



The Impact of Beauty Vlogs on Consumer Purchase Intention

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ABSTRACT

Social Media has transfigured the way Organisations used to Advertise their Beauty Products that is the way organisations used to do marketing of the products and promotion of the Brand has totally changed from top to bottom.

Earlier it was difficult for start-ups to enter the market with whopping competition but now there is a lucrative option called social media where the start-ups and the big Organisations which are already Operating in the Market for a long time can easily Advertise their Beauty Products. The Organisations can also take the help of popular faces who are followed by a vast number of people and are excellent at vlogging to promote their Beauty Products.

In this particular Research Paper, we are going to bring into the limelight The Impact of Beauty Vlogs on consumer decision to buy cosmetic products.

Keywords: Vlogs, Vloggers, Beauty Products .etc.

INTRODUCTION

Gone was the time when we used to see beautiful models flaunting their makeup and hair in Magazines and on Television screen but the time has changed and one can see variety of faces on social media who are beauty Vlogger and promoting Beauty Products.

Social media is not just a platform where we can contact our friends, relatives but we can also see the vlogs which comprise of a lot of information about the beauty products and there we also get a chance to see the reviews which really helps to decide whether to buy cosmetic products or not as word of mouth really makes a difference.

At the same time for the Organizations promoting the Beauty Products on Social Media platform is more Effective and also money saving as this platform is not as expensive as the

other ones. Gone was the time when Celebrities were approached for promotion and advertisement of the cosmetic products who used to charge whopping amount for the same. The Organisations can take help of those faces or the so-called beauty Vloggers who are famous and have huge fan following. They can ask them to promote their products on the social media platform which enhances the sale as more and more people get to know about the product as this is a positive side of social media at the same time the reviews by the consumers also can act as a Threat as it's not necessary that ones the consumer consumes the product actually feels satisfied and when consumer spreads bad word of mouth through comments or review then the organisation should pay attention towards to it also because you never know the other firm is going to take advantage and come up with a better product.

In this study we are going to see what is the impact of beauty blogs on buying decision by the consumer. This study is quiet important from the organization's point of view as referring to this study will actually make them aware of what to done and what not to be done. Here in this study we will be referring to numerous research papers to know the Impact of the Beauty vlogs

REVIEW OF LITERATURE

Ella Mittal and Navneet Kaur (2020) in their Research paper titled Do YouTube Vlogs Influence Purchase Intention? The Mediation Role of Perceived Source Credibility collected data through Questionnaire from the female respondents who were frequent visitor of YouTube to check out the Videos. The data was collected from Chandigarh and Punjab 200 questionnaires were distributed through social media out of which 170 were answered out of these 170, 20 questionnaires were discarded because of invalid info. So, 150 questionnaires were analysed to get the results.

As per the results YouTube is very popular amongst all age groups and used by the respondents on regular basis. It was found that there was a significant impact on the consumer's purchase intention after seeing the videos by YouTube vloggers as they were considered reliable, attractive. The organisations should collaborate with the YouTube vloggers to promote their products as women's watch out for the opinions of the vloggers before buying the Beauty Products.

Ayesha Ahmed and Iikay Karaduman (2021) in their Research Paper Analysing the Effect of Source Credibility on Cosmetic Product Choice: A Study on YouTube Makeup Videosthe data was collected from all over the world from 390 females so the attractiveness,

trustworthiness and expertise are the factors which have impact on the minds of the consumers mind towards purchase of beauty products. The cosmetic firms should know how they can attract target audience and satisfy their needs by the help of YouTube Videos.

The managers specifically should focus on advertisement on social media platform as they need to be interesting and eye catcher so that profit increases and at the same time various types of offers and discounts should be kept on the beauty products so that high revenue can be generated.

Suryana H Achmad and Rahmat Hidayat in their Research Paper the Effect of Video Advertisement by Beauty Vlogger on Buying Intention states that the customer gets persuaded to buy a cosmetic product after seeing video by a beauty vlogger contributes 57.76% rest 42.24% persuasion is from other elements like loyalty on a particular cosmetic brand. So, the beauty product vlogging makes a huge difference and leads to increase in sales of the cosmetic products.

Aisha Ayu Basuki and Sri Palupi Prabandari in their Research Paper the Influence of Beauty Influencer toward Purchase Intention of Local Cosmetics stated that study is been conducted in Indonesia where Instagram, YouTube and Facebook user are increasing rapidly. Many organizations have shifted their attention from celebrities to the so-called Influencers for instance the brand named Make Over collaborated with Influencer namely Tasya Farasya.

T.F. is a reliable beauty influencer who is attractive which leads the consumers to buy the product which has been endorsed by her. The manager should choose that influencer who has a huge fan following.

Lingkan Natania Palilingan, Sifrid S. Pangemanan and Shinta J.C. Wangke (2021) intheir Research Paper the Influence of Product Review and Source Credibility by Beauty Vlogger on Consumer Buying Decision of Local Cosmetic Products in Manado stated that source credibility and review of product have influence on decision to buy cosmetic products in Manado. One more factor which has a direct impact on decision to buy a product is review of the products so the negative or a positive review by those who have already used the product has an influence on decision to buy local cosmetic product. The beauty vlogger also has an influence on consumer buying decision.

Helma Malini (2021) in her Research Paper the Influence of Beauty Vlogger, Brand Image and Product Quality on Lipstick Purchase Decisions stated that when it comes to

purchase of lipstick the beauty vloggers have no remarkable influence which is clear as per respondents, they watch the vloggers review on lipsticks but the results are not same as reviewed by the beauty vloggers although they reach the interest stage but it hardly reaches buying stage. In Indonesia brand name doesn't matter that much what matters the most for people is the quality of the product and recommendation from family and friends also makes a huge difference.

Research work needs to be done by the Organisations to know the likes and preference of the customers so that they can easily attract the customers to purchase the lipstick products.

Maria Francisca Lies Ambarwati, Herline Damaryanti, Harjanto Prabowo and Muhammad Hamsal (2019) in their Research the Impact of a Digital Influencer to the Purchase Decision concluded that the Research had taken place on Wardah one brand makeup tutorial by Tasya Farasya who is a beauty vlogger on YouTube have a positive impact on the viewers but if any other brand is there which has better quality and benefits than customers will start buying that.

As per the study the organisations which deals in lifestyle products example- cosmetics can take help of vloggers for promotion of the products to enhance the sales. Various other platforms which are used to convey the information regarding the products needs to be studied and analysed.

Hikmawati (2019) in her Research Paper the Influence of Credibility and Attractiveness of Beauty Vlogger as a Celebrity Endorser on Consumer Purchase Intention states that the Female consumers have a positive impact on their minds after seeing the vlogs.

Nadia Annisa Rosara and Amia Luthfia (2020) in their Research Paper Factors Influencing Consumer's Purchase Intention on Beauty Products in YouTube stated that 210 female's respondents answered the online survey who aged between 17-30 who were subscriber of an Indonesian Beauty expert. As per the study electronic word of mouth, social media influencers and perceived quality all have positive impact on buying decision. The organisation should use different media for promotion of the beauty products as EWOM is not the effective in case of YouTube but is good for other platforms rest two factors that is influencers and the perceived quality are effective for YouTube.

Nur Afifah (2019) in her Research Paper the Influence of Beauty Vlogger's content on the Purchase Intentions of Local Brands in Indonesia. In this study the data has been

collected from 100 Respondents through Google forms. As per the data analysis the vloggers have influence on the brand image but have not influence on the purchase intention of the viewers when it comes to beauty products in Indonesia. The number of Beauty Vloggers is increasing at a fast pace in Indonesia but in-depth study of vloggers is still yet to be done.

Azka Faranisa Ananda and Harimukti Wandebori (2016) in their Research Paper the Impact of Drugstore Makeup Product Reviews by Beauty Vlogger on YouTube Towards Purchase Intention by Undergraduate Students in Indonesia affirmed that the hypothesis testing has been done in the study and it was proven the trust on the vlogger is a big factor it actually leads to Purchase intention of the consumer and the review of the beauty product also matters a lot which also have an impact on the buying decision while attractiveness of the vlogger doesn't matter that much when it comes to buying decision.

Yaumul Rahmi, Laras Sekarasih and Bertine Sjabadhyni (2016) in their Research Paper the Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention according to the study the beauty vlogs don't have notable influence on the purchase intention of the consumers or the viewers of the vlogs and valuable information about the beauty products and trust on the vlogger also doesn't have influence on purchase decision. Consumers experience with the products used earlier really makes a difference for future purchase of the beauty products in such a case vlog are effective as products have an influence on the minds of viewers.

Chin, Jia Yi (2019) in the Research Paper the Effect of Social Media Influencers Featured in Beauty Care Products Advertisements on Purchase Intention among USCI University Students the data has been collected from USCI University Kuala Lumpur first and foremost there is no notable distinction between distinct ethnic perception with regard to trustworthiness of social media influencer. There is a crucial relationship between credibility of the influencers and the purchase intention for beauty care products as per USCI Students.

So, in short this can be said that the vloggers have positive impact on buying decision of USCI Students.

Juliana Barewot (2018) in her Research Paper Celebrity Endorsement on Cosmetic Products and its impact on Sales in Jakarta stated that The Primary data has been collected with the help of Questionnaire from 35 Respondents from different income groups, education, occupation.etc. aim of the paper is to study the impact of celebrity endorsement on Sales of Cosmetic Products in Jakarta. As per the data 82 Percent of total respondents says

celebrities who endorses the cosmetic products must have good image rest 18 percent of respondents says that there is no relationship between celebrity's brand image and company's brand image. 97 percent of Respondents says marketing point of view celebrity endorsement is necessary rest 3 percent were not in favour. When it comes to popularity of celebrity so 86 percent of the Respondents said popularity of the celebrities really matters a lot rest 14 percent were not of this view.

So, it's evident that celebrities play a vital role and have impact on sales in Jakarta.

Marc Audi, Razan Al Masri and Khalil Ghazzawi (2015) in their Research Paper the Effect of Celebrity Endorsement on Creating Brand Loyalty: An Application on the Lebanese Cosmetic Sector's Demand stated that the major Objective of the study is to know the effect of celebrity endorsement on brand loyalty and relationship between the brand and celebrity endorsement. The study is conducted and the data has been collected through a questionnaire from 300 respondents.

When it comes to cosmetic industry it is one of the most competitive and difficult to cope with industry when it comes to competition as it is very difficult one's products from the competitors' products. Organizations puts a lot of efforts in firstly identifying the right person who can match the image of the cosmetic brand and then spends a lot of money to hire a celebrity to represent their brand. It is necessary on the part of celebrity to not only transferring the positive meaning but also drawing attention. Celebrity multiplicity, celebrity activation and attractiveness are the factors that needs to be focused upon.

Alviara Citra Arbyan and Setyo Riyanto in their Research Paper the Effect of Beauty Vlogger Reviews on the Purchasing Decision to Cosmetics categories of Luxury Goods stated that The Beauty Vloggers have an impact on the minds of the viewers which is much vast than the online advertisements and the celebrity purchase advertisements. the experience and beliefs of the vloggers creates an influence on the minds of viewers. So, this ultimately builds perception about the luxury goods under cosmetic category.

Nikita Negi and Dr. Vanishree Pabalkar (2020) in their Research Paper Impact of Instagram and Instagram influencers in purchase consideration in India according to this study the Instagram influencers plays an important role while opting for lifestyle and like to spend money on latest fashion. The main focus of the paper is on apparel industry and how does the influencers influence the viewers. As per the viewers they go through the blogs and

see the comments so that it becomes easy to buy the products. so, young people have an influence of posts and the blogs.

Bianka Mlodkowska (2019) in the Research Paper Influencers on Instagram and YouTube and their impact on consumer behaviour stated that the so called insta bloggers and the youtubers do have impact on the minds of the viewers. They pay attention on pictures posted by them as well as videos, reviews. According to the Literature review of this study and the results the firms should make sure that they advertise their products not only on traditional media but also on the social media as it involves lesser cost so going to be pocket friendly and effective at the same time. If the target audience are young people than the managers should collaborate with youtubers and instabloggers to promote their products.

Siti Hasnah Hassan, Shao Zhen Teo, T. Ramayah and Nabil Hasan Al- Kumaim (2021) in their Research Article the Credibility of social media beauty gurus in young millennials cosmetic product choice according to this study a large number of young women are becoming popular on social media. The most Important trait of social media influencers is Relatability and the Confidence and another trait that is helpfulness has no influence on the viewers.

OBJECTIVES

The Objective of the Study is to know whether there is any influence of Beauty Vlogs on Consumer Purchase Intention.

RESEARCH METHODOLOGY

The Data is going to be collected by referring to Various Research Paper's and Articles. Various Research Papers are being reviewed and articles and journals are being referred in order to write the Research Paper and Narrative Review approach is evident in the Paper.

CONCLUSION

After Going through So many Research Papers it is evident that Beauty Vlogs do have a Massive impact on the minds of Consumers, especially the YouTube Vlogs as they are considered trustworthy by the audience. Also came to the focus of attention that the Managers should also keep in mind that promotion over social media platforms is also done effectively and efficiently also ensure that different offers are introduced on a regular basis in

order to enhance Sales only those Influencers should be contacted for promotion purposes who having a Great Fan following and is a Reliable and Good Image in Eyes of Public. According to the Research conducted by Suryana H and Rahmat Hidayat, 57.76% is the contribution made by the Vloggers to peak Sales and 42.24% Coercion is from other Factors like Devotion towards a Cosmetic Product. One more thing that came into the limelight is the Reviews posted by the people who already consumed the products also matter a way too much for that the company should ensure they do not compromise with the quality of the product so, that there would be no scope for the Bad word of Mouth. In brief, we can say that Beauty Vlogs play a vital role in persuading consumers to buy Beauty Products and have a big influence over consumer purchase intention as the level of competition within the Beauty Products Industry is rising every single day as people are more curious to enhance there looks and organisations are more into coming up with new products, for example, Cheek tints and Liquid blushers etc and also start- up's are also coming with Beauty Products. Hence, Beauty Vlogs do have an Influence over the Audience's Minds.

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