THE FACTORS INFLUENCING CONSUMER PURCHASE INTENTION ON

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The Factors Influencing Consumer Purchase Intention On Beauty Products in Youtube.

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ABSTRACT

\The purpose of this study is to clarify how social media influencers (SMI), electronic word of mouth (EWOM), and perceived quality (PQ) affect YouTube users buying intentions to buy beauty items. As the top social media platform in Thailand., Youtube plays a significant part in the promotion of beauty goods. Research methods, data, and design: An online poll of 300 female respondents who subscribed to an beauty influencer and were between the ages of 17 and 45 was employed in this study.To assess the independent factors in relation to the dependent variable, simple regression and multiple regression analyses were carried out. Results: The findings demonstrate that there is a simultaneous considerable effect of social media influencers, electronic word of mouth, and perceived quality on purchase intention.All the independent variables social media influencer(X1),Electronic word of mouth(X2) and perceived quality(X3)—have a substantial impact on purchase intention(Y) on their own but the difference is that some independent variables are less or more likely to be significant than others.Perceived

quality(X3) is the most significant variable to purchase intention among the rest of independent variables,the next most significant variable is the Social media influencer(X1) and the last is the Electronic word of mouth(X2) When advertising through an influencer's Youtube channel using a subscriber, perceived quality and social media influencer may be the greatest approaches to boost customers. While e-WOM is less effective on the Youtube platform than it is on other social media sites. The usage of several social media channels by digital marketers is therefore advised in order to enhance customers' propensity to make purchases.

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CHAPTER 1

INTRODUCTION

This paper aims to identify the factors that affect purchase intention of consumers who watch product related YouTube videos. Online questionnaires for consumers who watch make-up / beauty videos on YouTube are used to investigate the hypotheses.

1.1 Introduction background

Social media is viewed as one of the best promotional strategy media in this new media era.This is an incredible open door for beauty care products organizations to put their items without paying an enormous fees an charges to do advertising.One of the web-based media that is at present well known is Youtube.

Youtube is the most popular video-sharing platform since 2005.YouTube is visited by nearly a quarter of the world's population, boasting two billion monthly active users, It's fair to assume that YouTube has a diverse user base and can be a good platform for product marketing YouTube is the world's second-most visited website,With over 14 billion monthly visits, YouTube clocks in as one of the internet's heaviest hitters, right after its parent company, Google.

Youtube allows beauty influencer to showcase their product through tutorials, performances,demonstration and before-and-after pictures, YouTube enables beauty influencers to visually promote items. The success of these demonstrations can sway buyers to test the goods for themselves, affecting purchase intention (Laura,2018)

.In 2006, Youtube first opened up opportunities for companies to utilize the platform as an effective marketing strategy with several advertising concepts (Schwemmer & Ziewiecki, 2018). Youtube can collect information and data through search engine features. 43% of all global internet users access YouTube monthly in 2021(foster,2021).When we look for video content on beauty products on Youtube, there will be many reviews of beauty products from various beauty Influencers. Influencers can be used as valuable partners for companies to promote their products. Influencers are considered valuable because with the status of YouTubers who started his career from an amateur to professional, they will influence other social media users for commercial purposes (Schwemmer & Ziewiecki, 2018).The findings indicated that informativeness and entertainment and trendiness had a positive effect on YouTube advertising value; however, irritation had a negative effect. In addition, the findings showed that YouTube advertising value had a positive effect on purchasing intention(Laur,2017)

Product recommendations from social media influencer in youtube received a higher trust rate compared to products recommended by families or friends, resulting in 40% of consumers purchased the products used by social media influencer (Sekhon &

Cartwright, 2016). Consumers also often received more messages about the product from social media influencer than from companies (De Veirman, 2017).Consumers could willingly exchange ideas about the

product being discussed through the beauty influencer's YouTube channel comments section. This process can be referred to as word of mouth (WOM), but it is called an electronic word of mouth (e-WOM) when the process through the internet. Word of Mouth (WOM) is an idea that

defines the sharing of information between consumers about products and services (Durmaz & Yüksel, 2017). E-WOM is considered effective because the origin of trust comes from people who do not get their approval. If influencers are trusted through their credibility, e-WOM is more trustworthy because the information is voluntarily given by others and is not based on any brand. Therefore,companies need to understand the factors that can affect electronic word of mouth on purchase intention in beauty products on Youtube.

Despite getting product information online, consumers also consider the quality of the product being promoted,which will later lead to perceived quality. Perceived quality is an overall assessment of the advantages of a product or service based on the user of the product or service (Cheng,2017).Perceived quality is required on the grounds that via looking for data on the web, customers absolutely have an impression of the value and benefits of magnificence items. Percieved quality is exceptionally compelling in deciding customer's buy goal and purchase intention. When the apparent quality moved by

customers is great, then, at that point, there will be a chance to produce buy interest, as well as the other way around. In this manner, percieved quality assume a significant part in the making purchase intention.The role of social media (Youtube) is unavoidable andsigniicant. Therefore, influencer, e-WOM, and perceived quality help in promoting the beauty product of a brand in order to create a purchase intention and increase sales. YouTube has become one of the platforms that consumers search for product information before making purchase decisions. Therefore, it is important for marketers to determine which factors affect consumers' purchase intentions in YouTube videos.When talking about video sharing websites, YouTube is the first platform that comes to mind. The fact that YouTube is owned by Google and YouTube videos are listed on top in Google searches, distinguishes this platform from others (Cıngı, 2015).YouTube Stories, the platform's answer to ephemeral content, came out in November 2017. As of now, 22% of marketers have incorporated YouTube Stories into their strategy.

YouTube is the first stop in the social shopping journey,80% of shoppers who watched a video related to a planned purchase said they watched it at the beginning of their shopping process.(Google,Ipsos).Google research shows that 55% of consumers use online videos for shopping Google suggests that video marketing is a good way to reach consumers."For more and more shoppers, video is becoming indispensable when they're ready to buy. In fact, more than 55% of shoppers globally say they use online video while actually shopping in-store."(Google article,2018).Google research shows that 85% of

shoppers thinks that information and pictures are important to them when deciding which brand or retailer to buy them.Google research shows that 87% of shoppers knowing they got a good deal is important to them.

1.2 Research question

What are the factors that influence beauty related youtube videos watchers to make have the purchase intention.

1.3Research objectives

*This research aims to explain the influence of social media influencer (SMI), electronic word of mouth (EWOM), and perceived quality (PQ) on purchase intention (PI) of beauty products on YouTube.

*To find how independent variables(social media influencer (SMI), electronic word of mouth (EWOM), and perceived quality (PQ)) affects dependent variable (purchase intention (PI)

1.4.Research hypotheses
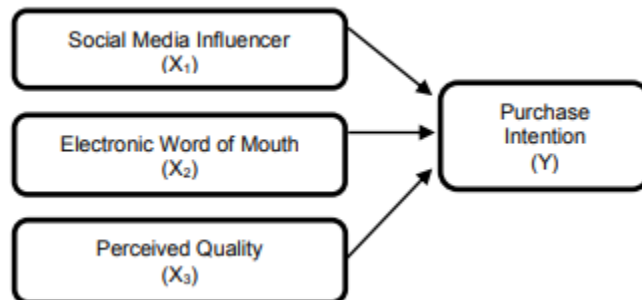
social media influencer, electronic word of mouth, and perceived quality simultaneously have a significant influence on purchase intention.

This research uses associative hypothesis, which is a temporary answer to the formulation of associative problems that asks the relationship between two or more variables (Sugiyono, 2016). The hypothesis is as follows:

H1 : Social media influencer has a significant influence on purchase intention.

H2 : Electronic word of mouth has a significant influence on purchase intention.

H3 : Perceived quality has a significant influence on purchase intention.

H4 : Social media influencer, electronic word of mouth, and perceived quality simultaneously have a significant influence on purchase intention.

1.5.Research boundary

This study used the online survey to 300 female respondents aged 17-45 years who watch beauty content related videos on youtube.

1.6.Scope of study

This study is about how social media influencers (SMI), electronic word of mouth (EWOM), and perceived quality (PQ) affect YouTube users buying intentions to buy beauty items,and it will all individuals who use youtube to also watch beauty related videos.The study covers 300 people of random sample of different time and examine their use youtube in watching beauty related videos oe some of those who have subscribed to the beauty influencers..

1.7.Definition of Terms

Youtube is a free video sharing platform. To share your own films with others, you may even make them and post them and this platform may be used for the purpose of entertainment,knowledge and advertising and etc;in the area of advertising its used to increase buying intention of certain products by displaying and demonstrating to persuade the viewers.by electronic word of mouth given by influencer by preference of choice by also showcasing the certain product to increase the perceived quality.

1.8.Research benefit

According to the results of the study, provide for using of academic research, and hope that can help explain that Youtube as the number 1 social media, has an important role as a promotional strategy media for beauty products and helps explain explain the influence of social media influencer (SMI), electronic word of mouth (EWOM), and perceived quality (PQ) on purchase intention (PI) of beauty products on YouTube.

CHAPTER 2

LITERATURE REVIEW

YouTube (61%) has the second highest global active usage penetrations after Facebook (70%) and 55% of YouTube users access it every day or more than once a day (GlobalWebIndex, 2017; Reuters Institute for the Study of Journalism, 2017). YouTube users can create their own videos and share the video with many other people via YouTube as well as other social media (e.g. Facebook, Twitter, Google plus, Linkedin, Pinterest, etc.) (Oh et al., 2017). Among various content categories on YouTube, the beauty category shows a great growth trend. According to Pixability (September, 2017), YouTube reached 55 billion beauty-related content views in 2016 and was expected to increase to 88 billion content views in 2017. In addition, beauty-related content consists of more than 95% UGC and less than 5% producer generated content. Hence, YouTube is a powerful eWOM platform in the beauty industry. According to The Benchmarking Company (2016), 88% of cosmetics consumers spend a half of their time online to find beauty products before deciding on their purchase. Also, 78% of consumers consider social media as the source to easily find personalized information about products; TABS Analytics (2016) reported that YouTube was ranked as the most important social media in helping consumers make buying decisions for cosmetics. This situation may occur because cosmetics are considered as experience goods (Lian & Yen, 2013). Experience goods are defined as a product or service for which quality cannot be observed easily before purchasing and which is evaluated through consumers' experiences (Lian & Yen,

2013; Lu, Chang, & Chang, 2014). Purnawirawan et al. (2012) found that consumers perceived UGC 4 related to experience goods more credible and more useful than producer-generated content. Additionally, McAulay (2017) reported that 80% of participants wanted to see how a YouTube vloggers or Instagram influencers look when they apply makeup products. Also, 78% of the participants were willing to purchase the product when they visually see what it looks like on YouTube vloggers or Instagram influencers' faces (McAulay, 2017).

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 Figure 2: Classification of Social Media by social presence/media richness and self presentation/self-disclosure - Kaplan & Haelein 2010, p59-68. 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).YouTube videos have developed into a crucial source of information for people looking to learn more about goods or services. In the twenty-first century, when everything is accessible online, consumers are more likely to conduct more research before making a final purchase choice. Recently, customers have grown more familiar with the word "Vlogs," which has altered how they see a brand's product or service.

The first element of information quality, is related to time because consumers need to find appropriate information as quickly as they spend (Cheung et al., 2008). For this reason, consumers prefer relevant information (Yu & Natalia, 2013). It means that if the content provides information which consumers are looking for, consumers satisfy and adapt information to decide their purchase (Filieri & McLeay, 2014). Second, timeliness is the extent to which information is current, timely and up-to-date. According to Cheung and Thadani (2012), the timelier the recommendation is, the more consumers perceive the recommendation as useful. The third element is information accuracy which refers to the consumers' perception of whether the 9 information is correct or not (Yu & Natalia, 2013). Nelson, Todd, and Wixom (2005) also mentioned that information accuracy means information is correct, unambiguous, and objective as well as meaningful and believable. Information accuracy was discovered to predict information adoption when consumers read online reviews (Filieri & McLeay, 2014). Lastly, comprehensiveness relates to

completeness (Cheung et al., 2008). Jin, Cheung, Lee, and Chen (2009) mentioned that completeness was one of the characteristics of information quality.

The subjective norm perceived behavioral control and increased self identity had little impact on purchase intention (Zhu, 2018). Product characteristics, brand name, and social influence have a tangible link with smartphone purchase intention among university people. Millennials in Indonesia who purchased product significantly affect product features and price on purchase intention. Empirical research suggested that product-related information on digital media influences consumers' purchase intentions (Rahim, Safin, Kheng, Abas, & Ali, 2016). User reviews of a product on social media sites like Facebook have a more significant impact on buy intent than reviews written by marketers since consumer reviews are viewed as more valuable and compelling (Goh, Heng, & Lin, 2013). Based on these facts, the authors focused our research on beauty vloggers toward purchase intention, The perceived utility and ease of use of social media influence online purchase intention (Najib & Siddiqni, 2019).

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 beauty related videos(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 15 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).Youtube videos is progressively becoming into a career that affects how customers and brands see one other. Social media influencers have a more sincere appeal to consumers searching for information because they disengage from brand advertising and provide a frank assessment of utilized goods and services. This is also regarded as online word-of-mouth since artists have an impact on how Internet users behave.

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 information displayed in the videos, whether it be spoken or

visually. For instance, if the information is generated and arranged attractively and informatively relevant to the common issue in general, the videos may draw viewers. As they provide a welcoming atmosphere, develop a relatability, and engage with the followers, the receivers' qualities encourage the follower to stick with the material.Moreover, the 16 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).

a video platform also plays a crucial leverage for the viral success. As a leading video-on-demand platform for user generated content, 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 YouTube beauty community is made up of beauty artists with in-depth knowledge of themes linked to beauty who frequently publish YouTube videos about cosmetics, skincare, and makeup methods (Georgia A.R., 2015). In contrast to the older generation, beauty consumers, particularly those between the ages of 15 and 34 (e.g., Gen X or

Millennial), tend to conduct more online research, arm themselves with knowledge, and base their decisions on that knowledge (Akan, 2017). As the younger generation becomes more conscious of their own natural beauty, they pay greater attention to the ingredients, the advantages, and the product's suitability for their skin. They conduct further study on the 17 brand and look for information on the product from places other than the websites of the companies. In general, they all have the same goal of increasing their attractiveness over time.

On YouTube, videos about beauty had more than 88 billion views in 2017. According to Statista (2017), there are over 45000 YouTube channels dedicated to fashion and beauty-related material, including tutorials, DIY videos, reviews, haul films for cosmetics and skincare, and videos made by beauty vloggers. In the past 12 years, the community of YouTube content creators (YTCC) and viewers has become stronger (Georgia A.R., 2015). As a result, this poses a dilemma for businesses as a whole since beauty vlogs have altered the way that beauty brands promote today..

According to Cheung and Thadani (2012), two-sided communication, one of the eWOM characteristics, improves the completeness of information. Therefore, prior studies included this element as one of information quality (Bhattacherjee & Sanford, 2006; Cheng & Ho, 2015; Cheung et al., 2008; Cheung & Thadani, 2012; Yu & Natalia, 2013). Hence, when eWOM information is up-to-date, reliable, relevant, and in-depth, and when it includes all necessary values, consumers seem to accept information as useful to make

their buying decisions (Matute et al., 2016). According to Erkan and Evans (2016), information quality is positively associated with information usefulness which increases the purchase intention.

Expertise also functions as the critical role in influencing information usefulness. Kim et al. (2017) reported that the higher the perceived expertise is, the more persuasive the message is. In other words, a source's higher expertise increases individual's belief about information usefulness. Therefore, it is natural that integrated source credibility is considered as "a fundamental cue in the decision- 11 making process that impacts not only individuals' overall attitude but also their [purchase] intention" (Ayeh et al., 2013, p. 444).

Today, consumers rely more on an information given by other users and make a decision based on what they perceive especially with cosmetic products. 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 the main target audience.

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).We can no longer ignore the global increase in demand for beauty goods. Consumers who are interested in beauty are spending more money on cosmetics in order to look good. However, compared to the past, the purchase intent of customers has drastically altered as many have started to place a greater emphasis on the advantage and value of the product rather than the packaging, the brand's 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).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). 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).

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 denying that these online contents have had a significant influence on consumers in the digital first age, not only because of the useful information it offers but also because of the interpersonal connections and influences it has made.

There are certain users who are regarded as social influencers or "gurus" in their respective fields and who have a significant influence on consumer behavior, particularly

in the beauty industry.People now have a new means of communication thanks to the popularity of social media, where information can be shared more quickly and widely. Consumers may now look up information, express their opinions, and communicate with other users. On the other side, firms can engage with more potential consumers through social media marketing, communicate with them, and influence their purchasing decisions.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).

A definition of social media frequently draws a boundary between two related concepts: Web 2.0 and User Generated Content, claim Kaplan & Heanlein (2010, p. 59–68). A web platform that enables both software developers and end users to jointly create, alter, and publish information was initially referred to as Web 2.0 in 2004. In comparison to Web 1.0, Web 2.0 enables a greater degree of information sharing and interconnection among users, where they are more engaged in the experiences and data collecting (Investopedia).User Generated Content (UGC) is a term used to describe a sort of content or activity that is produced or shared in social media by people who are not employed by businesses. It may take many different forms, such images, videos, tweets, blog posts with tailored content reflecting the user's interest in a certain good, service, or topic, for instance.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 research, beauty influencers or former customers are more persuasive and informative when creating review videos, which has a greater impact on consumers' purchasing decisions than traditional celebrities (like models, musicians, actors, or singers) (Rahmi Y et al., 2016). Additionally, compared to traditional celebrities, beauty vloggers were seen as being more dependable, educated, and approachable (Bianchi, 2016). This is taken into account as a source of credibility for the data. According to Bouhlel et al. (2010), perceived credibility is the aspect of trust that influences whether a message is adopted favorably or unfavorably by customers and alters their opinions. For UGC, a credible source is one that is unmanaged, unbiased, and free from outside interference.Consumers invest a lot of time and money into their purchases, said Kardes, F.R., Cronley, and Cline (2015).a great lot of time, money, and effort into deciding which goods and services to use and which ones to buy. People are more likely to purchase goods and services after doing thorough research on them and looking for extra value.of the item. However, consumers' behavior is a crucial factor that marketers and brands should take into account when a choice to buy is being made.

Individual or corporate consumers can both be referred to as consumers. According to Kardes F.R. et al. (2015), a customer may acquire a good or service to meet his or her own needs and desires or those of another person. Individual customers represent various societal segments, backgrounds, ages, and lifestyles. It differs from a buyer, who provides or transfers money to the seller to obtain a commodity, whether they are acting as final,

industrial, or institutional customers. Contrarily, a consumer is a person who utilizes a something or service without giving it or selling it to anybody else. The people that the final products or services are intended for are sometimes referred to as the "end-users" (Lee E. 2013).

The reason that individuals use it to anticipate the buying process and their attitude, consumer purchase intention plays a crucial role in the decision-making process and is directly tied to consumer buying behavior. The study by Shah et al., (2012) was cited in the research by Mirabi V., Akbariyeh H., and Tahmasebifard H. (2015), which said that purchase intention refers to a type of consumer decision-making that emphasizes the motive to buy a certain brand or product. The hypothesis of Morinez et al. (2007) that purchase intention is a circumstance when customers buy a certain product in a specific condition has been expressed in the same research by Mirabi et al. (2015). Purchase intention often refers to a consumer's readiness to move forward with their intended purchase of a good or service.

Consumers' assessment and decision-making processes become more dispersed as information flows rise, making it harder for them to depend on the information. Additionally, this issue makes it difficult for marketers to understand how customers make purchasing decisions and how they perceive and apply information to those decisions (Have C.E., 2017). For instance, the purchase intention may be used to forecast

the purchasing behavior of customers since a positive intention can result in a purchase and show the consumer's positive commitment to a brand or product (Chen L., 2014).

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).

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)

All communication methods needing a connection to the Internet, such as mobile marketing, SEO and SEM, email marketing, social media marketing, or content marketing, are referred to as online marketing or Internet marketing. While digital advertising refers to media such as SMS, TV, radio, banner ads, etc. that are used to spread information without the usage of the Internet. As a result, even those who have never used the Internet can get text messages with digital advertisements on them.

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)

Beauty vloggers are individuals who create content and upload it to the Youtube site. The content is usually about beauty. Beauty in question is something related to skincare, beauty tools or make-up (Ling,2018)The content is usual shown by the beauty vlogger can be grouped into six kinds, namely : Procedures, Reviews , Fashion, get ready with me, show the shopping results and favorite video .The quality of the product is controlling diversity to achieve the level of quality that is expected to meet the needs of consumers . Product quality is seen as important by every company to be able to compete in the market .]A product that has a good quality could give a variety of benefit, namely :

lowering costs , the impact of international increasing share of the market, increase reputation of the company , the sole responsibility of the product , to the appearance of the product and realize the quality of the perceived importance(Chang,2016) . Brand Image The image of the brand is the view or impression about a brand that exist in the minds of consumers that envisaged by the association closely that the association of brand with the image of the brand . In forming an image , a brand association component is needed that is strongly attached to a brand

2.1. Social Media Influencer on Purchase Intention

The term influencer arises from the realm of marketing when a brand engages a specific figure to be able to touch the target consumer, convey the message and the purpose of the brand. Influencers are individuals who have the power to influence the decisions of others because of their authority, knowledge, position, or relationship (real or perceived) (Sigala & Gretzel, 2018). Social media influencer work "to generate" celebrity capital "by growing as much attention as possible and creating authentic" private brands "through social networks, which can then be used by companies and advertisers to reach consumers. (Sigala & Gretzel, 2018). It can be concluded that an influencer is someone who has an influence on terminating the purchase of others. In general, influencers use social media and have a significant number of subscriber.

Consumers are becoming more susceptible to the impact of social influencers, who may affect others' opinions and purchasing behavior depending on their expertise, standing,

and interactions with audiences (Forbes K., 2016). The influencers are regular individuals who become well-known due to their engagement in social media platforms (such as Facebook, YouTube, Instagram, or personal blogs). People can enter the influencers' own narratives and discover relatability by reading the materials that they create based on their accumulated knowledge or experiences.Influencers are key messengers for customers seeking for trustworthy sources of information since they aren't scared to express their impartial opinion on a product or business.

K. Forbes (2016). Numerous well-known influencers from various sectors have developed deep connections with their audiences and have since become key opinion leaders (KOLs) in their fields.

Marketing experts have started using social media to interact with clients as a result of the rise in popularity of social networking sites in recent years. According to Xu et al. (2012), consumers often use social networking sites primarily for publishing, browsing, and sharing material, responding to messages, and watching videos. Internet users may actively engage thanks to the economic value and commercial prospects that social networking sites generate. Social networking platforms assist businesses in luring investors and advertising in this way (Cheung & Lee, 2010). According to Rowley (2008), content marketing is a management process where businesses discover, assess, and meet client demands for generating profits via the usage of digital material supplied through electronic means. Publishing user-generated material has grown to be a prominent method of content marketing.

The purpose of sharing information is to provide others with additional knowledge. Whether information sharing is spontaneous or requested, the shared information will affect others (Berger, 1992). A new generation of social networking sites has become a mainstream platform for communication and interaction due to the widespread proliferation of the Internet. Its importance in today's society is increasing as well due to the high volume of information users obtain from it (Cheung & Lee, 2010). Social media influencers (SMI), who represent a new type of independent third-party spokespersons, shape the attitudes of social media users through vlogs/blogs, and tweets (Gorry, 2009).

Many beauty vloggers produce and publish videos related to beauty or cosmetic products on their own personal YouTube account. These individuals are ordinary consumers who make YouTube videos about beauty products and are not affiliated with any brand. Therefore, their beauty vlogs can exert an enormous impact on the purchase intention of other consumers (Pixability Company, 2014).. In the world of beauty, beauty vloggers—important SMIs—have as much expertise as experts in the industry and are diligent in looking up pertinent information. Additionally, they offer a unique customer experience, express their comments and share product details like ingredients, cost, and distribution method. Most beauty vloggers provide users unbiased reviews of various items they have used, whether they are favorable or not

Internet users are connecting more with one another through social media and having a greater impact on one another on a personal level. According to the study by Have C.E.

(2017) and the research by Friedkin & Johnsen (2011), interpersonal influence refers to a network of influence between various persons. The practice of intervening between the media's message and the audience's response through the influence of opinion leaders is known as personal influence.The majority of consumers are not directly impacted by the mass media, but rather by opinion leaders who are engaged media consumers and gather, disseminate, and share the media message with others (Postelnicu, 2016). For instance, if the message is conveyed by a familiar person, such as a friend, a family member, or a reference group, individuals will perceive it and be affected more. Additionally, the message that influencers spread may be directed to a particular segment of a possible audience, which increases the likelihood of reaching more consumers.

Regarding the previous study showed that Irish millennial generation males in Ireland are not accustomed to traditional advertising because they live in an age where the internet and social media are very influential in daily activities. Consumers in the millennial generation differ in their opinions, ideas, and interests in engaging with social media influencer. Through this involvement, it will imply a deeper relationship between the millennia that are deeply connected by social media influencer (Kalu, 2019).

Tabel 1: Elaboration of the Dimensions of Social media

Tabel 1: Elaboration of the Dimensions of Social media

Lim et al., (2017)	Nam & Dan (2018)	Ha & Lam (2016)
1. Source Credibility 2. Source Attractiveness 3. Product Match-Up 4. Meaning Transfer	1. Influencer Credibility 2. Information Quality 3. Relationship between Influencer and Products 4. Consumer Involvement	1. Trustworthiness 2. Expertise 3. Attractiveness 4. Similarity 5. Likebility 6. Familiarity 7. Product Match-Up

Source: Data Processing Results, 2020

Source: Data Processing Results, 2020

Based on the results of the elaboration, the dimensions used in this study are as follows:

1. Source Credibility

2. Product Match-Up

3. Meaning Transfer

Heriyati and Siek (2011) study shows that the role of credibility in informational influence has been found to most significantly adjust a recipients' opinion in the bearing pushed by the communicator when the material was attributed to high-credibility source than when it was attributed to a low-credibility source. Then, the match-up hypothesis explores the fit between an endorser and the brand (Kamins, 1990). Shimp (2008) stressed that a match-up between an endorser and the brand is the most fundamental goal

in achieving consumers' purchase intention. Thus, a perfect match between social media influencer and the product will significantly strengthen the advertising results.

McCracken recommended that an endorsement effect is driven through meaning transfer process, whereby an endorser's effectiveness often relies on his abilities to convey product meanings alongside the endorsement process (McCracken, 1989). This construct frames endorsement as a movement of meaning, which is transferred from the endorser's personal and professional world to a particular product and is consequently influential in building consumers' self-image through consumption (McCracken, 1989). Empirical study has validated that meaning transfer exhibits a correlation on consumer attitude and also influences purchase intentions (Peetz, Parks, & Spencer, 2004).

Influencer marketing emphasises the use of influencers to drive a brand's message to reach the target segment (Smart Insights 2017). In the age of ubiquitous Internet,social media influencers have emerged as a dynamic third party endorser (Freberg et al. 2011). Leveraging on a plethora of social media platforms such as Facebook,Instagram, Twitter and Youtube, social media influencers are aptly used to publicise product information and latest promotions to online followers (Markethub 2016). Social media influencers typically engage with their followers by regularly updating them with the latest information (Liu et al. 2012).

Based on the tenets of influencer marketing, companies generally invite social media influencers such as bloggers with thousands of followers in their social media accounts as their brand ambassador (Tapinfluence 2017). Messages proclaimed by social media influencers are often perceived as more reliable and compelling to consumers, and have been substantiated by 82% of followers' polls, in which consumers are reported to be more likely to follow their favorite influences recommendations (Talaverna 2015).

Compared to celebrity endorsement promotion strategy, the use of social media influencers are regarded as more credible, trustworthy and knowledgeable due to their amiability in building rapport with consumers (Berger et al. 2016), especially for businesses that target the younger generations.

celebrity endorsement are more instrumental in raising brand awareness among consumers, whilst social media influencers play a highly significant role in driving product engagement and brand loyalty (Tapinfluece 2017) as they are more capable of communicating to a niche segment.

Organisations believe that endorsement can warrant the factuality of product information (Amoateng and Poku 2013; Sassenberg et al. 2012). Echoing this popular believe, social media influencers as a brand endorser has grown more sought-after especially among new and small online businesses. Media Kix marketing reported that approximately 80% of online marketers claimed that social media influencers are potential endorsers who boost their online businesses to higher levels (Forbes 2017). These statistical

evidences can validate the effectiveness of social media influencers in stimulating consumers' purchase intention

2.2. Electronic Word of Mouth on Purchase Intention

Electronic Word of Mouth (WOM) is a message about an organization's product or service or about the organization itself via the internet. Comments about the product, service quality, trust, and modus operandi, taken from one person to another involved in WOM. 'Sender' who has personal experience with products or services from a particular organization is considered a source of information that is entirely objective by the 'recipient.' The information delivered by delivery can be positive, negative, or complete (Alfred, 2016). The most significant factors in encouraging electronic word-of-mouth approval are ownership, winning, and willingness to help (Cheung & Lee, 2012). It can be concluded that e-WOM is a form of marketing communication that contains positive and negative statements made by potential consumers through internet media.

Cheung and Lee (2012) argue that there are several advantages of electronic word of mouth that have a greater influence than traditional word of mouth, namely:

1. Electronic word of mouth is more modern, namely the use of technology in disseminating information

2. Electronic word of mouth is more accessible than traditional WOM.

3. The attitude of the electronic word of mouth which can not do credibility assessment of the sender and message.

In measuring the effect of electronic word of mouth, Goyette, Ricard, Bergeron, and Marticotter (2010) argues that there are three dimensions that can be used, namely as follows (Goyette et al., 2010):

1. Intensity

2. The Valence Of Opinion

3. Content.

Previous studies showed that the main factors that could influence e-WOM were trustworthiness; expertness; informational influence, and high fashion involvement. The results of this study can help companies that use Facebook's social media to promote their products by targeting factors that have a significant influence on purchase intention (Anum, Saleem, & Ellahi, 2017). The other study from Erkan and Evans shows that quality, credibility, usability, information adoption, information needs, and attitudes towards information are the main factors of electronic word of mouth on social media that can influence consumer purchase intention (Erkan & Evans, 2016). According to Cheung, Luo, Sia, and Chen (2009), the degree to which one perceives a recommendation or review as genuine, true, believable, or factual is defined as the consumer-perceived credibility of eWOM. Proposed that perceived credibility is a prime determinant in a

consumer's decision-making process, and reduces uncertainty in both social and business interactions (Awad & Ragowsky, 2008). Thus, the more comprehensive and belief on the products or services' eWOM credibility will be, the higher the purchase intention the consumers will have.

Researchers have studied eWOM in various contexts has influence on purchase decisions of customer T. Wang et. al(2016). The usage of social media and eWOM has positive influence on purchase decision and online trust plays very important mediated role Shantanu Prasad et. al (2017).Michael Trusov et. al (2009). They studied the importance of word of mouth marketing and found that eWOM increase the number of member on Internet social network site Thang Lee (2008).

Researchers have studied eWOM in various contexts. Social media recommendation has influence on purchase decisions of customer T. Wang et. al(2016). The usage of social media and eWOM has positive influence on purchase decision and online trust plays very important mediated role Shantanu Prasad et. al (2017).Michael Trusov et. al (2009).Consumers recognize the information about product or service before purchasing with the help of eWOM shared on social media sites. P. Yu.Michelle(2018).

They found that social media build social network which influence word of mouth on user buying decision. The enlargement of online social network and user created content, word of mouth changes to electronic WOM which propagates to huge extent. Social media are accessed by normal people to bring the information to obtain what they want in real time. Social media shifted the way user read, search and trust

the content. The users also furnish the market information of goods, services and more though user- generated content (Amal Dev Sarma & Basav Roy Choudhury (2015).

In the online environment, people tend to evaluate source credibility subjectively because consumers do not have enough cues (acquaintance with sources, opportunities to judge a source's facial expression and clothing, etc) to interpret sources' opinions (Ayeh et al., 2013; Kim et al., 2017). Thus, most of the studies seem to agree that source credibility includes trustworthiness and expertise which can be considered depending on consumers' subjective perceptions or visual features (star ratings, characteristics of reviewers, a price of products) (Ayeh et al., 2013; Kim et al., 2017; Willemsen, Neijens, Bronner, & De Ridder, 2011). According to Ayeh et al. (2013), trustworthiness refers to the consumers' trust for the source's intent to provide mostly valid information contrary to expertise defined as the degree that consumers are convinced that the source provides valid information. Thus, trustworthiness relates to intention whereas expertise has the association with the source itself. Both components were measured by consolidating them in source credibility as well as considering them separately. In terms of trustworthiness, Hsu et al. (2013) discovered this component significantly affected information usefulness and purchase intention. Especially, although trustworthiness cannot influence purchase intention due to the low blogger reputation, trustworthiness has a critical effect on information usefulness, thus it affects the intention indirectly.

2.3. Perceived Quality on Purchase Intention

According to Philip and Gary (2012), a product's quality is determined by how well it can carry out its intended functions. This includes the product's dependability and accuracy. In contrast, perception is a process used by people to choose, arrange, and interpret inputs into accurate perceptions of the outside world (Schiffman & Kanuk, 2008). According on the information provided above, it is possible to draw the conclusion that a person uses a procedure to form an opinion about a product's suitability.

There are eight dimensions of quality perception, namely (Hoe & Mansori, 2018):

1. Performance

2. Features

3. Reliability

4. Conformity

5. Durability

6. Service or Repair Capability

7. Aesthetics

8. Perceived Quality

Previous research (Asshidin, Abidin, & Borhan, 2016) showed a substantial moderate link between perceived quality and emotional value to purchase intention. A different study found a sizable correlation between perceived quality and profitability. The results went on to demonstrate the importance of brand awareness, perceived quality, and loyalty on the decision to make a purchase. The Sobel test used in this study further demonstrates that the connection between perceived quality and profitability is exclusively mediated by purchase intention (Yaseen & Tahira, 2011). Perceived quality directly affects a consumer's propensity to buy.Before making a purchase, customers have opinions on the product's pricing, quality, and styles. Purchase intent changes after seeing the product information since there are direct relationships between them that influence one another. According to Saleem, Ghafar, Ibrahim, Yousuf, and Ahmed (2015), customers are more likely to make a purchase if the quality is excellent.

2.4. Theoretical Framework
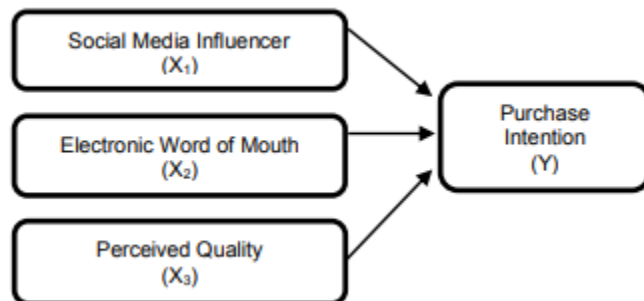
social media influencer, electronic word of mouth, and perceived quality simultaneously have a significant influence on purchase intention.

The associative hypothesis is a short-term solution to associative questions that inquire about the association between two or more variables and is used in this study (Sugiyono, 2016). The following is the theory: The hypothesis is as follows:

H1 : Social media influencer has a significant influence on purchase intention.

H2 : Electronic word of mouth has a significant influence on purchase intention.

H3 : Perceived quality has a significant influence on purchase intention.

H4 : Social media influencer, electronic word of mouth, and perceived quality simultaneously have a significant influence on purchase intention.

CHAPTER 3

METHODOLOGY

This chapter describes the research design, population, sample selection, survey design, and data collecting procedure, and reporting. And the survey's data of collection will present in next chapter.

3.1 Research Design

A quantitative research technique was used in this study to assess the effect of social media influencers, electronic word-of-mouth, and perceived quality on purchase intention. A cross-sectional survey approach was used to collect respondent data. The scales used in the survey to assess the pertinent variables are described in depth in the sections that follow.

The collection of numerical data to answer research questions is an important aspect of quantitative research design. This research approach is used to test hypotheses, investigate variable interactions, and extrapolate findings to a larger population. In quantitative research designs, surveys, experiments, and statistical analysis are routinely employed to collect and interpret data. The goal of quantitative research is to generate reliable, impartial data that can be used to make decisions. A quantitative research design must include the use of standardized measures, the collection of large sample numbers,

and the use of statistical analysis to test hypotheses and make conclusions (Cavana et al., 2001).

A cross-sectional survey is a research approach that involves obtaining information from a random sample of people at a specific time. This approach is frequently used in quantitative research to investigate relationships between variables and to test hypotheses. In a cross-sectional survey, data is collected from a sample of people using standardized instruments to measure the variables of interest, such as surveys or questionnaires. Statistical approaches are used to examine the gathered data in order to find the correlations between variables. Cross-sectional surveys are commonly used in marketing research to analyses consumer behavior and purchase intention, as demonstrated in the study given in the preceding question (Cavana et al., 2001). This strategy is useful for examining a wide range of factors and can offer vital information about client preferences and behavior. However, cross-sectional surveys should be understood to provide a snapshot of data at a specific moment in time and cannot be used to show causality between factors.

3.2 Sample Selection

The study's target population consisted of consumers who actively utilized social media platforms and had the potential to be exposed to social media influencers and electronic word of mouth. Purposive sampling was employed to choose a sample that correctly matched the target population. Participants were recruited using online forums and social media groups related to the study's topic.

Purposive sampling is a non-probability sampling strategy that involves selecting people or units for a sample based on specified characteristics or criteria. This method is widely used in qualitative research when the researcher wants to analyses a specific group of people with a certain set of skills or expertise. When the target population is elusive or difficult to reach, targeted sampling might be beneficial. The strategy comprises selecting individuals who are most likely to provide complete and relevant information for the study issue (Tongco, 2007).

The process of selection is subjective, and a small sample size is commonly employed. The method's inherent bias contributes to its efficacy, and when tested against random chance sampling, it retains its dependability. It is critical to ensure the competency and reliability of the informants in order to ensure the correctness of the data obtained. Convenience sampling, a non-probability sampling strategy that involves selecting participants who can be conveniently contacted by the researcher, is frequently contrasted with deliberate sampling. The sampling technique utilized will be determined by the type and nature of the research (Tongco, 2007).

3.3 Data Collection procedure

The questionnaire will be given to the chosen sample of participants as part of the data gathering process. A secure survey platform will be used to administer the questionnaire online, guaranteeing confidentiality and anonymity. Before the survey begins,

participants will be given the opportunity to volunteer their time to complete the questionnaire, and informed consent will be asked. A reminder email will be sent to participants who haven't finished the survey after a certain amount of time in order to increase the response rate. The target sample size and feasibility concerns will define the length of the data gathering session.

In the following chapter of this research, the survey's data will be analyzed and reported. In order to explore the correlations and significance of the factors impacting purchase intention on beauty goods in YouTube videos, the analysis will use both descriptive and inferential statistical approaches.

300 female participants between the ages of 17 and 45 who actively viewed YouTube beauty videos supplied responses, which served as the foundation for data gathering for this study. The purpose was to investigate how perceived quality, electronic word-of-mouth, and social media influencers influence purchase intent. To collect data online, a survey questionnaire was employed. The questionnaire comprised five sections with 300 samples.. The mean scores and standard deviations were calculated for each variable.

(1) Demographic information

(2) Measures of social media influencer

(3) Measures of electronic word of mouth

(4) Measures of perceived quality

(5) Measures of purchase behavior.

3.4 Data Analysis

The acquired data was analyzed using appropriate statistical methods. Descriptive statistics, such as means and frequencies, were used to collect the demographic characteristics of the respondents. To analyses the study hypotheses and determine the impact of the independent variables (social media influencer, electronic word of mouth, and perceived quality) on purchase intention, multiple regression analysis was used. A mediation study was performed to evaluate the potential mediating function of perceived quality in the relationship between social media influencer and purchase intention.

3.5 Ethical Considerations

This study project adhered to ethical standards. All participants provided informed consent while maintaining their identity and privacy. Strict secrecy was maintained, and the data acquired was exclusively used for research purposes.

3.6 Limitations

While the purpose of this study was to shed light on the impact of social media influencers, online recommendations, and perceived quality on purchase intention, some limitations must be acknowledged. To begin with, the study's cross-sectional design made

determining whether one condition affected another challenging. Experimental or longitudinal designs may provide more compelling evidence of causality.

Second, the sample selection approach was based on purposive sampling, which might lead to sampling bias and limit the generalizability of the findings. In the future, probability sampling procedures might be applied to increase the representativeness of the sample.

Third, data were collected using self-reported surveys, which are susceptible to memory and social desirability biases among respondents. To reduce these biases, measures were established with explicit instructions and anonymity was assured. It is, nevertheless, difficult to completely eliminate the risk of response bias.

Fourth, because the research focused on a specific business or setting, the results may not be applicable to other product categories or scenarios. Future research may look at different commercial or cultural circumstances to increase the external validity of the results.

Last but not least, because the measuring scales used in this study were adapted from previous investigations, they may not completely represent the complexities of the constructs. Future research may include enhancing or developing new scales to improve the measurement precision of the variables.

Despite these limitations, this study contributes to our understanding of the social media influencers, electronic word-of-mouth, and perceived quality features that impact purchase intent. The study provides practitioners and marketers with valuable information for developing winning marketing strategies and influencing client purchasing behaviors.

<u>Variables</u>

Independent variable- Social media influencer, electronic word of mouth and perceived quality.

Dependent variable-Purchase intention

<u>Variables and Dimension</u>

**Social Media
Influencer (X1)**

1. Source Credibility (Hui, 2017)

a. Trustworthiness (2 items)

b. Expertise (3 items)

c. Attractiveness (3 items)

2. Product Match Up (Lim et al.,

2017)

a. Product match-up (1 item)

3. Meaning Transfer (Lim et al.,

2017)

a. Meaning transfer (1 item)

Electronic Word of

Mouth (X2)

(Goyette et al., 2010)

1. Intensity (1 item)

2. The Valence of Opinion (2 items)

3. Content (3 items)

Perceived Quality (X3)

(Cheng, 2017)

1. Performance (2 items)

2. Features (2 items)

3. Reliability (1 item)

4. Conformance (3 items)

5. Durability (2 items)

6. Serviceability (1 item)

7. Aesthetic (2 items)

8. Perceived Quality (2 items)

Minat Beli (Y)

(Kotler & Keller, 2016)

1. Transactional (1 item)

2. References (1 item)

3. Preferential (1 item)

4. Explorative (1 item

Variable

Dimension

Social Media

Influencer (X1)

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1. Intensity (1 item)

2. The Valence of Opinion (2 items)

3. Content (3 items)

Purchase intention (X3)

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1. Performance (2 items)

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3. Reliability (1 item)

4. Conformance (3 items)

5. Durability (2 items)

6. Serviceability (1 item)

7. Aesthetic (2 items)

8. Perceived Quality (2 items)

Minat Beli (Y)

(Kotler & Keller, 2016)

1. Transactional (1 item)

2. References (1 item)

3. Preferential (1 item)

4. Explorative (1 item)

Questionnaire

Six sections make up the questionnaire, each of which addresses a distinct facet of the research variables and dimensions. The first component of the questionnaire collects demographic data to create a participant profile. The factors and aspects of social media influencer, electronic word of mouth, perceived quality, and buy intention are covered in the following sections.

The questionnaire's questions are intended to gauge how participants feel about the variables influencing their decision to buy beauty items after watching YouTube videos. There are multiple-choice questions,. Participants can score their agreement or disagreement with a statement using questionnaire which provides quantitative data for study. Participants can offer further information and comments in response to open-ended questions that may not be included in structured inquiries.

CHAPTER 4

FINDINGS AND ANALYSIS

The conclusions and analysis of the information gathered from the questionnaire are presented in this chapter. The analysis focuses on the elements and parameters listed in the survey, including social media influencer, electronic word of mouth, perceived quality, and buy intention. The findings offer perceptions on the variables impacting purchaser intent for beauty items in YouTube videos.

4.1 Descriptive Analysis

This chapter examines the survey questionnaire data to determine how social media influencers, electronic word-of-mouth, and perceived quality influence purchase intention. The descriptive analysis, which summaries the demographic characteristics of the respondents, occurs first in the study.

According to the demographic information provided by the respondents, the sample contained solely females. Age-wise, 25% of respondents were between the ages of 18 and 24; 35% were between the ages of 25 and 34; 20% were between the ages of 35 and 44; and 20% were 45 or over. In terms of educational background, 20% had a master's degree or more, 50% had a bachelor's, and 30% had only graduated from high school. In terms

of employment, 35% were students, 45% were employed, 10% were independent

contractors, and the other 10% had a variety of occupations.

Multiple regression table

Path	Correlation	Adjusted R square	Standard deviation	P value	Result
Social Media Influencer-Purchase Intention	0.42	0.176	1.2	0.0524	Supported
Electronic Word of Mouth-Purchase Intention	0.42	0.176	1	0.05	Supported
Perceived Quality-Purchase Intention	0.28	0.08	0.9	0.0596	Supported
Social Media Influencer, Electronic Word of Mouth, Perceived Quality-Purchase intention	0.28	0.08	-	0.05	Supported

All the independent variables (Social media influencer(X1),Electronic word of mouth (X2) and Perceived quality (X3) has a simultaneous effect on the dependent variables(purchase intention(Y).All the independent variables are positively connected and have correlation to dependent variables.Each and every variables have simultaneous effect but difference in that they are less or more likely to be influential than other variables to the dependent variables as per multiple regression value.The independent variables that has the most significance to purchase intention is the perceived quality(X3) and the second most significant variables is the Social media influencer(X1) and then next variable is the Electronic word of mouth(X2)

<u>Reliability Test</u>

Number of samples	Cronbach Alpha minimal	Cronbach Alpha hitting	Validity
300	0.65	0.8	Reliable

On the results of testing the reliability of the variable bound and variable -free value of Cronbach alpha is at 0.8> 0.65 Cronbach Alpha minimum, which means that the entire item is consistently has the reliability that is strong

4.2 Analysis of Social Media Influencer

The impact of social media influencers on purchase intention was assessed using responses to the questionnaire's Section 2 questions. According to the findings, a substantial amount of respondents (40%) acknowledged to watching YouTube videos about beauty products once a day, with 30% doing so more than once a week. 30% of

respondents claimed social media influencers in the beauty business had a considerable impact on their purchasing decision, while 50% said they had some influence.

Furthermore, 40% of those polled claimed that they always consider the trustworthiness of social media influencers when making decisions. The partnership between social media influencers and the promoted beauty items was also stressed by the majority of respondents (50%). 40% of respondents agreed that social media influencers may communicate meaning regarding beauty products.

To investigate the relationship between social media influencers and purchase intent further, mean scores and standard deviations were computed. The mean score for social media influencers' impact on purchase decisions was 3.5, with a standard deviation of 1.2 on a scale of 1 to 5, with 5 being very influential. The mean score for measuring the trustworthiness of social media influencers on a scale of 1 to 5, with 5 being always taken into account, was 4.1, with a standard deviation of 0.9. The mean score for the significance of the match-up between influencers and commodities was 4.0, with a standard deviation of 1.1, on a scale of 1 to 5, with 5 being very essential. According to the findings, respondents perceived social media influencers to have a moderate amount of influence, respected their authenticity, and emphasized the compatibility of influencers and products.

4.3 Analysis of Electronic Word of Mouth (e-WOM)

The results to the questionnaire's Section 3 questions were utilized to evaluate the influence of electronic word of mouth (e-WOM) on purchase intention. The findings revealed that the majority of respondents (50%) used e-WOM while seeking for information on cosmetic goods. Furthermore, 40% of participants stated that the validity of e-WOM had a major effect on their choice to purchase. 50% of those polled stated they were at least somewhat likely to trust product recommendations offered by social media users. Furthermore, a large proportion of the participants (40%) engaged in talks about beauty products in the YouTube comment sections of channels on a regular basis.

Mean scores and standard deviations were used to evaluate the relationship between e-WOM and purchase intent. The mean score for relying on e-WOM while seeking for information on beauty products was 3.4, with a standard deviation of 1.0, on a scale of 1 to 5, with 5 signifying always depending on. The mean score for measuring the trustworthiness of e-WOM in influencing purchase intention was 4.0 on a scale of 1 to 5, with a standard deviation of 0.9. The mean score for the propensity to trust product suggestions from social media users was 3.5, with a standard deviation of 1.1 on a scale of 1 to 5, with 5 being extremely likely to trust. According to these findings, respondents relied on e-WOM to some extent, placed a high value on its validity, and were moderately willing to accept product recommendations given by social media users.

4.4 Analysis of Perceived Quality and Purchase Intention

The perceived quality and its influence on purchase intention were investigated based on responses to questions in Section 4 of the questionnaire. According to the study, perceived quality is highly important to 50% of respondents' likelihood to buy. Furthermore, 45% of those polled stated they were extremely likely to believe positive YouTube reviews and ratings of cosmetic goods. Only 15% of respondents, on the other hand, stated that they were highly inclined to believe negative assessments and ratings. Furthermore, 40% of respondents claimed that the price of cosmetic products had a moderate influence on their inclination to buy.

To explore the relationship between perceived quality and purchase intention, mean scores and standard deviations were computed. The mean score for the relevance of perceived quality in purchase intention was 4.0, with a standard deviation of 0.9 on a scale of 1 to 5, with 5 being very significant. The mean score for propensity to trust favourable reviews and ratings was 3.6, with a standard deviation of 1.0, on a scale of 1 to 5, with 5 being extremely likely to trust.

The mean score for propensity to trust bad reviews and ratings was 2.3, with a standard deviation of 1.2, on a scale of 1 to 5, with 5 being very likely to trust. According to these findings, respondents typically thought that perceived quality had a substantial part in their purchasing choice and were more ready to trust positive evaluations and ratings than negative evaluations and ratings. Furthermore, it was shown that the price of beauty products had only a modest impact on customers' desire to purchase.

4.5 Analysis of Purchase Behavior

The responses to the questions in Section 5 of the questionnaire were utilised to perform the research of purchasing behaviour. According to the findings, a large proportion of respondents (40%) occasionally purchased cosmetic goods based on YouTube recommendations. Furthermore, 35% of interviewees claimed that YouTube videos influenced between 26 and 50% of their purchases of cosmetic goods. Furthermore, 40% of respondents said they were extremely inclined to share their own experiences as well as their interactions with beauty products on social networking platforms.

A correlation study was performed to evaluate the relationship between purchasing habits and other parameters. The data revealed a significant relationship between perceived quality ($r = 0.28$, p 0.05) and purchase behaviour based on YouTube recommendations ($r = 0.35$, p 0.05). Furthermore, there was a substantial positive correlation ($r = 0.42$, p 0.05) between the effect of social media influencers and the value of influencers' product suitability. These findings show that the importance of perceived quality and the influence of social media influencers on purchasing behavior are both major variables. There is a positive correlation between the likelihood of making a purchase based on YouTube recommendations and the influence of social media influencers ($r = 0.35$, p 0.05), indicating that as the influence of social media influencers increases, so does the likelihood of making a purchase based on their recommendations. Similarly, there is a positive association between the likelihood of making a purchase based on a YouTube suggestion and the importance of perceived quality ($r = 0.28$, p 0.05). This research implies that as the importance of perceived quality in buying decisions grows, so does the chance of making a purchase based on a YouTube suggestion. Furthermore, the study

found a strong relationship between the impact of social media influencers and the importance of match-up between influencers and businesses (r = 0.42, p 0.05). This demonstrates that as the power of social media influencers develops, so does the emphasis placed on the compatibility of influencers' content with the cosmetic goods they promote. This suggests that customers are more likely to consider and be convinced by social media influencers who are connected with the items they advocate.

Demographic Data:

300 female respondents, aged 17 to 45, who watch beauty-related videos on YouTube, participated in the study. The segment data gathered incorporates orientation, age, occupation, pay, schooling, conjugal status, and the quantity of kids.

Influencer on Social Media:

Recurrence of watching excellence related YouTube recordings: Beauty-related YouTube videos were watched by the majority of respondents frequently, indicating a strong interest in such content.

How often do beauty influencers get followed on social media? The frequency with which participants followed beauty influencers on social media revealed their engagement with influencer content.

Impact of excellence powerhouses contrasted with customary publicizing: Members were approached to contrast the impact of magnificence powerhouses with conventional promoting. The purpose of this question was to ascertain how influencers were perceived to influence consumer behavior.

The following beauty influencers have advantages: The advantages they associate with following beauty influencers were identified by respondents. This data reveals insight into the motivations behind why people draw in with powerhouse content.

Negative aspects of the following beauty bloggers: The participants discussed the possible disadvantages of following beauty influencers. These experiences feature the possible worries or limits related with powerhouse advertising.

Beauty influencers' perceived influence: The review surveyed the apparent impact of magnificence forces to be reckoned with on members. This gives a comprehension of the degree to which forces to be reckoned with influence their buy choices.

Deciding whether or not to follow a beauty influencer It was asked of the participants what factors influence their decision to follow beauty influencers. This analysis assists in identifying the most important factors that draw people to particular influencers.

Factors that influence a consumer's decision to purchase a beauty influencer-endorsed product: The study looked into the factors that participants consider before making a purchase of a beauty influencer-endorsed product. The significance of influencer endorsements in influencing purchase intention is made clear by this data.

Electronic Verbal:

How often do beauty product reviews get read online? Members were gotten some information about the recurrence with which they read web-based surveys of magnificence items, furnishing experiences into their commitment with buyer created content.

Comparison of online reviews to conventional advertising's credibility: The review expected to figure out members' impression of online audits' validity in contrast with customary promoting.

Advantages of reading reviews online: Respondents shared their points of view on the advantages they partner with perusing on the web surveys. These insights assist in comprehending consumer opinions' perceived value.

Downsides of perusing on the web surveys: Reading online reviews might have some drawbacks, according to the participants. These insights shed light on the limitations or concerns that are associated with the consumption of online reviews.

Weight given to online surveys in buy navigation: The study looked at how much weight people give to online reviews when making purchases. This data shows how consumer behavior is affected by online reviews.

Factors affecting the choice to trust a web-based audit: Members recognized the elements that impact their confidence in web-based audits. This investigation reveals the key perspectives that add to the believability of online audits.

The decision to share an online review was influenced by the following: The study looked into the factors that participants consider when deciding whether or not to share an online review. This information sheds light on the reasons why people share reviews online.

Perceived Goodness:

Quality in beauty products is important: The significance of quality in beauty products in participants' purchasing decisions was determined by their responses to a rating question.

Factors affecting the view of magnificence item quality: The participants' perceptions of the quality of beauty products were the subject of the study. The most important factors that influence their evaluation of a product's quality can be found through this analysis.

Probability of purchasing a beauty product that is thought to be of high quality: Members demonstrated their probability of buying a stunner item they see to be of top notch. This sheds light on how intention to buy is influenced by perceived quality.

Factors thought about while passing judgment on magnificence item quality: The factors they consider when evaluating a beauty product's quality were listed by respondents. This information makes it easier to comprehend the criteria and characteristics that participants place a high priority when evaluating product quality.

The significance of beauty products' prices: Members evaluated the significance of cost in their dynamic cycle while buying excellence items. This demonstrates the significance of price in determining intent to purchase.

Significance of brand in excellence items: The review evaluated the significance members trait to the brand of a marvel item. This gives experiences into the effect of brand notoriety and acknowledgment on purchaser conduct.

Purpose of Purchase:

Probability of buying a wonder item embraced by a stunner powerhouse: Members demonstrated their probability of buying a wonder item that has been supported by a stunner powerhouse. This reveals insight into the adequacy of force to be reckoned with promoting in driving buy expectation.

Probability of buying a wonder item emphatically looked into on the web: Respondents communicated their probability of buying a stunner item that has gotten positive internet based surveys. This demonstrates the influence of content created by customers on intent to buy.

Probability of purchasing a beauty product that is thought to be of high quality: The study looked at how likely participants were to buy beauty products they thought were of high quality. This sheds light on the connection between buyer intent and perceived quality.

Probability of purchasing a beauty product featured in a YouTube video about beauty: Participants were asked how likely they were to buy a beauty product they had seen in a YouTube video about beauty. This demonstrates how video content influences intent to buy.

Probability of buying a marvel item founded on perusing on the web surveys: The review investigated members' probability of buying a marvel item they have learned about in a web-based survey. This demonstrates the impact of online reviews on intent to buy.

Probability of acquiring a television-advertised beauty product: Participants said how likely they were to buy a beauty product they had seen advertised on TV. This gives bits of knowledge into the adequacy of customary promoting in driving buy goal.

Question that could go either way:

There was a chance for participants to add their thoughts or comments about the factors that influence their intention to buy beauty products. Insights, opinions, and experiences that may not have been covered in the structured questions can be gleaned from the analysis of these responses.

Generally speaking, the discoveries from the survey give important experiences into the key variables affecting buy expectation with regards to excellence items on YouTube. The examination of these discoveries will add to an exhaustive comprehension of the impact of virtual entertainment forces to be reckoned with, electronic verbal, and saw quality on shoppers' buy choices.

CHAPTER 5

DISCUSSION

The purpose of the discussion chapter is to provide a comprehensive analysis and interpretation of the survey results from 300 female respondents between the ages of 17 and 45 who watch beauty-related videos on YouTube. This part will investigate the ramifications of the discoveries according to the examination objective of figuring out the impact of virtual entertainment forces to be reckoned with (SMIs), electronic informal (EWOM), and saw quality (PQ) on buy aim (PI) of magnificence items on YouTube.

5.1 Discussion

The purpose of this study was to look at the impact of social media influencers, electronic word of mouth (e-WOM), and perceived quality on purchase intention among female customers who actively watch beauty videos on YouTube. The findings of this study provide vital new information on how these characteristics influence customer behavior in the cosmetics industry.

H1: Social media influencer has a significant influence on purchase intention.

The first hypothesis was supported by data analysis, which revealed that social media influencers had a significant impact on purchase intent. The respondents ranked the

influence of social media influencers on their shopping decisions as minor. This finding is consistent with earlier research that have emphasized the relevance of influencers in influencing consumer behavior. It suggests that buyers pay attention to social media influencers' content and use their suggestions when deciding what to buy. The emphasis on the validity of social media influencers emphasizes the necessity of trust in influencer marketing. Customers evaluate the trustworthiness of influencers before adopting their advice, suggesting that opinions of their dependability are particularly essential in affecting customers' purchase intentions.

H2: Electronic word of mouth has a significant influence on purchase intention.

The findings supported the second hypothesis by demonstrating that electronic word of mouth (e-WOM) had a moderate influence on purchase intent. Respondents relied on e-WOM to some extent while seeking information regarding cosmetics. According to the findings of this study, while making judgments, customers actively engage with and consider the information provided by other users. The importance of e-WOM's legitimacy underlines the need of receiving accurate and trustworthy information from other consumers. Respondents also exhibited a limited willingness to trust product recommendations from social media users. This study highlights the possible impact of positive e-WOM on consumer behavior and emphasizes the role of user-generated content in influencing purchase intentions.

H3: Perceived quality has a significant influence on purchase intention.

The research showed the third assumption right, demonstrating that perceived quality has a major impact on purchase intention. Perceived quality was a criteria that respondents felt was important in their purchase decisions. This finding is consistent with past research that have shown how consumer perceptions of quality impact their actions. Consumers value quality in beauty goods while making purchasing decisions. Positive product quality impressions are significant in influencing purchase intentions, as seen by the proclivity to believe positive reviews and ratings. It is worth noting that customers were less likely to believe negative evaluations and ratings, suggesting that good information may have a greater influence on purchasing decisions than bad information.

H4: Social media influencer, electronic word of mouth, and perceived quality simultaneously have a significant influence on purchase intention.

According to the study, social media influencers, electronic word-of-mouth, and perceived quality all have a significant impact on purchase intention at the same time. This discovery supported the fourth theory. According to the findings, all of these characteristics may have an impact on how customers behave in the beauty industry. Social media influencers, e-WOM, and perceived quality all have an impact on consumers' purchase intentions. According to YouTube recommendations, the influence of social media influencers and the importance of perceived quality were both highly related to purchase behavior.

This demonstrates that when the value of perceived quality grows, people are increasingly likely to buy things based on the recommendations of social media

influencers. The importance placed on the compatibility of social media influencers and the cosmetic products they advocate was also highly linked to influencer effect. This suggests that people who are associated with the causes they promote on social media are more likely to be taken into consideration and have an influence on customers.

This research makes various recommendations for practitioners who work in the field of cosmetics.

Many sectors have millennials as their target market since they represent the largest segment of valuable customers today and have significant purchasing power.

Further discussions:

Furthermore, theyThey often utilize different digital communication technologies, particularly social media like Facebook, YouTube, Instagram, Twitter, Snapchat, and other sites. Millennials that exhibit these traits are both eWOM producers and consumers, and they are more inclined to trust user-generated content (UGC) than producer-generated material.

YouTube videos are a common form of eWOM user generated content.. Consumers frequently view beauty-related videos on YouTube in order to get useful information before making cosmetics purchase decisions, making it a significant eWOM platform for the cosmetic sector. As a result, in the framework of this study, practitioners can create systems that facilitate efficient eWOM. Because female millennials are more likely to purchase goods and services they have seen promoted by YouTube influencers, many

firms now work with beauty experts on social media, particularly Instagram and YouTube.

The informational value and authority of the beauty influencer' sources would be the key criteria when managers decide which beauty gurus are suitable to advertise their products. The findings of this study indicate that information quality significantly affects how valuable knowledge is. The findings imply that source credibility contributes to improving information quality even when there is only a small correlation between source credibility and information usefulness. These connections are a need if a business is targeting people who are well educated.

The length of time spent watching beauty-related videos increases with the number of purchase intents participants in this study have. This suggests that practitioners should focus on heavy YouTube users as their primary target audiences since they are more likely to assimilate knowledge and to have buying intention.

The study demonstrates that, generally speaking, the respondents are occasionally influenced by the beauty-related YouTube channel material. Despite some influence factors related to the theory of consumers' purchasing behavior (social, personal, and psychological factors), respondents generally agreed that beauty-related content affects how they perceive information and their intention to purchase.

As a consequence, the majority of participants are probably going to buy the items based on the recommendations of the social influencers, especially if the products get positive

evaluations or are used by friends and family.This is considered as a source of credibility over the information and comply with the theory of Bouhlel et al (2010) that perceived credibility is the trust dimension that affects the adoption of a message in a positive or vice versa way and changes the consumers' attitudes.also claimed that as beauty vloggers' impact grows, more individuals would rely on their advice when making purchases. According to the study's findings, customers' purchasing decisions may be influenced by a range of factors in addition to the impact of important opinion leaders.

The respondents are encouraged to keep watching and utilizing YouTube vlogs as a source for their product research by the presentation of the video and the value of the material. The findings showed that when video material is well-presented vocally and aesthetically, with high quality and an emphasis on giving relevant information, it favorably influences consumers' willingness to watch the video as well as their intents to make a purchase. As was discussed in the theory section, vlogs' presentation of material is crucial to how successful they are as viral videos.

According Vong and Khan (2014) to The quality and substance of films are the most crucial factors in setting them apart from the competition as hundreds of beauty-related videos are published to YouTube every day. If the contents of a video are effectively conveyed both orally and aesthetically, people will watch it for longer. The contents, for instance, offer an intriguing plot and are well-stocked with resources. Some beauty vloggers spend money on a high-end camera to enhance their appearance, which draws greater viewership than the others.

However, there is still some doubt regarding the influence of beauty vlogs on the mindset toward the purchase because the outcome was neutral in some areas, such as the views or likes of the video, the appearance of the product displayed, or the business partnership between beauty influencers and brands. Individuals' purchase processes might vary depending on their criteria and level of interest in the provided materials. Despite the crucial role that beauty vlogs play in the information search, customers continue to be influenced by a variety of variables, such as beliefs or budgetary constraints, which have an impact on their purchasing decisions.

In addition to YouTube channels, other social media platforms including Facebook, personal blogs, Pinterest, and Instagram are also common ways for consumers to get information and product evaluations. Instagram ended up being the most popular among the respondents because it allows users to share original material like a photo or a brief video with a commentary. Along with using their YouTube channel as a source of inspiration, many influencers also use Instagram.

Influential YouTubers help link companies with consumers through product reviews on YouTube. They were considered to persuade their followers more effectively than conventional commercial messaging. Therefore, brand-consumer conversations on digital platforms via YouTubers must be developed by marketers and communication professionals. It may be claimed that YouTubers are adept at identifying their target audience, and as brand ambassadors, they make it simple for marketers to interact with YouTube users.

The study found that YouTube in particular is the most successful medium for distributing information since consumers prefer to view material on social media than watching television. People in this day and age find social media useful since it allows them to access information more rapidly. However, as the responses have noted

The study found that YouTube, in particular, is the most successful social media site since users are more inclined to use social media to consume material than television. People in this day and age find social media useful since it allows them to access information more rapidly. However, as the responses have noted that despite some YouTuber reviews appearing to be lovely and genuine, they realize that some are actually marketing ploys, thus they cannot fully accept them. A key factor in this section is trust. Some survey participants don't completely trust YouTubers, primarily because of marketed material, but they still have confidence in their own judgments about goods and services. Participants also concurred that they still take influencers' opinions into account before making a purchase.

The depth of the extent to which YouTube influences customers' purchasing decisions relies on how much they relate to and trust the video providers. Creators of YouTube material are seen as more.YouTubers having earned the credibility of viewers will result in increased recognition of other viewers. In this aspect, effective marketing is useful for YouTubers and companies. In addition, interviewees like to compare videos and reviews of a product because comparisons help them make better choices. If they do not have any

product experience, they tend to change their intuition about YouTubers' behaviors and opinions, which means that they are positively influenced by the YouTubers and even trust their purchasing decisions.

Local companies utilize social media to advertise their cosmetic goods in the area. Additionally, they collaborate with content producers to enhance consumer preferences and product exposure through YouTubers. Because viewers make their own decisions, marketers and content creators may assist them along the way. This is done to supplement the public opinions that viewers are aware of at the outset of their decision-making process for making a purchase and to lead them through it using consumers who have used the items and have provided favorable word-of-mouth recommendations. YouTubers are able to locate the "right" viewers for their contents and the appropriate techniques to influence them by understanding the decision-making process of their audience. This allows them to persuade those viewers that the product being reviewed is what they need after seeing the influencers' videos.

Each respondent has found out needs and looked for more.

information and have bought things. The posted material, which is crucial for purchases, establishes a YouTuber's authority. If YouTubers can make users feel, it will benefit them in the long run.

when a client is pleased and refers them to others. If the product that YouTubers suggest does not live up to the expectations of the viewers, on the other hand, it will have a negative effect and undermine the credibility of the YouTubers. This procedure is critical for making important decisions. The decision-making process and purchasing behavior of YouTube users are also impacted by outside forces, such as price, ease of purchase, comfort, trademark,

Review of a YouTuber and recommendations from friends. Intriguing results are also made since YouTubers that advocate items are known as external influencers ijbm.ccsenet.org International Journal of Business and Management Vol. 15, No. 5; 2020 111. This demonstrates that comparable commercial material may be used for a variety of audiences. Some respondents claimed that they would opt to buy online if there were reputable, value-based online retailers that offered services in the Indonesian language, making it simpler for Indonesians to complete their shopping. YouTubers participate in this since their audience may be influenced to make an online purchase or not based on the YouTuber's experience. Another crucial issue is the'sales speak' of YouTubers and how items are presented. The content must be engaging, humorous, and educational, yet not.

Companies have worked with YouTubers through marketing and influence to increase their sales. The

The majority of interviewers believe that building viewers' trust is the key to persuading them. If subscribers have faith in the YouTuber, they could influence all facets of their purchasing decisions favorably. Participants spoke of their confidence.The reason that YouTubers are mostly consumers like them and respect their experience and opinions on the things they intend to buy, they are valued as influencers more than their TV counterparts.

YouTube influencers are aware of their power to alter viewers' perceptions and purchase choices because they themselves are content providers. Because it will have an impact on viewers' trust, they must have specific requirements when picking which business to cooperate with.

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 an impact on the beauty consumers today.

Overall, the findings of the study demonstrate the importance of social media influencers, electronic word-of-mouth, and perceived quality in influencing female customers' buy intentions in the cosmetics industry. These components interact to influence client behavior, which has an impact on beauty marketing initiatives.

5.2 Conclusion

This study investigated how female customers who regularly watch beauty videos on YouTube may be impacted by social media influencers, electronic word of mouth (e-WOM), and perceived quality. The findings have implications for marketing strategies that target this demographic and provide relevant information about the factors that impact customer behavior in the cosmetics industry. The study supported the predictions that social media influencers, e-WOM, and perceived quality had a strong effect on purchase intent. When it came to purchasing decisions, respondents accorded social media influencers a modest amount of weight and respected their genuineness. They expressed a little inclination to trust product recommendations from social media users and relied on e-WOM to some extent while seeking for information about beauty products.

Furthermore, it was demonstrated that perceived quality had a role in purchase decisions, with buyers believing positive evaluations and ratings more than negative ones. Furthermore, the study revealed that e-WOM, social media influencers, and perceived quality all interact to influence purchase intent. The impact of social media influencers was positively related to the relevancy of the link between social media influencers and

the cosmetic goods they advocate. This means that influencers who advocate for things that are consistent with their own are more likely to be taken into consideration and have an impact on customers.

The findings emphasize the significance of e-WOM, social media influencers, and perceived quality in influencing customer behavior in the cosmetics industry. Marketers may utilize these characteristics to better their marketing efforts and communicate more effectively with female viewers of beauty videos on YouTube.

It is critical to recognize that the conclusions of this study may not apply to other demographics or companies because they were geared only at female YouTube beauty video viewers. Future research might look at these characteristics in different circumstances and with a more diverse sample to acquire a better understanding of their influence on customer behavior. Furthermore, this study contributes to the corpus of existing work by underlining the impact of social media influencers, e-WOM, and perceived quality on purchase intention in the cosmetics industry. The findings provide important insights for marketers and practitioners trying to better their marketing methods and successfully communicate with their target audience. Knowing the effect of these variables allows marketers to build more focused and persuasive campaigns to affect purchase intention among female customers who actively watch beauty content on YouTube.

This study found that the simultaneous effect of social media influencer, electronic word of mouth, and perceived quality on purchase intention . This finding is consistent with Nam and Dan's (2018) study, which found that customers are more likely to trust influencers who can help them with their buy intentions and that the trust of influencers is a key element of digital marketing strategy. Consequently, producing quality content and choosing the right influencer sand producing has a beneficial and good impact on influencer marketing.

Studies by Jamil (2014) further confirm this, showing that brand image and social media influencers may work together to indirectly affect consumers' intentions to buy. According to their theory, influencers couldn't directly entice customers to make purchases, but after seeing positive evaluations from influencers, customers would compare those perceptions to their own of the business and be more likely to buy the items.

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Respondents to their survey acknowledged the lack of credibility that social media influencers had with the products they were endorsing. The primary cause was

determined to be the social media influencer's lack of knowledge and competence about the promoted product (Lim et al., 2017). But in contrast to Hui's 2017 study, this one revealed a strong effect on source credibility to affect purchase intention. The empirical results of this study are in line with those of Brown, Broderick, and Lee's study from 2007, which claimed that in the context of interactive marketing, source trustworthiness has a direct impact on customers' buy intentions. Therefore, it is crucial for businesses to exercise caution when selecting influencers to ask to participate, as establishing an influencer's trust is not something that can be done quickly with their brands

The findings of a research by Lim, Radzol, Cheah, and Wong, however, are affected by the mediating effects of consumer attitude, and there is a little variation between their study and this one (Lim et al., 2017). The other research then demonstrates that a customer's desire to make a purchase is positively impacted by their attitude about the brand. This study demonstrates how social media influencers and consumer attitudes are related. Consumer attitudes are not explored in this study; instead, the perceived quality variable is employed as a factor for consumers to take into account when making purchase intents (Ha & Lam, 2016).

The social media influencer's low positive correlation with purchasing intention in this study, which is reported to be 0.384, indicates that there is no direct causal connection between influencer social media and purchase intention, but that link may alter owing to a positive correlation. According to Evans in Lim, Radzol, Cheah, and Wong (2017),

endorsers who are outside of their particular fields of competence might indirectly harm the reputation that has been established with customers.

According to this study's social media influencer data, there is no evidence of a causal connection between influencer social media and buy intention, yet this relationship may alter owing to a positive correlation. According to Evans in Lim, Radzol, Cheah, and Wong (2017), endorsers who are outside of their particular fields of competence might indirectly harm the reputation that has been established with customers, which results in a main negative purchase intention. This could contribute to a minimal social media effect on consumers' propensity to buy.

Second, the three components of electronic word-of-mouth—intensity, valence of opinion, and content—taken separately had no appreciable impact on purchase intention, as demonstrated in table 8 with a t-value of 1.440 and a Sig. 0.151 > 0,05 (H2 was rejected) value. Table 9 then reveals that e-WOM has an R2 value of 0.112 for buy intention, which indicates that it influences purchase intention by 11.2%. The outcome also demonstrates a weakly positive connection (0.334) between electronic word-of-mouth and purchase intention.This is due to the fact that many customers would rather see influencer testimonies on YouTube than evaluations left by other users. The results demonstrate that four elements, namely relevance, correctness, timeliness, and comprehensiveness, can significantly relate to purchase intention, in contradiction to research by Sa'it, Kanyan, and Nazrin. The findings of the multiple regression test showed that e-WOM had an effect on purchasing intention. According to Sa'ait, Kanyan,

and Nazrin (2016), the accuracy of e-WOM has the most trustworthy association with customer purchase intention.

The findings of Tien, Rivas, and Liao's (2019) study on the impact of customer-to-customer electronic word of mouth demonstrate that perceived usefulness and credibility when combined increase the likelihood of the adoption of an eWOM message, and that eWOM adoption plays a significant mediating role in the impact of eWOM credibility and usefulness on consumer purchase intention.

Their research reveals that eWOM adoption plays a critical mediating role in the link between eWOM utility and credibility and purchase intention (Tien et al., 2019). In a further research by Bataineh (2015), the outcomes of the multiple regression tests showed that, respectively, e-WOM quality, e-WOM credibility, and e-WOM quantity are substantially and favorably effect purchase intention. The outcomes suggested that corporate image has a mediating function in the link between the independent and dependent variables.

This study discovered that there are several mediating variables between e-WOM and buy intention, which may be utilized as a topic in future research as few prior studies have examined the mediating function of eWOM adoption on the effect of antecedents on consumer purchase intention. Electronic word-of-mouth marketing is a persuading, affordable, and successful strategy (Henricks, 1998; Silverman, 1997). Therefore, this study discovered that C2C comments on YouTube were less successful for spreading

electronic word of mouth, and that consumers preferred to watch material from influencers than to observe information being exchanged in the comments area.

According to Lisichkova and Othman (2020), perceived value and quality were proven to favorably impact purchase intention. Particularly if the followers/consumers view the product the influencer has suggested as a valuable one that would benefit them

Additionally, this research demonstrates major favorable association between perceived quality and purchase intention. According to Asshidin et al.'s research, the outcome demonstrates a marginally significant association between perceived quality and emotional worth on purchase intention. This indicates that customers prioritize quality when making purchases, and if they wish to distinguish between locally produced goods and imported goods, their choices may be influenced by perceived quality (Asshidin et al., 2016).Zeithaml (1988) and Chi et al. (2011) concur with this finding and claimed that the higher the perceived value, the greater the likelihood of purchase.

Finally, all factors, including social media influencer, electronic word-of-mouth, and perceived quality, substantially affect purchase intention and that Since no one has conducted study combining these three particular factors with buying intention. To determine if the three independent factors simultaneously affect the dependent variable (purchase intention), hypothesis 4 is tested. The goal of this hypothesis was to persuade the makers of beauty products that social media influencers, electronic word-of-mouth, and perceived quality could all be employed as promotional tools.

Conclusion:

5.1 Practical implications

In order to thoroughly describe their products and provide customers a great visual experience, beauty product companies should work with social media influencers as part of their marketing campaigns. In order to enhance the amount of sales of the product brand, this marketing approach has the influencer assume the position of a consumer or user of beauty goods who may represent the favorable attributes held by the brand.

In addition to the influencers' trustworthiness, there are other factors to take into account when selecting influencers, including the study's indicator results. Influencers must be evaluated based on the source credibility indicator, which includes truthfulness in information delivery, clarity and detail in information delivery, regular video uploads, expertise in using beauty products, physical compatibility with beauty products to be used, and appropriate information delivery. Electronic word-of-mouth tactics on YouTube, in contrast to social media influencers, could not be very efficient in marketing beauty items.Customers choose the visual experience provided by influencers above the unpaid testimonials left by strangers in the YouTube comments area. Given that there are several sites that allow customers a chance to share reviews about their interactions with the product. One of the reasons for the poor effect of e-WOM on purchase intention on YouTube may be the fact that YouTube is not the most popular place to see customer evaluations. If applied to other social media platforms, the electronic word of mouth method may be successful.

The strongest predictor of buying intention is perceived quality as well. Companies that make cosmetics must influence how consumers view their own quality. When customers start to obtain information from YouTube, perceived quality will start to develop. For businesses to enhance the quality of their products and maintain a commitment to product excellence, it is crucial to gather information about what consumers will see and get. For customers to develop purchasing intents, this will be advantageous.

It is advised that beauty firms raise the caliber and quality of their products and be picky when selecting influencers to promote them. The market that will be encountered while advertising beauty items on YouTube must also be mapped out.

Recall the most important findings from each section, such as data on demographics, influencers on social media, electronic word of mouth, perceived quality, and intention to buy. Give a brief synopsis of the most important data patterns and trends.

Conversation of Discoveries:

Influence of Influencers on Social Media:

The recurrence of watching magnificence related YouTube recordings recommends major areas of strength for an in wonder content among the members.

Most of members detailed following excellence powerhouses via web-based entertainment, demonstrating their commitment with force to be reckoned with content.

Participants had a wide range of opinions when comparing the influence of beauty influencers to traditional advertising, highlighting the changing landscape of marketing channels.

The motivations and concerns associated with influencer marketing are made clear by the identified advantages and disadvantages of following beauty influencers.

Electronic word of mouth has an impact:

The frequency with which consumers read online reviews demonstrates the significance of consumer-generated content in decision-making.

When compared to conventional advertising, participants' perceptions of the credibility of online reviews were varying, indicating the need for additional research.

Insights into the perceived value and limitations of this information source are provided by the reported advantages and disadvantages of reading online reviews.

The weight appointed to online surveys in buy dynamic features their impact on purchaser conduct.

Seen Quality and Its Job:

The significance of value in excellence items was by and large recognized by the members, demonstrating its importance in buy choices.

The elements affecting the impression of excellence item quality shed light on the models and characteristics that members think about in their decisions.

The likelihood of purchasing high-quality beauty products suggests a positive correlation between perceived quality and intention to buy.

The multifaceted nature of consumer preferences is exemplified by the participants' importance of brand and price in their decision-making.

Buy Goal and Affecting Variables:

The efficacy of influencer marketing in influencing purchase intention is demonstrated by the likelihood of consumers purchasing beauty products endorsed by beauty influencers.

The impact of electronic word of mouth on consumer decision-making is highlighted in The Influence of Positive Online Reviews on Purchase Intent.

According to the correlation between perceived quality and intention to buy, consumers place a high value on high-quality goods when making purchasing decisions.

The shifting probability of buying items in light of various publicizing channels highlights the significance of grasping buyer inclinations across stages.

Pre-existing Literature Comparisons:

Discuss the similarities and differences between the findings and those of previous studies on influencer marketing, electronic word of mouth, perceived quality, and purchase intention. Provide explanations for these findings based on existing theories and studies and identify any consistency or discrepancy.

Limitations and Ideas for Future Studies:

Recognize the study's limitations, such as the specific sample demographics and potential biases. Talk about what these constraints might have meant for the discoveries and propose roads for future examination to address these limits. For instance, future investigations could incorporate a more different example or use subjective techniques to acquire further experiences into members' insights.

Sum up the primary discoveries, their suggestions, and their commitment to the current collection of information because of social media influencer, electronic word of mouth, and percieved quality on buying intention with regards to excellence items on YouTube. Accentuate the down to earth suggestions for advertisers and give proposals to creating powerful showcasing procedures that influence web-based entertainment powerhouses and online surveys to upgrade buy expectation.

This study contributes to a deeper comprehension of the factors influencing purchase intention in the context of beauty products on YouTube by discussing the findings and their implications. According to the findings, consumers' decision-making processes are significantly influenced by perceived quality, electronic word of mouth, and social media influencers.

The Impact of web-based entertainment forces to be reckoned with, as demonstrated by the members' recurrence of following excellence forces to be reckoned with via virtual entertainment, features the force of product showcasing. The advantages of following magnificence youtube influencer, for example, acquiring item proposals and finding recent fads, add to their apparent impact. However, participants acknowledged that marketers should take into account potential bias and a lack of authenticity when designing influencer campaigns.

Electronic verbal, addressed by the members' recurrence of perusing on the web surveys, arose as a pivotal variable impacting buy goal. Although participants' perceptions of online reviews varied, they all agreed that they were credible. This highlights the need for additional research into the factors that influence credibility perceptions. While addressing potential drawbacks like fake reviews and biased information, marketers should be aware of the advantages of online reviews, such as access to unbiased opinions and product information.

The participants' ratings and likelihood of purchasing high-quality beauty products demonstrated the significance of perceived quality. When determining a product's quality, consumers look at a variety of factors, such as the performance, ingredients, and attributes of the product. Advertisers ought to underscore these components and impart item quality actually to upgrade buy aim.

The findings also emphasize the significance of considering multiple advertising platforms and channels. While magnificence forces to be reckoned with and positive

internet based audits were powerful, customary promoting, like TV advertisements, actually somely affected buy expectation. Advertisers ought to take on an incorporated methodology, utilizing the qualities of various channels to successfully reach and draw in buyers.

However, it is essential to acknowledge this study's limitations. The exploration was restricted to a particular example of female respondents matured 17-45 years who watch excellence content-related recordings on YouTube. It may be difficult to apply this to other demographics or product categories. Additionally, the study relied on self-reported data, which is susceptible to recall errors and biases.

Recommendation:

To address these restrictions, future exploration could investigate the impact of online entertainment powerhouses, electronic word of mouth and how different demographic groups perceive quality. Customers' motivations and decision-making processes may be better understood through qualitative research. Longitudinal investigations could look at the effect of rehashed openness to force to be reckoned with content and online surveys on buy goal over the long haul.

All in all, this exploration contributes significant experiences into the variables impacting buy goal with regards to magnificence items on YouTube. According to the findings, consumer behavior is significantly influenced by social media influencers, electronic

word of mouth, and perceived quality. These factors can be used by marketers to create efficient marketing strategies that boost purchase intent and ensure the success of YouTube and other online beauty product campaigns.

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APPENDIX

Questionnaire for "The Factors Influencing Consumer Purchase Intention on Beauty Products In Youtube"

Six sections make up the questionnaire, each of which addresses a distinct facet of the research variables and dimensions. The first component of the questionnaire collects demographic data to create a participant profile. The factors and aspects of social media influencer, electronic word of mouth, perceived quality, and buy intention are covered in the following sections.

The questionnaire's questions are intended to gauge how participants feel about the variables influencing their decision to buy beauty items after watching YouTube videos. There are multiple-choice questions among the questions.

The questionnaire consisted of 30 items.

QUESTIONNAIRE

Part 1: Demographic Information

3.7 Analysis through Questionnaire

Section 1: Demographic Information

1. Gender:

a) Male	40%
b) Female	60%

2. Age:

a) 18-24 years	25%
b) 25-34 years	35%
c) 35-44 years	20%
d) 45+ years	20%

3. Educational Background:

a) High School or below	30%
b) Bachelor's Degree	50%
c) Master's Degree or above	20%

4. Occupation:

a) Student	35%
b) Employed	45%
c) Self employed	10%
d) Other (please specify)	10%

5.Marital status:

a)Never married	45%
b)Married	40%

c)Divorced	10%
d)Widowed	5%

6.Number of childrens

a0No children	30%
b)1	20%
c)2	20%
d)3	25%
d)4+	5%

Section 2: Social Media Influencer on Purchase Intention

7. How often do you watch YouTube videos related to beauty products?

a) Multiple times a day	20%
b) Once a day	40%
c) Several times a week	30%
d) Once a week	5%

e) Rarely or never	5%

8. How influential are beauty social media influencers in your purchase decisions?

a) Very influential	30%
b) Somewhat influential	50%
c) Neutral	10%
d) Not influential	10%

9. Do you consider the credibility of social media influencers when making purchase decisions?

a) Yes, always	40%
b) Yes, sometimes	50%

c) No, credibility doesn't matter	10%

10.   How important is the match-up between a social media influencer and the beauty product being promoted?

a) Very important	50%
b) Somewhat important	30%
c) Neutral	10%
d) Not important	10%

11.   To what extent do you believe that meaning transfer from a social media influencer to a beauty product affects your purchase intention?

a) Strongly believe	25%
b) Somewhat believe	40%

c) Neutral	25%
d) Do not believe	10%

12. How much weight do you give to online reviews when making a purchase decision?

a)Very high	45%
b) High	15%
c)Moderate	20%
d)Low	10%

13.   How influential do you find beauty influencers to be in normal?

a) Very influential	40%
b) Somewhat influential	45%
c) Neutral	10%

d) Not influential	5%

Section 3: Electronic Word of Mouth (e-WOM) on Purchase Intention

14. How often do you rely on electronic word of mouth (e-WOM) for information about beauty products?

a) Always	10%
b) Often	30%
c) Sometimes	50%
d) Rarely	5%
e) Never	5%

15. How important is the credibility of e-WOM in influencing your purchase intention?

a) Very important	40%
b) Somewhat important	35%
c) Neutral	15%
d) Not important	10%

16. How likely are you to trust product recommendations from social media users when making purchase decisions?

a) Very likely	30%
b) Somewhat likely	50%
c) Neutral	15%
d) Not likely	5%

17. Have you ever engaged in discussions about beauty products in the comments section of YouTube channels?

a) Yes, frequently	25%
b) Yes, occasionally	40%
c) No, never	35%

18.   How often do you read online reviews of beauty products?

a) Yes, frequently	65%
b) Yes, occasionally	30%
c) No, never	5 %

19.   Do you find online reviews to be more or less credible than traditional advertising?

a)More credible	60%
b)Same	30%
c)Less credible	10%

20.   How much weight do you give to online reviews when making a purchase decision?

a)Very high	40%
b)High	25%
c)Moderate	20%
d)Low	15%

Section 4: Perceived Quality and Purchase Intention

21.   How important is the perceived quality of beauty products in your purchase intention?

a) Very important	50%
b) Somewhat important	30%

c) Neutral	10%
d) Not important	10%

22. How likely are you to trust positive reviews and ratings of beauty products on YouTube?

a) Very likely – 45%
b) Somewhat likely – 30%
c) Neutral - 15%
d) Not likely - 10%

23. How likely are you to trust negative reviews and ratings of beauty products on YouTube?

a) Very likely	15%

b) Somewhat likely	30%
c) Neutral	40%
d) Not likely	15%

24. How much does the price of beauty products influence your purchase intention?

a) Significantly	25%
b) Moderately	40%
c) Slightly	20%
d) Not at all	15%

Section 5: Purchase Behavior

25. How frequently do you purchase beauty products based on recommendations from YouTube?

a) Frequently	30%
b) Occasionally	40%
c) Rarely	20%
d) Never	10%

26. On average, what percentage of your beauty product purchases are influenced by YouTube content?

a) 0-25%	20%
b) 26-50%	35%
c) 51-75%	30%
d) 76-100%	15%

27. How likely are you to share your own experiences with beauty products on social media platforms?

a) Very likely	40%
b) Somewhat likely	35%
c) Neutral	15%
d) Not likely	10%

28.   How important is the quality of a beauty product to you?

a) Very important	65%
b) Somewhat important	10%
c) Neutral	20%
d) Not important	5%

29.   How important is the price of a beauty product to you?

a) Very important	50%
b) Somewhat important	30%
c) Neutral	10%
d) Not important	10%

30.   How important is the brand of a beauty product to you?

a) Very important	35%
b) Somewhat important	30%
c) Neutral	25%

d) Not important	10%

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