Project Dissertation Report on

Bloggers-YouTubers influence on the Consumer Buying Behavior of Makeup products.

Submitted By:

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DECLARATION

I, Riddhi Naik, Student of MBA 2016-18 Batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the titled **"Bloggers-YouTubers influence on the Consumer Buying Behavior of Makeup products"** submitted by me in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration is an original work conducted byme.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other University for the award of any other Degree, Diploma and/orFellowship.

Place: New Delhi

Date:

_____

Riddhi Naik

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled **"Bloggers-YouTubers influence on the Consumer Buying Behavior of Makeup products"** is an original and bonafide work carried out by **Ms.Riddhi Naik** of MBA 2016-18 batch was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of **Masters of Business Administration.**

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SignatureofGuide   **Signature of HOD(DSM)**

   (Dr. Shikha N. Khera)   **(Dr. RajanYadav)**

Place:

Date:

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this project at Delhi School of Management, Delhi Technological University. One of the most important tasks in every good study is its critical evaluation and feedback which was performed by my faculty guide **Dr. Shikha N. Khera**. I am thankful to my faculty mentor as well as my colleagues for investing their precious time to discuss and criticize this study in depth and explain the meaning of different concepts and how to think when it comes to problem discussions and theoretical discussions.My sincere thanks go to my Institute,family and friends who supported and encouraged me.

Sincerely,

Riddhi Naik

2K16/MBA/46

Place: New Delhi

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CHAPTER-1
INTRODUCTION

The idea of undertaking a research on millennial women started from observing the materialistic and tech savvy millennials, including myself and my peers, who want to check-out everything online and are passionate about makeup products and love experimenting with them.They are impulsive buyers and want instant gratification. The concept of millennial women was started by and for marketers and thus took economic significance. The unique characteristics of this generation have been used as an effective tool for segmentation, targeting and positioning of their products and services by many successful marketers.   This segment of these consumers has tremendous potential due to their huge buying power and a constant need for retail experience and retail therapy. Therefore, not only are specific marketing strategies being made targeting women but products are being designed and created to lure women to buy their products.Millennial women are influencers and share their opinions with friends, family and their online communities not only on regular basis but also on social media. A majority of social media platforms are predominantly used by female users.
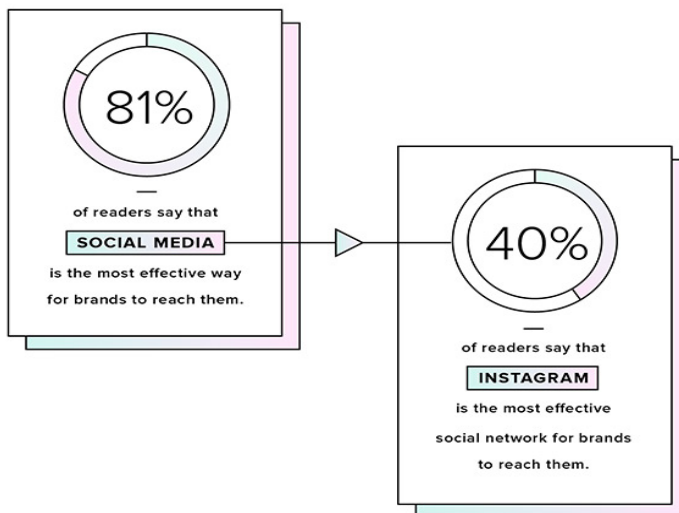

Fig. 1.1 Women on Social Media

The amount of beauty content in terms of videos and blogs available on the Internet is increasing rapidly and steadily, and especially on the digitalvideo platform YouTube. In May 2017 YouTube had 20 million beauty related videos online that together generated 83 billion views.With the rise of the Internet usage the traditional path between companies, their brands and the consumers has been disrupted. Particularly social media has changed the way consumers face and interact with brands. These media are different from other social networks due to the phenomenon of social influence. This is prevalent in the beauty industry where beauty bloggers and vloggers have established their influence over the years and has also been recognized by the business world. Of all the marketing buzz which is created within the beauty world on YouTube platform, 97% is created by individual vloggers and beauty bloggers and other content creators, as opposed to major brands which is contrary. These social influencers are not only significant to business and profit maximizing goals, but the way that these influencers interact with consumers, which is defined as the interpersonal influence, and the extent of their influence is of societal importance as well. Interpersonal influence is majorlyconcerned with the change in belief, attitude or behaviour in the target group of the influence. The person trying to create this change in the target of the influence is called the influencing agent and is broadly defined as the social influencer. The term interpersonal influence is not common within not only the field of sociology and consumer behaviour but also psychology topics. Since it has recently become possible to gather, store and retrieve the data for data analytics from social media networks such as Facebook, YouTube, Instagram, firms, institutions and governments are increasingly interested in what these networks can or could contribute to their branding and marketing strategies. The availability of this data on social influencers has raised questions concerning the implication of the interaction and interpersonal influence between these social influencers and consumers. However, not all content creators are also capable of influencing people with their online videos. Multiple studies focus on how brands can identify the right social influencers for their marketing strategies and how to leverage their power. When studies are looking to identify the type of actor that is exercising more influence than others, and can therefore be distinguished as a social

influencer, the study is referred to as 'influence persona discovery'. The notion of persona as researched in sociological studies acknowledges this difference. 'Persona' is the way through which people express and present themselves and is therefore not grounded in biological features but rather in one's character traits This study was inspired by the notion of social influence varying across different personas and aims to develop a better understanding of the influence of persona on consumer-buying intent. Current literature is missing knowledge on which particular aspects of a social influencer persona influence the buying intentions of the consumers. Lee and Watkins (2016) have studied how vlogs influence consumer's perceptions on luxury brands in the United States, whereby they focused on brand perceptions of consumers after watching a vlog.

The results of their study showed that consumers who feel similar to a vlogger will have the same positive associations with the brands they discuss. They found that a relationship has to be established between a vlogger and a consumer for luxury brand perceptions to be positive. Lee and Watkins incorporated the notion of persona in their study as they examine several character traits of vloggers. However, their focus is mainly on relationship establishment between the vlogger and the consumer. They therefore fail to incorporate the difference between personas. Additionally, by focusing on brand perceptions they do not include the buying intentions of consumers in their study. Building on the research by Lee and Watkins my study will examine beauty vlogger personas, the effect of these different personas and its different dimensions on the intentions of consumers to buy the products discussed by the vloggers. That is why I propose the following research question: to what extent are the buying intentions of consumers influenced by the perceived persona of beauty vloggers? This question will be answered in this study and will aim at finding out to what extent female consumers are influenced by social influencers in the context of YouTube make-up videos. Data is gathered using a quasi-experimental method, in which seven versions of an online administered quantitative survey are distributed. Each version contains two different beauty vloggers. Over the years the concept of social influence has risen in importance. This is mainly

due to the fact that social influence can predict and determine our behaviours, which are both consciously and unconsciously embedded in every activity we perform. Even though we know that social influence exists by for example when we look at for product reviews on online web shops and let it influence our purchase decision, the exact workings of social influence are less clearly visible. With the rise of social media channels such as YouTube researches have been given access to large chunks of data that allow for the analysis of social problems. This research will socially contribute to this line of research and will help understand not only the benefits of social influence as companies use social influencers in their marketing strategies, but also help us understand why we behave a certain way and how social influence works in the context of YouTube and social influencers. The social relevance can thus be found in the contribution that this study will bring to the current literature on online interpersonal influence, a concept that has emerged with the rise of the Internet, the changing environment of social networks in which businesses, brands and their consumers participate as well as the buying intentions of consumers within this new environment of online interpersonal influence. Consequently, findings from this study will add to the debate on how new media and the Internet guide and change behaviour based on interpersonal influence, defining its scientific relevance. The findings can also be of help in assisting both media organist ions and the government to determine the impact of the new media. My study is therefore socially relevant in that it explores the phenomena of social influence in the changing environment of the Internet and the new form of interpersonal influence that has emerged on social media networks such as YouTube, linking it to the notion of persona and how this influences the effects of interpersonal influences by social influencers on social media networks.

1.1 Social Media

Social media has made it possible for brands to scale up these interactions to a level which was unimaginable in the past. This is a very important aspect of social media, now it is possible for a brand to get in a conversation with its customer when they are   not so happy with the quality of service offered to them and brands can surprise and delight them they can also interact with happy customers and give them a reason to   come back again to them.

1.2 Objective of thisStudy

- The **primary objective** of the study was to explore the impact of bloggers and Youtubers on the buying decision making process of millennial women in the cities of India. The study aimed to assess that out of all the factors influencing the purchase decision making process of the millennial women, and which factor/s has the maximum impact.
- The secondary objectives, originating from the primary one, were:
    - To gain an in-depth understanding of the psychographics of millennial women consumers, their buying patterns and preferences.
    - To understand how social media is influencing the 5 stage consumer buying decision making process.

The purpose of this study was to get insights to help marketers develop effective and efficient social media marketing strategies focused at the Millennial Women consumers. It will also help them design communication mix appropriate for this target market

CHAPTER-2
LITERATURE FRAMEWORK

This chapter starts with a discussion on what are the key terms, social influencing entails, supported by the concepts of electronic word-of-mouth communications and user-generated content. Following social influencers are discussed in light of theory on market mavens, following to Clark and Goldsmith (2005). Social influencing has developed itself as a profession, which is discussed accordingly. What follows is a close look at previous studies on social influencing. The third section in this chapter is dedicated to the concept of consumer-buying behaviour, which will first be defined, after which it is discussed how other studies have conceptualized it. The final section will discuss the impact of the social influencer persona in relation to the concept of para-social interaction and the consumer purchase model, a well-established model in persona studies. Throughout the chapter hypotheses are formulated, based on the main research question as posed in chapter 1, which will be answered in this report.

2.1 Key Terms

2.1.1 Millennial Women

Millennials (also known as Generation Y) are the generational demographic cohort following Generation X. Millennial characteristics vary by region, depending on social and economic conditions, the generation is generally marked by an increased use and familiarity with communications, media, and digital technologies. there are 60 million Millennials in the world, and half are women.

Millennial women are a new breed. The majority are known for being **highly ambitious, educated, optimistic, dedicated, and are attempting to thrive in a well-rounded lifestyle. These reasons alone make female Millennials powerful players**.

2.1.1 Characteristics of Millennial Women

1. <u>Value of Education</u>

   The Millennial women are outperforming the Millennial men in the classroom. Overall, Millennial girls tend to outperform boys in elementary and secondary school, getting higher grades, pursuing tougher academic programs, and participating in advanced placement classes at higher rates.

   Additionally, 57% of today's undergraduates are women, and women are now earning 170,000 more bachelor's degrees each year than men.

2. <u>Technologically Savvy</u>

   Generation to grow up constantly connected to the world and are what the Pew Research Center has labeled "Digital natives in a land of digital immigrants." Without a doubt, we have embraced technology like no other generation.

   A global study of Millennials conducted by Telefonica in 2014 reveals that mobile technology is important to Millennials across the board, and it's not all for fun and games. In addition to entertaining themselves and keeping up with social contacts, 46% of US Millennials and more than 60% of Latin Millennials said they use their devices for research and education.

   Millennials are not only most likely to have created a profile on a social networking site, but we are also most likely to visit our profile page "several times a day" (29% say they do, compared to 19% of Gen Xer's and 11% of Boomers).

   more tech savvy consumers" means they are harder to impress, making the marketers work even more challenging. This paper seeks to examine how the consumer socialization sources can influence the millennials preference for brands or products.

3. <u>Conscious</u>

When it comes to health, social, economic and environmental issues, Millennials are the most conscious generation to date. Socially conscious mindset is one of their most defining traits of Gen Y. As the most ethnically and racially diverse generation, Millennials have learned to embrace the differences in one another.

4. <u>Flexible</u>

More likely to pursue flexible career paths as they prioritise work-life balance higher than their previous generations Several other researchers have noted that, while money is important, Millennials do not see money as their only source of happiness. Rather, they feel rewarded by work arrangements that offer them more flexibility.

5. <u>Authentic</u>

Millennials want to be real. They want to stay true to who they are, their values and individuality.

Matthew Tyson wrote on The Huffington Post in 2016 that millennials "are not moved by flashy ads, big promises, and 'wow' factor. They want authentic messages, authentic brands, and authentic interactions."

6. <u>Frugal</u>

Conscious of unemployment, stagnant wages and lack of stable jobs, Millennials try to live within their means, save for emergency and not buy things they don't need.

Trying to get by with spending as little as possible, has become the norm for many young people. Leading a minimalistic life is the new cool.

Millennials don't want to buy stuff, but experiences trump possessions. Millennials prefer to spend on experiences, food/drinks, eating out, concerts and wellness.

7. Practical and Results Oriented

Millennials are practical, if they are offered a service, they expect it to work and they have no tolerance for services that do not continuously and reliably add value.

Millennials are furious when they feel they are wasting their time; they want to learn quickly and move on.

2.2 Beauty Bloggers as social influencers

2.2.1 Interpersonal influence online

Word-of-mouth (WOM) is concerned with the informal communication of information on products and brands from consumers to other consumers (Hennig-Thurau & Walsh, 2004). Electronic word-of-mouth (eWOM) is exactly this, however communication is performed online. Even though eWOM can take place in many forms and shapes such as on blogs, forums and in news groups, it is often distributed via social media. The effect eWOM has on consumer-buying behavior is recognized by scholars and marketers in different sectors. The amount of interpersonal influence that can be achieved through eWOM makes it an interesting field of study. EWOM is often exercised through the use of user-generated content (UGC), which refers to content that is created by consumers, rather than by corporations, and allows anyone with access to the Internet to create and upload his or her own content. A form of UGC is for example online vlogs. Vlogs are video blogs created and uploaded to social media channels. It is a form of online publication by consumers and therefore user-generated communications. Interpersonal influence refers to a network of influence between multiple people in which one-person exercises influence over another (Friedkin & Johnsen, 2011). New forms of communications such as eWOM and UGC have led to the emergence of online interpersonal influence, whereby the concept of social influencers comes in (Walther, et

al., 2011). Social influencers are people that act as a third party and influence consumer attitudes through the use of social media, facilitated by the features of UGC (Freberg, Graham, McGaughey, & Freberg, 2010). It is the notion of interpersonal influence through which social influencers attempt to influence consumers (Friedkin & Johnsen, 2011).

2.2.2 The market mavens of social media

Social influencers are consumers that offer added value over other consumers, to for example brands, due to their influence in interpersonal communications. They can be categorized into three groups: the innovator, the opinion leader and the market maven. Clark and Goldsmith (2005) define the innovator as someone who adopts new products early, the opinion leader as someone who influences consumer opinions in a particular product sector, and the market maven as someone who has a lot of information on many aspects of the market and talks both with and to consumers whereby he or she acts on questions concerning market information. Market mavens are most attractive to brands because they are the most likely to spread WOM communications (Clark & Goldsmith, 2005). First, when comparing this categorization to the concept of social influencers it can be said that a social influencer is relatively similar to what Clark and Goldsmith (2005) call a 'market maven'. However, a social influencer can also be an opinion leader. Clark and Goldsmith (2005) acknowledge this as well and argue that market mavens are actually generalized opinion leaders. Secondly, while a social influencer cannot be seen as an innovator only, he or she does adopt products and/or services early to be able to become a social influencer. This is in line with what the authors argue on all three types of influencers possessing some degree of early adopter behavior. The main difference between market mavens and social influencers can then be found in the fact that social influencers

operate on social media, while this is not necessarily true for market mavens. This group is not defined to operate in one single space and could therefore for example also be writing columns in a magazine. Social influencers are then defined as the market mavens of social media. In this study I will focus on a particular group of social influencers: the beauty vloggers.

2.2.3 Professionalization of social influencing

Social influencers have become recognized as a separate social group both by online channels such as YouTube, but also by companies in search of the best marketing strategies for their brands. Social influencers across all market segments are increasingly signing contracts with media agencies that help them organize their personal brands and assist them in establishing promotional contracts and advertising campaigns with brands; the social influencer thereby becomes an entrepreneur (Duffy & Hund, 2015). Being a social influencer can therefore be seen as a profession rather than as an ordinary consumer who creates and publishes content. This development is referred to as the professionalization of social influencing. The development of social influencing as a profession came from two-ways: on the one hand it is facilitated by the YouTube platform, while on the other hand brands have helped the social influencers to emerge. The monetization of YouTube started when Google purchased the platform in 2006. A new ecommerce model was adopted where advertisements were introduced before and during videos, and revenues of these advertisements were shared with the creators of the video. The economic potential of YouTube grew larger and attracted the interest of more brands as they recognized a new opportunity to target their potential customers. Secondly, marketers actively approach social influencers on YouTube as brand ambassadors for their own videos. For example: a make-up brand just released a new type of mascara. The brand then

searches for a social influencer with a similar target group as the brand and approaches this person. These partnerships can be based on using the mascara in a video by for example including it in a tutorial on a make-up look, or the product can be tested by the beauty vlogger in a product-dedicated video. The first example refers to what we know as product placement in movies. The aim of product placement is for consumers to unconsciously acknowledge the presence of a brand and therefore remember it.This is usually achieved by a product or brand being used by characters in the movie, without explicitly mentioning it. In short, the more views a social influencer gets, the higher the revenue one receives from the ads shown before and during the videos. But also, the more views a social influencer gets, the more interest this person attracts from brands to partner up for collaborative campaigns.

2.3 Previous research on social influencers

Most studies conducted on social influencers have focused on the social influencers themselves, rather than taking the perspective of the consumer. They focus on the source and the message, the social influencer and their content. However, as established earlier, the potential influence social influencers exert over consumers, and the increasing awareness of marketers about associated opportunities, has created a need for knowledge on the consequences and implications of this influence on the end of the audiences. They have focused on identifying social influencers online by looking at aspects such as number of views per video, the posting frequency of the videos, and the engagement by looking at the number of comments and likes the videos received. Wiedmann, Hennigs, and Langner aim to identify social influencers in the fashion market and take a different approach by categorizing them into three groups based on their level of word-of-mouth referrals: (1) the fashion super spreaders, (2) the narrative fashion experts

and (3) the helpful friends. While both studies by Booth and Matic (2010) and Wiedmann, Hennigs, and Langner (2010) are beneficial to brands that are looking to incorporate social influencers in their marketing strategies, it remains unclear why some social influencers are more effective in influencing consumers than others. Both studies focus on identifying social influencers, however do not determine their actual influence but study the influencers rather than incorporating consumer responses, attitudes and reactions. These studies have only conducted content analysis on online available data on social influencers, such as messages on an influencer's Facebook page. They hereby do not incorporatethe opinions of the target group by asking consumers how they perceive the people that are supposedly influencing them and collecting their perspectives. This study will therefore attempt to close this literature gap through researching social influence directly from the perspective of the consumer by asking the consumer how they perceive the persona of social influencers and how these affect their purchase intentions. Consequently, it will yield findings that are not just grounded in data accumulation on perceived influence, but on rather on customer perceptions and empirical data. Furthermore, the focus will be on one specific type of social influencer: the beauty vlogger.

2.4Consumer Behavior and Buying Decision making process

Five steps or stages are involved in consumer decision making process are:**Stage 1 - Need Recognition** – When a consumer becomes aware of a need/ want/problem that can be satisfied by buying a product or service.

Stage 2 - Pre-purchase Information Search involves gathering information to satisfy the need already recognized. The extent of information search depends on the current information level and the perceived value of the additional information.

Stage 3 - Evaluation of alternatives consists of evaluating the various criteria for choosing a product over the other. This evaluation depends on many factors like Product attributes, Brand image, Price and Convenience.

Stage 4 - Actual Purchase is the stage where the final decision to buy or not is made. A consumer may decide not to buy the product for various reasons.

Stage 5 - Post purchase evaluation - After the purchase is made, the customer will evaluate product characteristics and tend to justify the purchase decision. At this point, the retailer has to ensure the consumer feels he made the right decision. Positive post purchase behavior can result in repeat purchases and word of mouth publicity, if handled well. For social media users, this could translate into sharing their opinion and/or experiences by writing on social media.

Figure 2.1: Consumer Buying Decision Making Process

Factors that influence the decision to buy include Cultural factors, Social factors, Psychological factors, Personal factors and Family as a unit of consumption. Family members play different roles in the decision-making process – decision maker, influencer, gatekeeper. Women have a profound influence on the household spending. Various factors that influence purchase decision making process of millennial women are peers, social media, friends, parents. Via this study, I want to understand whether YouTubers and Bloggers have maximum impact on them or no.

CHAPTER-3
RESEARCH METHOD DESIGN

In this chapter the method used in this study will be explained, including a description of how the data was collected. Following is a discussion on the research units and sampling. The second section is concerned with the operationalization of the concepts of the research question and is divided into the two largest stakeholders in this study: the consumer and the beauty blogger. Finally, the design is discussed in terms of the pre-test that was conducted prior to the main study, and an overview of the survey is given. This study seeks to find out to what extent the buying intentions of consumers are influenced by the persona of beauty bloggers and is therefore explanatory. The results are used to compare between the consumer behaviour as to what attracts users more. The research focuses on the Indian market with the inclusion of Indian social influencers as stimuli in the survey, and by seeking out Indian respondents. This decision was made because social influencers primarily discuss products that are for sale in the country they reside in. By including social influencers from multiple countries, or respondents from different countries, the risk would arise that the product discussed is not for sale in the country the consumer resides in. The choice was therefore made to focus on the country of residence of the researcher. Additionally, Lee and Watkins (2016) argue that the topics of social influencing and consumer-buying behaviour can best be studied when the social influencers in question and the respondents speak the same language. The study was performed on a cross-sectional basis and therefore conducted at one point in time. Important here is to note that a snapshot of the situation was taken, and that any developments around the beauty bloggers or the platform YouTube before or after the data was gathered has not been incorporated into the results (Babbie, 2014).

3.1. An experimental survey

The research question was studied and finally answered with the use of a quantitative survey through which data was systematically gathered and subsequently analysed with the data analysis program SPSS. The program SPSS allowed the researcher to calculate the influence of one variable over another, as well as the extent of that influence, which is the purpose of this study.

This study was approached quantitatively due to the standardization ability of this type of study. The aim was to conduct an experiment in survey design to discover which aspects of a beauty blogger influence consumer-buying behaviour, and also to what extent. The survey design enabled the standardization of questions so that every respondent was asked the exact same questions. This enabled later comparison of the different experimental conditions to find patterns. In the survey respondents were confronted with different questions pertaining to their buying decisions of makeup and beauty products. As it is a common method in market- and behavioural research, the survey was administered online (Kaplan, 2004; Hinkin, 1998), whereby a geographically widely dispersed audience could be reached on the internet. This advantage resulted in the inclusion of larger diversity in the respondents, increasing the quality of the conclusions that are drawn from the findings (Van Selm & Jankowski, 2006) With the absence of an interviewer, who could have possibly had an impact on the subject whereby answers are given differently, the online survey was found the most suitable method for the purpose of this study (Couper, Traugott, & Lamias, 2001).

3.1.1 Sampling

Because the topic of this study is concerned with beauty bloggers as social influencers, a requirement for the respondents is to be female. The group of males that are interested in beauty-related videos is too small for consideration in this study and is therefore excluded. The units of analysis for this study are then defined as Indian women between the ages of 18 and 34. Respondents that have participated in the pre-test will be excluded for participation in the survey. They have prior knowledge on the different stimuli

that are used in the survey, which could influence their responses and affect the results. Respondents were recruited in 3 ways: on a word-of-mouth basis via personal networks, via forums and via social media. My personal connections were used as a distribution network for the survey. Within this network several connections were asked to distribute the survey within their own networks; for example, within student associations, sport clubs, WhatsApp groups and other universities. It cannot be said how many respondents were recruited via which of the three recruitment methods because an anonymous link was used to distribute the survey on the different platforms.Because the survey was distributed outside the network of the researcher it was not possible to fully control the participation of respondents younger or older than the set units of analyses of 18 and 34. However, the topic of the survey was mentioned in the description of the blog which implies that people who clicked on the link and filled out the survey are at least interested in online blogs, even though they do not fall within the age category. Responses from people that are either younger than 18, or older than 34, are therefore included in the study. Because this study is quasi-experimental the sample size has been set at a lower level and aimed at reaching between 100 and 150 responses.

120 individuals filled out the survey. This resulted in a data sheet with 207 units of data. It was not necessary for respondents to have any experience with beauty vlogs. However, because it is relevant for the results whether they do, a topic in the survey was dedicated to the experiences of the respondents with YouTube in general as well as beautyblogs, as Coursaris and Van Osch (2016) have established the importance of prior knowledge in predicting buying behaviour.

3.2 Operationalization

This study is aimed at finding out to what extent buying intentions are influenced by the perceived persona of beauty bloggers. The dependent variable is the consumer-buying behaviour. The independent variables are concerned bloggers, promotional strategies, price, quality, brand loyalties. Buying intent is defined as how likely an individual consumer is to purchase a

product, which is measured by the consumer's likeliness to buy a product. Following Baker and Churchill Jr. (1997) in how they operationalized the concept buying intention in their study, it is measured on three levels: trying the product, intention to buy and actively seeking out to buy the product. Respondents are asked to rate their likeliness of the three different questions on a five-point Likert scale. To determine whether these three separate items together form a reliable scale for buying intent a Cronbach's alpha test was conducted. It showed that the items together form a scale that is a reliable measure of buying intent, Cronbach's alpha = .815. Therefore, a new variable is created to reflect this scale, computed out of the means of the three separate items measuring buying intent.

3.3 Survey design

The purpose of the survey was to obtain spontaneous impressions of the respondents, and therefore the only instructions given prior to filling out the survey was why the survey was conducted and to answer the questions based on their best understanding. To capture any possible prior knowledge of the respondent with the product or the beauty vlogger questions on familiarity were included in the survey, which will be discussed later. The survey commenced with questions concerning the personal factor. Questions were asked about the respondent's age, educational level, martial status and financial situation. Additionally, it was important to establish the experience of the respondent with social media platforms in general and specifically beauty blogs. Therefore, each respondent was asked to indicate whether she checks YouTube bloggers or vloggers in general, and how often she follows beauty blogger brand suggestions. Further questions related to her research before buying the beauty products were asked and her opinion on various factors that influence her buying behaviour was further noted down. The survey as distributed into the population can be found in appendix A.

Chapter 4
Findings and Results

This chapter will discuss the results of the research as well as linking them to the theory that was reviewed in chapter 2. First an overview of the type of consumers that responded to the survey is offered by providing descriptive information on the dimensions that measure the personal factor (Khaniwale, 2015): age, educational level, financial situation, Social media engagement, experience with beauty bloggers, and vlogger familiarity and product familiarity. Secondly, each hypothesis as it was formulated in chapter 2 is tested. The aim of the study is to find to what extent buying intent is influenced by beauty vloggers, and therefore quantitative analysis are run for each hypothesis. However, prior to this correlation analyses are conducted to find whether there is any association between the bloggers and the variable buying intent. A reliability test was also performed using SPSS tool.

4.1Target Group &Platform

Target Group

Geographic segmentation -Pan India

Psychographic segmentation – Low cost affordable branded clothing

Behavioural segmentation -Strategic Buyer

Gender: Female

Income: Middle-Higher Income Strata

Occupation and education: Upper middle class to Higher Class.

Family life cycle: newly married, full nest, empty nest and lonely

Social class: Middle Class (Lower and Upper)Hard Working Class who love spend their earnings on the essential and value for money goods. and Lower uppers: The extraordinary vitality in the occupation or business and get higher income or wealth.
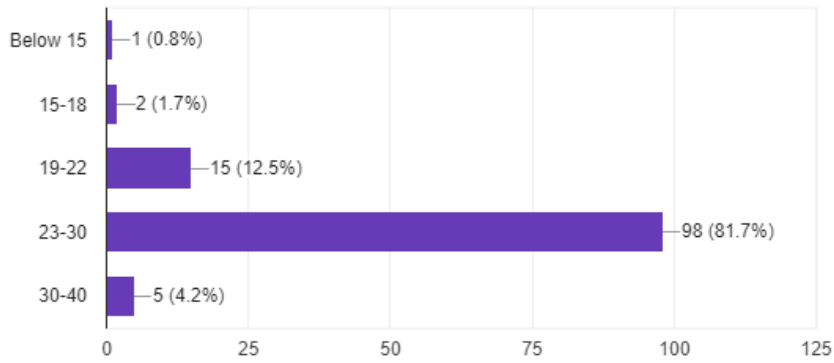
Therefore, the target group majorly consisted of Lower and Higher middle-classprofessionals who love having a good lifestyle.

4.2 Descriptive results

The data showed that the variable age was widely dispersed and has a standard deviation of 6.25. Most respondents are 23 years old (18 respondents), followed by the respondents who are 21 years old (12 respondents) and who are 17 years old (11 respondents). 4 respondents did not indicate their age. Because the deviation is so large, age categories were created to be able to determine in the statistical analyses whether the influence of this control variable is larger for one age category than for another. The age categories are not proportionally developed, which means that in the youngest age category 13 – 17 there is a difference of 4 years, while the difference between the oldest age category 35 – 28 is 13 years. This is done on purpose because the largest group of respondents is between 13 and 23, and by dividing this group up into two categories the difference between respondents in these age categories becomes clear. Additionally, only a small proportion of respondents fall into the largest age category making it unnecessary to further specify them into categories.
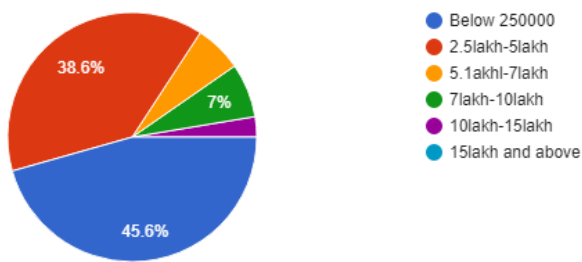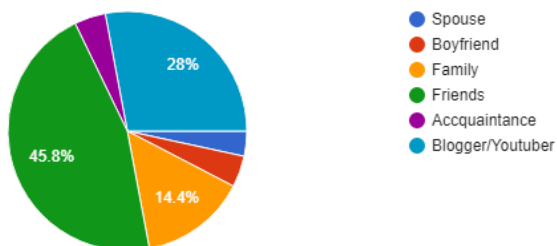
Age

120 responses

Below 15 — 1 (0.8%)
15-18 — 2 (1.7%)
19-22 — 15 (12.5%)
23-30 — 98 (81.7%)
30-40 — 5 (4.2%)

Histogram 1

Income level(per annum)

114 responses

- Below 250000
- 2.5lakh-5lakh
- 5.1akhl-7lakh
- 7lakh-10lakh
- 10lakh-15lakh
- 15lakh and above

38.6%
7%
45.6%

Pie Chart 1

Who influence your buying decision?

118 responses

- Spouse
- Boyfriend
- Family
- Friends
- Accquaintance
- Blogger/Youtuber

28%
45.8%
14.4%

Pie Chart-2

23

When do you usually buy makeup?
118 responses

- Regular
- Offers
- Occassional
- i don't use makeup

70.3%
18.6%
10.2%
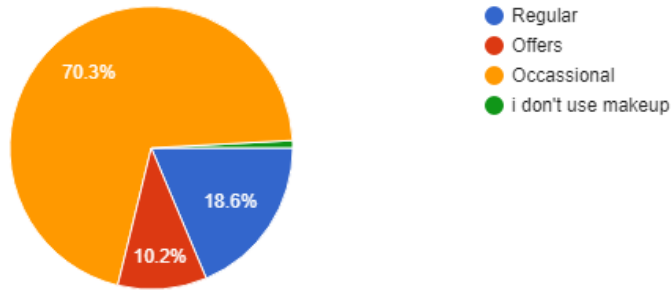
Pie Chart-3

Social media platforms that you check every day
120 responses

Facebook	76 (63.3%)
Instagram	86 (71.7%)
YouTube	60 (50%)
Snapchat	18 (15%)
Pinterest	19 (15.8%)
Tumblr	1 (0.8%)
Twitter	10 (8.3%)
Whats app	1 (0.8%)
watsapp	1 (0.8%)
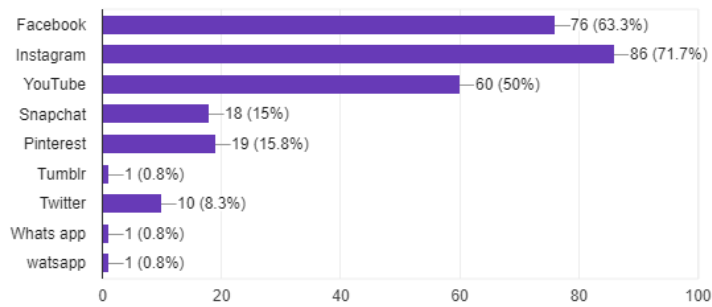
Histogram-2

How often do you shop for makeup products?
120 responses

- Once a week
- Once in 15 days
- Once a month
- Once in every 3 months
- Once a year

48.3%
18.3%
25%
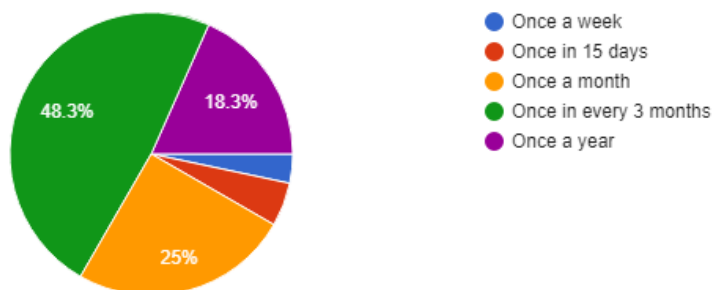
Pie Chart-4

24

For Makeup Advice you go to?
119 responses

- Family
- Friends
- Aquaintances
- Google it up
- I know more than anyone else
- Youtuber
- none
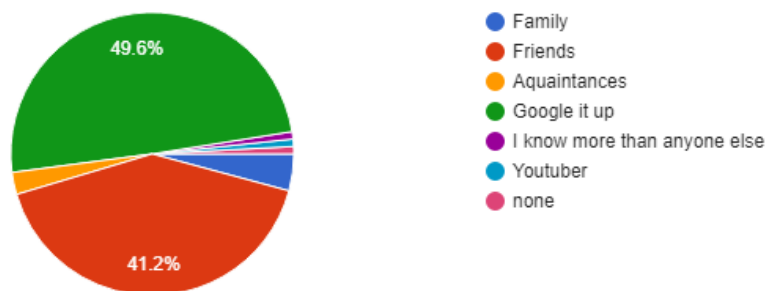
Pie Chart-5

Looking at the financial level the results show that most respondents indicated to have annual income level lower than 250000 which is majorly because most of the respondents are in the age gap of 20-32 where majority are students. A respondent can therefore still be studying. The results show that 85.3% of the respondents that indicated to have a high school diploma as their highest obtained degree, are still studying. Major influencers in their buying decision was friends (45.8%) according to the results but major (28%) also are influenced by bloggers and youtubers. So, people are influenced by bloggers not majorly but second major influence are bloggers due to driving force of social media. People normally buy makeup occasionally rather then on a daily basis which shows that people buy makeup once in 3 months and for that people trust friends and bloggers more then others sources such as family, spouse or boyfriend. YouTube is the third most used social media platform giving bloggers the desired platform to showcase their skills in terms of vlogs and makeup tutorials.

It is also important to consider the financial situation of the respondents when looking at buying behaviour and what the factors that influence it. Someone might not be able to afford the product, and therefore be less intended to buy. The data however shows that most respondents are 'studying. The level of experience a respondent has with YouTube in general could affect buying intent as well, as well as the experience with beauty videos on YouTube prior to participating in this study. The results show that the majority of the respondents watch YouTube everyday (36.2%), or several times per week (30.2%). But when looking at the overall picture we see that out of the total 120 respondents, 93 (80.1%) do watch beauty videos.

After respondents were asked about their descriptive factors they were asked to indicate

their buying intent of the products and what are the major factors that influence their behaviour. Following figure shows the independent variable that affect consumer buying behaviour people. Additionally, overall buying intent is represented. The higher a respondent rated the vlogger on this dimension, the less likely she is to buy the product. Additionally, consumers are most likely to try and products discussed by friends then bloggers, but they are most likely to actively seek out products discussed by their friends.

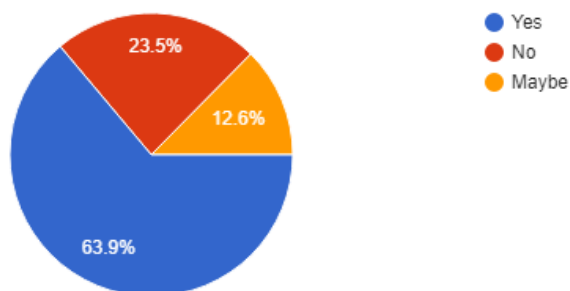How are you aware about makeup brands?
120 responses
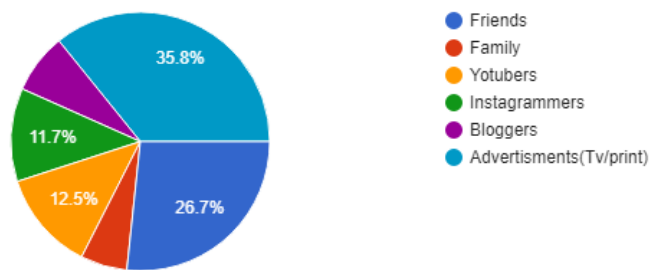
Pie Chart-6

Do you research about the product once recommended by a blogger or youtuber or straight away buy it?
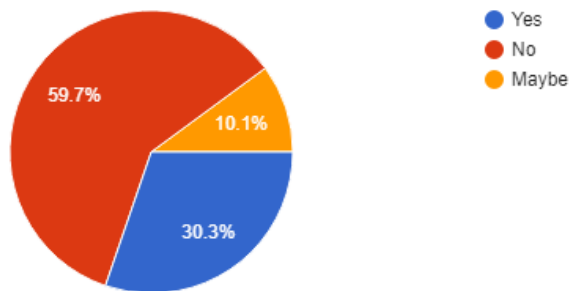119 responses

Pie Chart-7

Have you ever recommend a blogger/Youtuber to anyone?

119 responses

Pie Chart-8

The next few questions were intended to know what the respondents feel about the impact of bloggers on their purchasing intent. They are mostly aware about their brands through advertisement/print media (35.8%) and other major source are friends (26.5%). But bloggers and youtubers combined take 31% so they do impact the awareness of brands among users. The majority of respondents' research about the product before buying rather then blindly following any blogger or youtuber. People don't tend to refer their bloggers or youtubers to anyone they prefer their choice to be more personal.

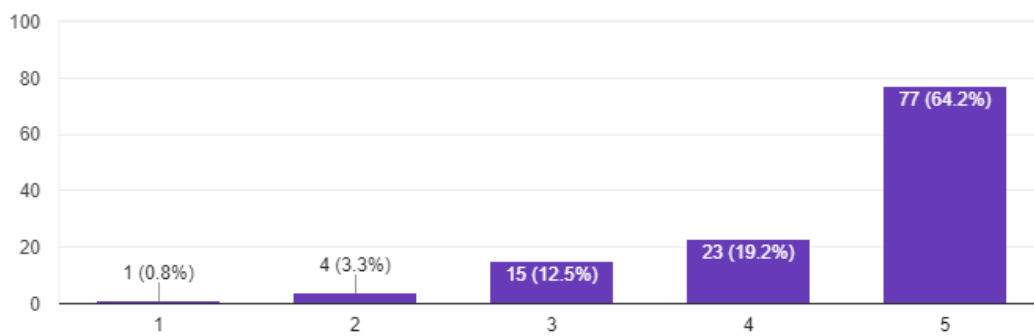Factors affecting the buying intent.

Price

119 responses
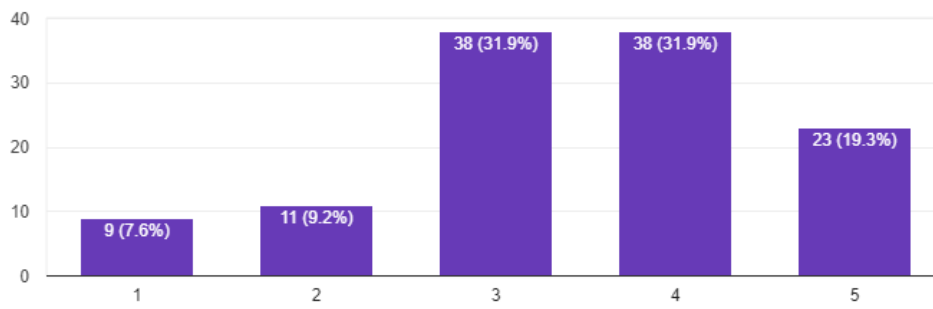
Histogram-3
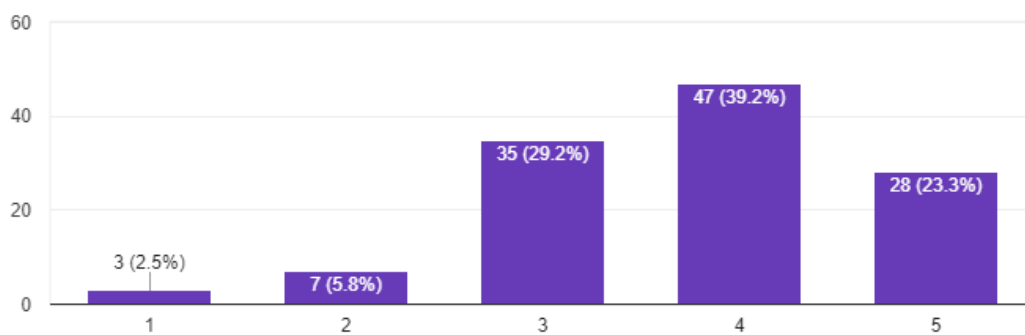
Quality

120 responses
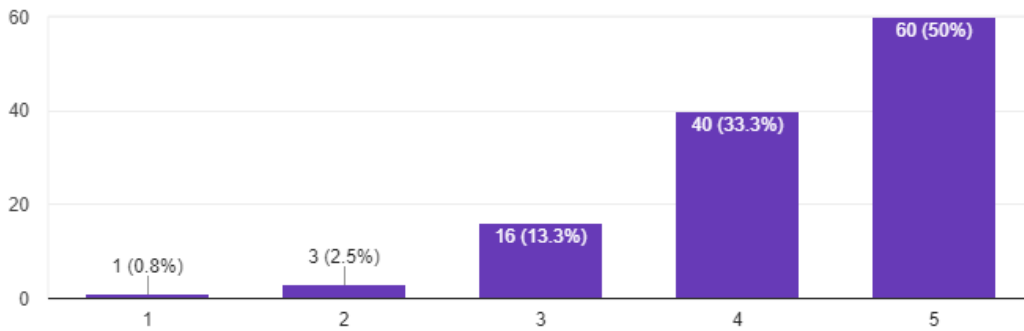

Histogram-4

Variety

120 responses

Histogram-5
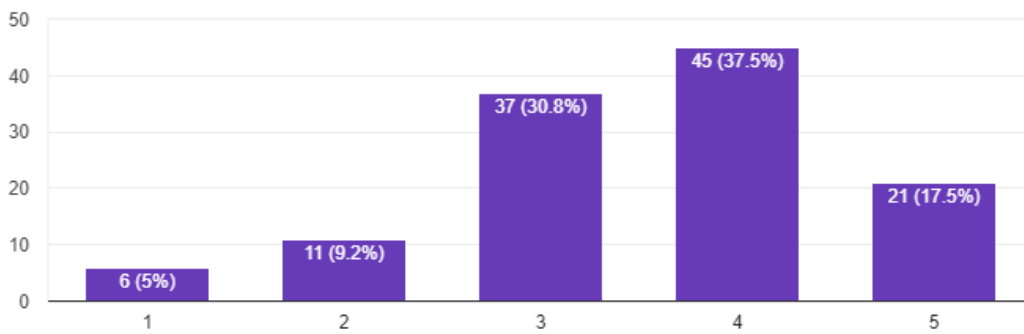
Comfort

120 responses
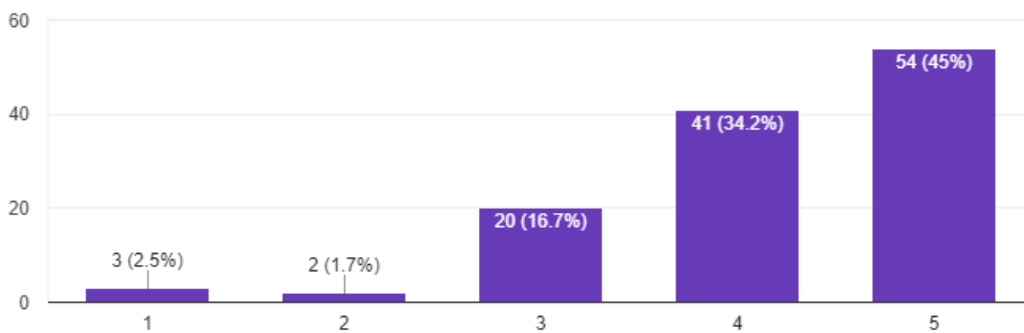

Histogram-6

Location

120 responses

Histogram-7

Brand Name of the Company

120 responses

Histogram-8

29

Sales Promotional Activities
119 responses
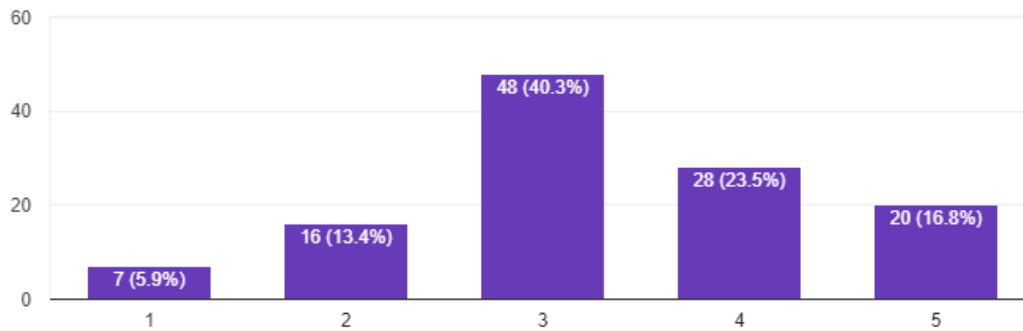
Histogram-9

Bloggers/YouTubers
120 responses
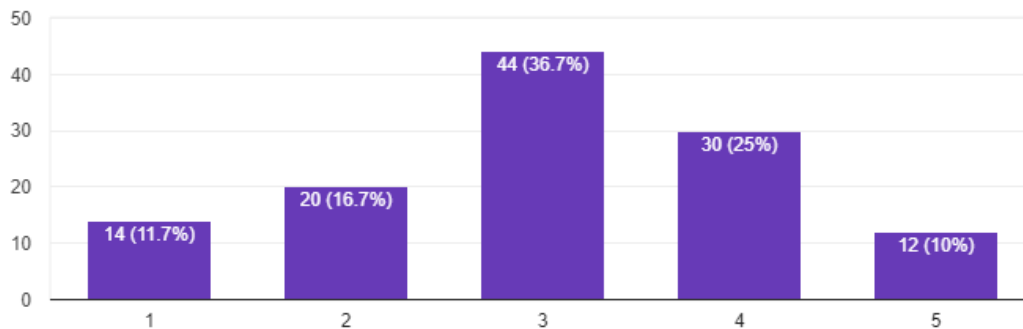
Histogram-10

The above figures show the responses of respondents with respect to independent and dependant variables that were considered for the hypothesis of the project.

Factors affecting purchase Intent	Value
Price	3.47008547
Quality	4.41025641
Design/Packaging	3.324786325
Variety	3.739130435
Comfort	4.273504274
Location	3.495726496
Brand Name of the Company	4.153846154
Sales Promotional Activities	3.310344828
Bloggers/YouTubers	3.076923077

Table 4.1 Factors affecting the purchase intent.

As we can see from the figures mentioned in the table above that Comfort, Brand Name of the Company and Quality are the major factors that affect consumers while buying the

behaviour.

All the other factors fall in the same range but as we also observe the least factor that affects the consumption are bloggers which shows a glitch in our hypothesis.

The reliability test performed on the Spss too which gives 0.798 value of Cronbach's Alpha for the 9factors that I have considered for the buying intent.

CHAPTER-5 CONCLUSION

This study was built on the question as to what extent buying intentions of consumers are influenced by the perceived persona of beauty bloggers. With a focus on Indian beauty bloggers and Indian consumers it has used concepts of para-social interaction and the consumer purchasing model to determine the same. The characteristics of the consumer were not overlooked and several were defined to also influence the buying intent of consumers. The hypothesis that bloggers were influential in buying intent was rejected as it had correlation of only (0.013) which is negligible. Source credibility, brand awareness and also quality were all found to positively influence consumer-buying intent, which is in line with the associated literature review. This study therefore focuses specifically on the influence of social influencers on consumer-buying intent, whereby the results show how online interpersonal influence differs from its offline equivalent by looking at relations to earlier studies by for example Clark and Goldsmith on market mavens (2005). Findings from previous studies indicated that agreeableness was a special personality trait in which extreme ratings (strongly agree or strongly disagree) would positively impact consumer-buying intent (Biel & Gatica-Perez, 2013). However, findings from this study show this to be the other way around and indicate a negative influence on consumer-buying as people are more self-aware and don't blindly trust bloggers rather research the product before they buy it which are depicted in my findings. When the regular agreeableness scale was tested the results showed agreeableness to positively influence consumer-buying intent. It can be argued that the influence exercised by beauty vloggers as social influencers can be different than the influence by other social influencers on YouTube.

Going back to the personality dimensions, no significant influence of perceived conscientiousness on consumer-buying intent was found. Conscientiousness is one of the dimensions of the Big Five Model and is as according to Biel and Gatica-Perez (2013) concerned with how efficient, organized, responsible and thorough someone is. The results in this paper indicate that consumers are not bothered with this personality trait and do not let it influence their buying intentions. Examining the relative impact of all persona dimensions it was found that a consumer's buying intent increases when the product is more recommended by a friend rather than a blogger These results are quite different from when the dimensions were tested separately from each other. Also, the influence of a beauty vlogger's perceived conscientiousness has a significant, but negative influence. Where in the analyses run prior it seemed that consumers were not bothered with this

personality trait of the bloggers. The experience a consumer has with beauty vlogs also significantly impacts consumer-buying intent in a negative manner, meaning that the more often consumer watches beauty vlogs, the less intended she is to buy the products. It could be speculated that this indicates that increased knowledge of the consumer on marketing and promotional practices by beauty bloggers, which they have acquired by watching many beauty vlogs, and therefore the influence they are trying to exercise, leads to decreased effectiveness of this influence. Finally, brand awareness seems to be an important factor throughout the study. In the linear mixed model analyses its impact was found insignificant. Throughout all the analyses that were conducted seven variables concerning the personal characteristics of the consumer were controlled for. However, product familiarity was the only control variable that continuously showed to have both positive and significant impact on consumer-buying intent. Results show that the more familiar a consumer is with a product, the more intended she becomes to buy it. There was no follow-up question that asked how much the respondent liked the product, when she indicated to know the product. This would have allowed for filtering out the people that already extremely liked the product and would therefore already have an increased buying intent towards that product, the outliers. These findings are however important in that it is the only dimension out of the nine consumer characteristics that were included in the study that was found to significantly impact consumer-buying intent. It thereby implies that all effects that are found in this study, all dimensions and factors that are found to influence consumer-buying intent, apply to everyone. Thus, age, educational level, current financial situation, experience with YouTube, experience with beauty videos, familiarity with the blogger do not influence the buying intent of a consumer watching a beauty vlog. Looking at the commercial implications of these findings, it is important for brands to realize that when they are focusing on finding the right beauty blogger to cooperate with, they also realize that the influence of any beauty vlogger increases largely when the consumer is familiar with the brand prior to watching the beauty vlog. This can have strategic implications for their marketing campaigns because of the additional knowledge on the buying-behavior of consumers.Overall it can be said that the perceived kindness, and therefore attractiveness as a friend or conversation partner is the most important influencer of consumer-buying intent in the persona of a beauty vlogger. Throughout all analyses conducted this dimension is found to have a positively and significant impact. It can therefore also be perceived as the most important for commercial businesses in determining which beauty vlogger would best fit their brand and would be perceived as socially attractive by their target group. Also, it is important to think the other

way around and realize there are parts of personas that negatively influence buying intent. Vloggers portraying these characteristics should therefore be avoided at all costs, since they will influence consumers to buy less of a product rather than more. When a vlogger is perceived as being an efficient and thorough person who has their work organized and acts very responsibly concerning their work-related appointments for example, should be avoided. The negative effects of these character traits on the buying behaviour of consumers should not be overlooked.

The main reason to conduct this study was to fill the gap in literature concerning the consumer perspective on social influencing online. However, even though consumers were presented with a survey and asked to voice their opinions on beauty vloggers, the standardization component of a quantitative survey, which is on the one hand a strength of this study through which the experimental design was enabled, is on the other hand a limitation whereby the 'why' question cannot be answered. A qualitative study on the topic of online influence by social influencers on consumers is necessary to be able to fully take the perspective of the consumer and get a full perspective of their motivations.Furthermore, this study is limited in its size. On the one hand this matters because due to the experimental nature of the study the results are not generalizable into the population of social influencers as such the results are however relevant. The findings from this research therefore add to the debate on social influencing online and can be used in future research by exploring whether the same can be said about for example different types of vloggers, or vloggers from different countries. The findings are innovative in that research on this new type of people that have recently emerged, the social influencer, has so far been very limited and has failed to determine the actual impact of the content these people create.If imaginatively this study would be started over from scratch, the only different decision I would make as a researcher is to extent the time that is scheduled for the survey distribution and data collection. The validity of results, as discussed earlier, weighs out the low response rate obtained due to the length of the study. Finally, it should also be noted that the material used in the study was real.

5.1 Limitations of this Study

- The disproven hypotheses however suggest that this model in its original form might not be the most suitable model for assessing bloggers online.

- Furthermore, this study is limited in its size. On the one hand this matters because due to the experimental nature of the study the results are not generalizable into the population of social influencers as such the results are however relevant

5.2 Further Recommendations

- Biel and Gatica-Perez (2013) have not focused on a particular type of vlogger, while this study has also not focused on a single blogger. This study therefore adds to existing literature by showing that there is differentiation between different types of social influencers on the YouTube platform but not studies a specific blogger which could be taken up in further studies.

- This opens up questions about the differences in influence exercised by different types of influencers, but also about the differences in interpersonal influence by vloggers beyond the YouTube platform.

- It is therefore recommended for future studies to focus on adjusting existing and identifying new methods of assessing influencers online to allow for this new interactive environment, in which communication is not only asynchronous, but also unidirectional, to be studied further.

CHAPTER-6
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7.1 Questionnaire

1. Name *

_____

2. Age *
Check all that apply.

- [ ] Below 15
- [ ] 15-18
- [ ] 19-22
- [ ] 23-30
- [ ] 30-40

3. Which city do you currently live in? *

_____

4. Martial Status *Check all that apply.*

- [ ] Single
- [ ] Married
- [ ] Divorced
- [ ] Living together
- [ ] Other: _____

5. Income level(per annum)
Mark only one oval.

- ( ) Below 250000
- ( ) 2.5lakh-5lakh
- ( ) 5.1akhl-7lakh
- ( ) 7lakh-10lakh
- ( ) 10lakh-15lakh
- ( ) 15lakh and above

6. When do you usually buy makeup?

Mark only one oval.

- ◯ Regular
- ◯ Offers
- ◯ Occassional
- ◯ Other: _____

7. How often do you shop for makeup products?

Mark only one oval.

- ◯ Once a week
- ◯ Once in 15 days
- ◯ Once a month
- ◯ Once in every 3 months
- ◯ Once a year

8. Where do you shop for makeup?

Mark only one oval.

- ◯ Traditional shop
- ◯ Super market
- ◯ Mall
- ◯ Online shopping

9. Why do you purchase from here?

Mark only one oval.

- ◯ Convenient place
- ◯ More offers
- ◯ Dealer Aquaintance
- ◯ Good environment
- ◯ Other: _____

10. Who influence your buying decision?

Mark only one oval.

- ◯ Spouse
- ◯ Boyfriend
- ◯ Family
- ◯ Friends
- ◯ Accquaintance
- ◯ Blogger/Youtuber

11. Social media platforms that you check every day
Check all that apply.

- ☐ Facebook
- ☐ Instagram
- ☐ YouTube
- ☐ Snapchat
- ☐ Pinterest
- ☐ Tumblr
- ☐ Twitter
- ☐ Other: _____

12. For Makeup Advice you go to?
Mark only one oval.

- ◯ Family
- ◯ Friends
- ◯ Aquaintances
- ◯ Google it up
- ◯ Other: _____

13. Any Blogger/Youtuber you follow for makeup related products?

_____

14. How are you aware about makeup brands?
Mark only one oval.

- ◯ Friends
- ◯ Family
- ◯ Yotubers
- ◯ Instagrammers
- ◯ Bloggers
- ◯ Advertisments(Tv/print)

15. Do you think bloggers/youtubers promoting branded makeup products has a major influence in your buying decision?
Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

16. Do you research about the product once recommended by a blogger or youtuber or straight away buy it?
Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

17. Have you been satisfied by buying a product recommended by a blogger/Youtuber?
Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

18. Have you ever recommend a blogger/Youtuber to anyone?
Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

19. Will you re-purchase an already bought product which was recommended by the blogger/YouTuber?
Mark only one oval.

- ◯ Yes
- ◯ No
- ◯ Maybe

Factors affecting your purchase decision

20. Price
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

21. Quality

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

22. Design/Packaging

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

23. Variety

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

24. Comfort

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

25. Location

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

26. Brand Name of the Company

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

27. Sales Promotional Activities

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

28. Bloggers/YouTubers

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree