reviews from vlogs?
Yes	48%	82%
No	17%	18%
Sometimes	36%	

Table 9: Question 18 and 19 results

As mentioned in the theoretical framework, if the consumers perceive the value of information provided, they might change the attitude as well as the intention to use the product or service. The result shows that 82% of the respondents are likely change their attitude if a specific brand or product receives good recommendations. This means that people are positively affected by the information given through beauty vlogs. On the other hand, the consumers' satisfaction toward showed an uncertain opinion. The result achieved 48% of "yes"; 36% of "some-time" and 17% of "no". A few respondents stated that they are satisfied with most of the purchases; however, under the unsatisfied circumstance, it is understandable since people have different skin type and not every product will bring the same benefit to all individuals.

Besides YouTube channels, the beauty consumers can get product information and its reviews from various source. Among the given options from the question, Instagram is mentioned the most with 58% of the total population following with Facebook (42%) and personal blog (41.3%). There is no doubt that Instagram has gained the most answers

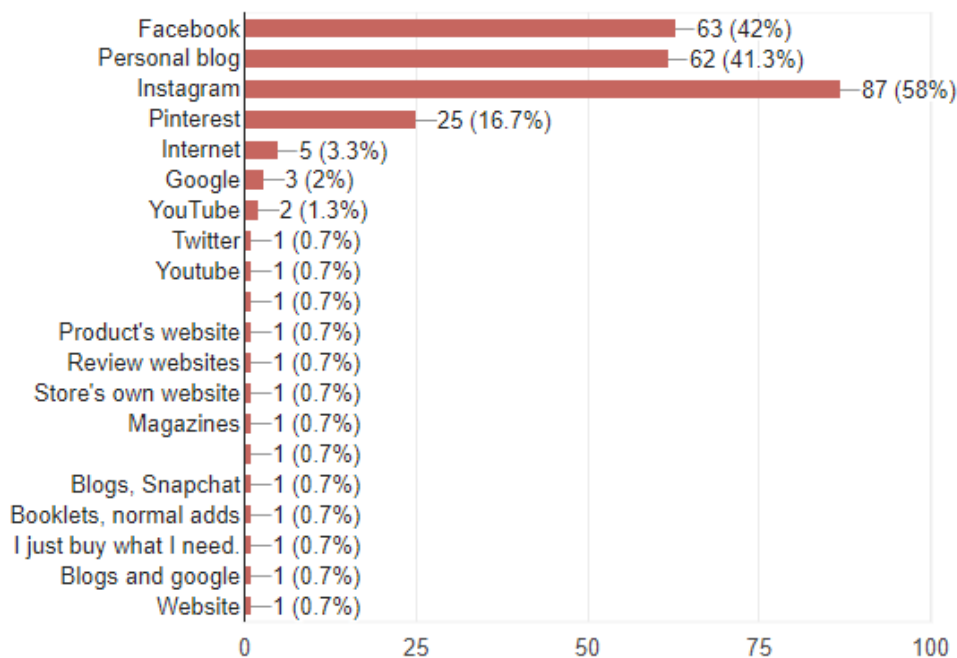


Figure 12: Source of social channel for product research

since it has developed recently with many key opinion leaders starting to use Instagram as a communication tool to interact and influence the user (see Figure 12).

The third section of the study is designed for the male consumers participated in the questionnaire. Because the study focusses mostly on female consumers who have a higher demand for cosmetic products, there are only four questions asked in this section. The first two questions asked about what type of contents the male respondents often watch on YouTube channel. Beside of beauty vlogs, the consumes can look for many kinds of product reviews (e.g., technology, houseware, interior, fashion). Based on the results, other types of contents are watched by the male consumers including video game walkthroughs, game streaming, sports, podcast, music video, travel and personal life, political content and tutorials. Among 86 people, 52% of them agree that the contents have a certain impact on their buying behavior and 48% of them disagree with the question. Furthermore, beauty vlogs are still a new topic for male consumers because of low demand on its usage and benefit. As the consumers are not familiar with beauty contents, the result for this section is not taken into for the consideration in this research study (See table 10).

	Do these Vlogs/Vloggers have a certain impact on your buying behavior?	Do you watch Beauty related content on YouTube?
No	48%	81%
Yes	52%	19%

Table 10: Male consumer data analysis

6 CONCLUSION

6.1 Summary on the research findings

The results of the empirical research were concluded based on the responses of 149 female participants. The research aims at examining the influence factors of beauty vlogs on the consumer purchase intentions by using the hypothesis adapted from the study of Yüksel, H. (2016). As the result, the research received 235 respondents participated with the age ranging from 18 to over 30 years old currently studying at Vaasa University of Applied Sciences. The income level ranges from below 500 to 1500 euros per month, which are considered as average since the majority is studying.

The research shows that in general the respondents are affected by the beauty created contents on YouTube channel in some circumstances. Despite some influence factors in regard with the consumers' buying behavior theory (social factor, personal factor, psychological factor), the respondents, in general, positively agreed that beauty created content has an influence on the way they perceive the information and their buying intention. As a result, the majority of participants are likely to purchase the products based on the social influencers' recommendation especially if the products receive good reviews or is use by friends and family members. This is considered as a source of credibility over the information and comply with the theory of Bouhlej et al (2010) that perceived credibility is the trust dimension that affects the adoption of a message in a positive or negative way and changes the consumers' attitudes. The theory also stated that more influence of beauty vloggers, the more people will base the buying decision on their recommendation. However, from the study result, the consumers' buying intention is not only depend on the influence of key opinion leaders but might depend on variety features.

Moreover, the appearance of video and the usefulness of the information also motivates the respondents to keep watching and using YouTube vlogs as a source for their product research. The results pointed out that if the content of the video is well presented both verbally and visually with high quality and also providing useful information, it positively affects the consumer's motivation to watch the video and also affect their purchase intentions. As mentioned in theory part, the content presented in vlogs plays an important role for their viral success. The content hypothesis mentioned point to the attractiveness

(Gladwell, 2002; Porter and Golan, 2006), and usefulness (Pousttichi and Wiedemann, 2007) of the information which is stated in the research of Khan and Vong (2014). As thousands of beauty videos are uploaded every day on YouTube, the quality and content of videos is the most important feature in making them stand out from the rest. The viewers will stay longer with a video if the contents are well presented both verbally and visually. For example, the contents have an interested script and are comprehensively equipped with materials. Some beauty vloggers also invest in a high-quality camera to improve their visual look; thus, attracting more views from the consumer than the others.

Nevertheless, there is still an uncertainty about the impact of beauty vlogs on the attitude toward the purchase as the result turned out neutral in some aspects such as the views/like of the video, the look of the product presented or the commercial collaboration between beauty influencer and brands. Individuals have different criteria and interested in the contents presented which can have different effects on their purchasing process. Although beauty vlogs play an essential role of the information search, consumers still facing different influence factors that affect their purchase decisions such as financial constraint or beliefs.

Besides YouTube channels, the other types of social media such as Facebook, Personal Blogs, Pinterest and Instagram are also one of the popular channels for people to collect the information as well as product reviews. Instagram turned out to be the most popular one among the respondents since it provides a source for sharing created content as a picture or short videos with a caption below. Many influencers also use IG as an inspiration channel besides their YouTube channel.

6.2 Suggestion

As the research is limited in time and scope, the research has tried to cover most the theory related to the subject but in a general perspective as to provide a big picture for the readers in context of beauty vlog trends and consumer buying behavior. Therefore, in further research, more in-depth knowledge on the consumer buying intentions, the factor of influence and interpersonal influence should be studied to gain clearer understanding on the subject. Moreover, a qualitative research method should be used in tackling the research objective as it can learn about the consumer behavior through their unbiased opinion and facial expression.

The research study can be conducted by using brands as a case for a further research. This can provide broader views about the advantages and disadvantages YouTube influence has on the companies. There is no doubt that the rise of YouTube influencers especially beauty influencers has dramatically changed the way brands are doing business and marketing today. The beauty brands have faced more challenges in introducing new products and engaging with their customer than ever before. Therefore, the study might offer a comparison between the company thinks and the consumer perception, which can help the company to gain more evident insight and predict the consume buying behavior.

6.3 Limitation

The greatest limitations of the research is the sample size and the time constraint when conducting the survey. The survey was sent out to 3230 students at VAMK from different departments and received 235 answers, which accounted for 7.3% of the total population. The number of students is collected from the school website. The survey could acquire more validity if it receives a larger sample from the consumers.

Another limitation of the research is the participants range of age. As the survey is sent to the student in VAMK, the range of age received was limited from 18 to 30. While the consumer behavior toward cosmetic products and beauty vlogs is quite different depend on their age, lifestyles, geography, and occupation, this research findings are restricted to a certain group of people. It would be better to have more participants of a different groups of age to study their behavior. However, due to the time constraint and resources, the research was restricted to only students at VAMK. In addition, an in-depth interview with several beauty consumers would be a helpful suggestion for the data collection since it can dig into the consumers' behavior through their unbiased opinion.

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APPENDICE

Influence of Beauty Vlogs on consumer buying behavior

Welcome to my thesis's survey about consumer buying behavior!.

This survey is designed with the aim to measure the impact of beauty vlogs on consumer buying behavior towards cosmetics products. The survey should take less than 3 minutes to complete and the answers provided will be kept confidentially and only be used for the data collection and analysis.

I am very appreciated for your spent time. Thank You!

* Required

Part 1: General information

1. 1. What is your nationality? *

2. 2. Please indicate your age *

Mark only one oval.

- Under 18 years old
- From 18 to 25 years old
- From 25 to 30 years old
- More than 30 years old

3. 3. Please indicate your monthly income *

Parent support, government grant, scholarship, part-time job, etc, also count. Mark only one oval.
Mark only one oval.

- Below 500 euros
- From 500 to 1000 euros
- From 1000 to 1500 euros
- More than 1500 euros

4. 4. What is your current employment status? *

Mark only one oval.
Mark only one oval.

- Employed
- Unemployment and currently looking for job
- Student
- Self-employed

5. 5. How frequently do you shop cosmetic product? *

Mark only one oval
Mark only one oval.

- Once a month
- 2 to 5 times a month
- 2 to 11 times a year
- Never

6. 6. At where? *

Check all that apply.

- At the store
- Online
- Never

7. 7. Gender *

Mark only one oval.

- Female *Skip to question 8.*
- Male *Skip to question 21.*

Impact of Vlogs on consumer buying behavior

This part is designed with the aim to define the influence of Beauty Vlogs on consumer buying behavior among FEMALE internet users.

8. 8. How many hours a day do you watch beauty-related videos on YouTube? *

Mark only one oval
Mark only one oval.

- Less than 1 hour a day
- 1-2 hours a day
- 2-4 hours a day
- More than 4 hours a day

9. 9. Do you subscribe to any vloggers/channel? *

Mark only one oval.

- Yes
- No

10. 10. Where do you get the information for new items before you shop? *

Select more than one option
Check all that apply.

- Information from the internet (banner, ads on YouTube, Facebook, Instagram,..etc)
- Information from the mass media (e.g. TV, radio, magazine, and so on)
- Word of mouth (From friends, family or social influencers...)
- Retail store
- Other: _____

11. 11. Do you seek out for a product review from Beauty Vlogs before buying the product? *

Mark only one oval.

- Yes
- No

12. 12. Do you rely on information available on beauty vlogs if you have uncertainties regarding a purchase? *

Mark only one oval
Mark only one oval.

- Always
- Sometime
- Rarely
- Never

Influence factors

Please indicate your opinion about the following statement by using the below assessment:

- 1 - Strongly disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

13. 13. What are your general opinions on Beauty Vlogs - Perceived video appearance? *

Mark only one oval per row
Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
if the content is well-presented (both verbally and visually), it affects my perspective on the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the video often affects my motivation to obtain information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The length of the video often affects my motivation obtain information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. 14. What are your general opinions on Beauty Vlogs - Credibility of the information *

Mark only one oval per row
 Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The knowledge/experience of vloggers has certain influence on my buying decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more reliable to hear the review from my familiar vloggers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The level of vlogger's influence does affect my purchasing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more reliable without seeing commercial collaboration with brand in beauty vlogs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to hear about the product that is actually tried by beauty vloggers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer watching social influencers' video rather than brand's celebrity endorsement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If the video is viewed or liked by many people, it affects my perspective on the information given.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. 15. What are your general opinions on Beauty Vlogs - Usefulness of information *

Mark only one oval per row
 Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I think that the product information given in the video make my purchase easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have developed good knowledge on beauty product and my skin through vlogs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find more helpful if the vloggers have good interaction with the audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. 16. Attitude toward purchase intention *

Mark only one oval per row
 Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The compatibility of the product affects my purchase rather than influencer's recommendation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The look of product on vloggers affects my purchase decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only watch beauty vlogs for entertainment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. 17. Purchase Intention after watching Beauty Vlogs *

Mark only one oval per row
Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I will purchase the products that have more recommendations compare to the others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If my friends, family also use the recommended product in the video, I will purchase it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy the recommended product even though i don't need it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will purchase the product because of its benefit rather than its appearance (packaging, design...etc).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of product has certain influence on my buying decision despite good recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't mind if that is a dupe product as long as it has good quality and compatible to my skin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. 18. Are you likely to change your attitude towards a certain brand or product after watching positive comment/reviews from vlogs? *

Mark only one oval.

- Yes
- No

19. 19. Did you satisfy with your buying decision based on recommendation/review? *

Check all that apply.

- Yes
- No
- Sometime
- Other: _____

18. **18. Are you likely to change your attitude towards a certain brand or product after watching positive comment/reviews from vlogs? ***

Mark only one oval.

Yes

No

19. **19. Did you satisfy with your buying decision based on recommendation/review? ***

Check all that apply.

Yes

No

Sometime

Other: _____

20. **21. Other sources of information for your product research? ***

Select more than one option

Check all that apply.

Facebook

Personal blog

Instagram

Pinterest

Other: _____

Impact of vlogs on consumer buying behavior

This part is designed with the aim to define the influence of Vlogs on consumer buying behavior among other MALE internet users.

21. **22. What type of YouTube content do you watch? ***

Select more than one option

Check all that apply.

- Video game walkthroughs
- Game streaming
- Tutorials (on virtually any subject)
- Product review (e.g. hardware, technologies, makeup, fashion, etc)
- Travel and personal life
- Other

22. **23. Do these Vlogs/Vloggers have a certain impact on your buying behavior? ***

Mark only one oval.

- Yes
- No

23. **24. Do you watch Beauty related content on YouTube? ***

Mark only one oval.

- Yes
- No

24. **25. If yes, why? ***

If no, please choose "I don't watch beauty vlogs"

Check all that apply.

- For personal benefit
- To buy the product as a gift
- For entertainment
- It is showed as a suggested video
- I don't watch beauty vlogs
- Other

Thank you very much for you participation ^^
