YOUTUBE MAKE-UP AND BEAUTY VIDEOS – HOW DO THEY EFFECT PURCHASE INTENTION? APPLYING THE THEORY OF REASONED ACTION

SSAP5003

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THE DEVELOPMENT OF MEDIA AND MARKETING STRATEGIES



- Internet and social media development provide platforms for building marketing strategies, influencing purchase intentions (Yuskel, 2016).
- Blogs and vlogs used to see interactions between consumer and product (Bouhel et al., 2010; Saxena, 2011).
- Consumers go to the internet to make informed purchasing decisions (Hsu et al., 2013; MacKinnon, 2012).



THE THEORY OF REASONED ACTION

Fishbein and Ajzen, 1975



- Developed by Fishbein and Ajzen (1975), the Theory of Reasoned Action explains unforced behaviours, the strongest predictor being behavioural intentions (Hale, Householder & Greene, 2002).
- The measure of behavioural intention is said to predict "*the performance of any voluntary act, unless intent changes prior to performance…..*" (Sheppard, Hartwick & Warshaw, 1988).



FACTORS AFFECTING PURCHASE INTENTION IN YOUTUBE VIDEOS

Yuksel, 2016



- A study into the factors that effect purchase intention in YouTube videos
- 8685 participants completed an online, self-report questionnaire after watching two make-up and beauty vlogs.
- Results showed a significant effect from user generated content related to a product on purchase intentions.

(Yuksel, 2016)



METHODOLOGY



- Quantitative approach, online self-report questionnaires exploring the effects that make-up and beauty videos on YouTube have on purchase intention completed by sample of 39 participants.
- Questionnaire taken from Yuksel (2016) study, 27 questions are scored on a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).
- Cronbach Alpha coefficient ranging from 0.757 to 0.949.
- A nonparametric test will be used to analysis the data to give means and standard deviations.

- The hypothesis for the present study is as follows:

- *Make-up and beauty videos on YouTube will have a positive effect on a consumer's purchasing intentions.*

- The online, self-report questionnaire will be sent out to participants on a social media platform in order to reach a variety of ages and gender.

Demographic Variables	Participants (n)	%
Gender		
Male	2	5.4
Female	37	94.9
Prefer not to say		
Age		
18-21	5	13.2
22-25	4	10.5
26-30	5	13.2
31-40	7	18.4
41-50	10	26.3
51 +	7	18.4
How often		
Daily	1	2.6
Weekly	6	18.4
Monthly	9	26.3
Other	20	52.6

RESULTS



- Table 1 shows the means and SD for the effects of YouTube make-up and beauty videos on consumer purchasing intentions.

Consumer Purchase Intentions	Means	SD
Scores	90.35	12.16

- All recorded results were split into negative (66 and below) and positive (67 and above).
- 98% of all participants showed that make-up and beauty videos on YouTube have a positive effect on consumer purchase intention.
- Supporting the hypothesis for the present study.

DISCUSSION



- A significant difference found between positive and negative scores with only one participant scoring below 66 on self report questionnaire.
- This supports the findings found by Yuksel (2016).
- With YouTube becoming a more influential social media platform, these findings could be useful to marketers to work out what factors affect a consumer’s purchase intention (Yuksel, 2016).



CONCLUSION



- With multiple channels on YouTube dedicated to make-up and beauty videos, this is a generalized study into all videos on all channels not a specific channel or video.
- Make-up and beauty videos on YouTube tend to appeal to a female audience, this is shown in the present study's results with only two male participants.
- Therefore, the results of the present study may not be representative of the general population. Future research could benefit from looking at male attitudes and the effects on consumer purchase intentions.

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