

The Influence of YouTube on Young Consumers' Purchase Behavior

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Abstract: YouTube is a popular platform where brands can endorse their products primarily through YouTubers. This study investigates the influence of YouTube on young consumers' purchase behavior in terms of the level of influence of YouTubers' personalities in consumers' purchase behavior in terms of attractiveness, expertise, credibility, popularity, and entertainment factor, the level of influence of Youtubers' product endorsements in consumers' purchase behavior in terms of frequency of endorsements, product reviews, video quality, number of views, comments and likes and brand popularity, the significant relationship between the influence of YouTubers' personality and product endorsements and the experiences of the consumers after buying the products endorsed on YouTube. This study utilizes quantitative and qualitative, using correlational and descriptive design with 35 respondents. It uses an online survey questionnaire and interviews five respondents. The study results reveal that YouTube is very influential in young consumers' purchase behavior. The Youtubers' personalities: expertise and credibility are extremely influential; popularity and entertainment factor are very influential, and attractiveness is somewhat influential. In addition, the frequency of endorsements, product reviews, number of views, comments and likes, video quality, and brand popularity are all very influential, with product review ranking first. Moreover, a significant relationship exists between the YouTubers' personalities and product endorsements in young consumers' purchase behavior. Furthermore, almost all informants (80%) give positive feedback about their experience after buying the products endorsed on YouTube, while 20% have a negative experience. It is recommended that business practitioners and marketers should incorporate YouTube influencers more in promoting their products.

Keywords: consumer purchase, influencers, influencer marketing, YouTube, YouTubers.

1. Introduction

Social media has become more prevalent during the COVID-19 pandemic as it has drawn many people to be active users. People who use social media platforms such as Facebook, YouTube, Instagram, and TikTok get entertained, receive information, and are persuaded by endorsements or advertisements while watching videos. It is because businesses nowadays utilize social media to promote their products.

One strategy in marketing is using social media influencers to sell products. These influencers have the power to affect consumers' decisions in purchasing products due to their knowledge, authority, position, and relationship with the

audience (Geysler). YouTube is a popular platform where brands endorse their products primarily through YouTubers. They usually post videos about their lives and other content but now, they also endorse and recommend products to their viewers. They have become consumers' guides in deciding which goods and services to buy, such as cosmetics, fashion items, phones, banking, and tourism. Some famous local YouTubers are Alex Gonzaga, Ivana Alawi, Zainab Harake, Heart Evangelista, Wil Dasovich, and Erwan Heussaff.

According to an article written by Aneela Hoque in Digital Glue, YouTube influencers greatly influence their followers because they feel like they are the influencers' friends. They are also genuine, which makes them able to sell or recommend a product to their viewers. As a result, the intention to buy grows by 5.2 times. Moreover, followers can reach them, unlike celebrities.

With regard to research conducted, there have been various studies regarding influencer marketing that deal with the usage of Instagram and YouTube and its impact on purchase intention. One of which is Yüksel's study, which examines the factors that affect the purchase intention of consumers who watch videos of products (33). In connection with that, the researcher wants to investigate the influence of YouTube on consumers' purchase behavior. In addition, the researcher has conducted an initial survey to know which social media platforms the users usually watch products endorsed by influencers. She found that it is YouTube, so the researcher decides to focus her study on YouTubers.

This study investigates the influence of YouTube on young consumers' purchase behavior in terms of the level of influence of YouTubers' personalities in consumers' purchase behavior in terms of attractiveness, expertise, credibility, popularity, and entertainment factor, the level of influence of Youtubers' product endorsements in consumers' purchase behavior in terms of frequency of endorsements, product reviews, video quality, number of views, comments and likes and brand popularity, the significant relationship between the influence of YouTubers' personality and product endorsements and the experiences of the consumers after buying the products endorsed on YouTube.

This study is beneficial to media studies as there has been an influx in social media usage worldwide. Knowing how these platforms influence people and how they can change how products are marketed is essential. Second, it is advantageous

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to businesses, especially those who have not started with influencer marketing, as they can get insights into the type of YouTubers they can do business with. Moreover, this study may also assist future researchers interested in the same research topic, as studies on social media have become more popular these days.

This study determines the influence of YouTube on young consumers' purchase behavior. The media communication theories, the Elaboration Likelihood Model of Richard Petty and John Cacioppo, and the Influence Theory of Robert Cialdini support this research.

The Elaboration Likelihood Model (ELM), developed by Richard Petty and John Cacioppo in the 1980s, explains how people manage the information they face. ELM focuses on persuasion and argues that persuasion has two routes: the central and peripheral routes. The central route processing is systematic and requires the receivers of the persuasive message to examine its central and rational benefits. The second route, called the peripheral route, is heuristic. In this route, the receivers of a persuasive message evaluate the message when they are not motivated or unable to explain its logical merits (White).

In the central route, the message receiver does a central processing wherein the person is an active listener. This happens when the person can think and is motivated about the message. On the contrary, if the listener has no interest in the message, then he or she does not have the motivation to be able to do central processing. On the other hand, the peripheral route happens if the receiver chooses to agree with the message according to the signals. For example, a listener might agree to the message based on the speaker's expertise or attractiveness. This route also occurs when the listener notices that the message contains more arguments but is uninterested in thinking about the message. In short, peripheral cues such as source expertise and more arguments in one message are a timesaver ("Elaboration Likelihood Model").

The Theory of Influence of Robert Cialdini emerged in 1984 when he wrote a book entitled, *Influence: The Psychology of Persuasion*. His book discusses the six principles of influence: reciprocity, commitment/consistency, social proof, authority, liking, and scarcity.

The first principle, reciprocity, states that humans are bound to pay back favors and debts and treat others how they have been treated. In other words, humans hate the feeling of being indebted to others. Cialdini states that human societies practice reciprocity, and it is a norm that people are obliged to give back favors, gifts, and invitations. The second principle, commitment, states that humans want to be consistent and value other people's consistency. Being consistent is a strong social influence and is valued highly. This principle says that people need to be seen as consistent and respect commitments. When a person is committed to something or someone, there is more likelihood that he or she will go and pursue that commitment. The third principle, social proof, is connected to safety in numbers. It is caused by uncertainty. If people are unknowledgeable about something, they search for social cues from others to verify their actions. This principle makes people

believe that if more people find an idea correct, the more that idea becomes correct to all. The fourth principle, authority, talks about accepting and respecting authority. People follow experts and are easily confused with the symbols of authority, such as appearance, titles, and possessions. The fifth principle, liking, argues that people are more inclined to be influenced by people they like. For example, if a person likes someone, then he or she is more likely to do the favor asked by that person. This principle has several factors: attractiveness, compliments, associations, flattery, and shared goals. Lastly, the scarcity principle states that humans are emotionally challenged if their freedoms are threatened. In addition, scarcity limits their free choice, which might make people try to possess more items than before ("Robert Cialdini").

These two theories are used to determine the influence of YouTube on consumers' purchase behavior. Some variables of this research, such as attractiveness, expertise, and credibility are included as a source of persuasion in theory, Elaboration Likelihood Model. In addition, consistency, social proof, and liking from the principles of the theory of influence have a connection to other variables in the study, such as frequency of endorsements, number of views, comments, and like. Since these theories are about persuasion and influence, they are sufficient to be the bases for evaluating the data and giving conclusions and recommendations.

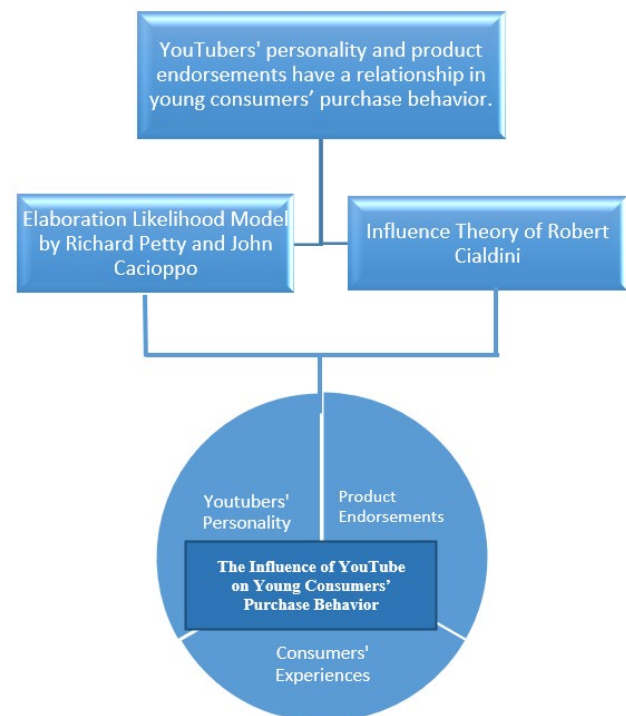


Fig. 1. Schematic presentation of the theoretical background of the study

2. Literature Review

YouTube, the second-largest search engine after Google, has reached people worldwide with over 19 billion per month. YouTubers who share videos on this platform and have billions of views and millions of subscribers are now similar to celebrities. Their video contents have different subjects, such as

gaming, unboxing of products, beauty, travel, technology, cooking, and others. Since being YouTubers became their full-time job, they earn money from the advertisements of their videos, brand sponsorships, merchandise, and others. Though it is not an easy job as they have to manage their videos, they must also build trust, authenticity, and credibility with their audience to succeed. YouTubers influence consumers' purchasing behavior as they have different sponsorships. Having them is more affordable for businesses, and practitioners can profit more than celebrity endorsements. It is because YouTube influencers are more accessible, relatable, and authentic to their viewers. They can influence viewers' purchasing behavior by being a "friend" to them. Because of YouTube influencers, brands feel more reliable due to their relationship with their audience ("The Power of YouTube Influencers").

According to Statista, there are different products and services that consumers buy in the United States of America due to bloggers/YouTubers and other famous people who advertised them in 2017. Clothing comes first, having 38%. Shoes follow for 34%, food and drinks for 33%, consumer electronics for 28%, books, movies, music and games for 27%, cosmetic and body care for 26%, bags and accessories for 23%, sports and outdoor for 21%, household appliances for 19%, toys and baby products for 16%, DIY, garden and pets for 15%, furniture and household goods for 13%, and stationery and hobby supplies for 12%.

YouTubers are used for influencer marketing in various ways. First is unboxing products. It is a widely known platform for unboxing and unwrapping videos. About 40% of shoppers will watch this type of video from YouTubers. Second, using them for giveaways and contests. Asking a YouTuber to create a video to promote a product and attract new customers and followers is one of the best ways, as this activity produces a 34% conversion rate. Third, using influencers for product launches. Adding video for marketing products can help increase product exposure. It has been found out that 72% of customers like to know about a product through a video, 50% of internet users search for videos about a product before purchasing it, and 97% of marketers say that video helps users understand the products more. Fourth, using YouTubers for ads and promotion. Fifth, using YouTube influencers to get reviews and feedback to know about products used by customers. Lastly, using them as test subjects. YouTubers are famous for buying and trying products and giving their viewers honest reviews and feedback (Taylor).

This study affirms that YouTube influences consumer purchases, and various studies have been conducted related to this. One of which is Yüksel's study entitled *Factors Affecting Purchase Intention in YouTube Videos* seeks to determine the factors that affect the purchase intention of the people who watch product videos on YouTube. The findings of this study reveal that YouTube videos about products significantly influence consumers' purchase intentions. Several factors affect the purchase intention at different levels (33).

Another study by Rybaczevska *et al.* entitled *YouTube Vloggers as Brand Influencers on Consumer Purchase Behaviour* aims to explore the role of vloggers as brand

influencers. Non-participant observation of vloggers' activities, the interactions between the vloggers and viewers, and online surveys to vloggers and viewers are used. The study finds out that there is both positive and negative feedback from the endorsements and experiences of the vloggers. The credibility of the vloggers to their viewers is due to the interaction and positive reasons for choosing specific products to endorse (118).

A study conducted by Le *et al.*, entitled *How YouTube Influencers Impact Customers' Purchase Intention: An Empirical Study of Cosmetic Brands in Vietnam* aims to investigate the effects of heuristic factors of YouTube influencers on the consumers' perception of the credibility of information, the relationship between perception of information credibility, brand attitude, credibility and purchase intention of customers in terms of cosmetic products. The findings reveal a positive relationship between the perception of information credibility and heuristic factors. The brand and brand credibility positively relate to purchase intention (101).

Moreover, Chen's study entitled *The Influence of Vlogs on Consumer's Purchase Intention and Engagement in Apple AirPods 2* aims to examine the impact of the AirPods 2 recommendation of vloggers on YouTube. The technology acceptance model (TAM) variables and source credibility are utilized to determine the factors influencing consumer engagement and purchase intention. Findings reveal that vloggers' expertise, perceived enjoyment, and consumers' attitude are influential in customers' buying intention of Apple AirPods 2. Attractiveness and enjoyment remarkably influence consumers' attitudes, trustworthiness, and perceived usefulness. Lastly, the most influential factor is perceived enjoyment, which predicts consumers' purchase intention, attitude, and engagement (1).

Furthermore, Ananda and Wandebori's *The Impact of Drugstore Makeup Product Reviews by Beauty Vlogger on YouTube Towards Purchase Intention by Undergraduate Students in Indonesia* aims to determine the factors influencing purchase intention. The variables of the Source Credibility Model of Ohanian, which are trustworthiness, expertise, and attractiveness, are used. Findings show that the three variables of the Source Credibility Model significantly influence the purchase intention of the people who watch videos shared by beauty vloggers on YouTube (264).

With the studies mentioned above, the present is slightly different from the studies conducted by Rybaczevska *et al.*, as the present investigation focuses on the level of influence of YouTubers. Moreover, this study has a bearing on the studies of Yüksel; Le *et al.*; Chen; and Ananda and Wandebori in the way that they use the variables such as attractiveness and expertise as factors for purchase intention. However, the present undertaking includes other factors and mainly deals with the influence level.

3. Research Methodology

This is a quantitative and qualitative study that makes use of correlational and descriptive design. Respondents of the study are 35 Facebook users whose age ranges from 21-40. They are

from different educational backgrounds and reside in different areas of the Philippines. This study uses purposive sampling in the interview, as informants are chosen based on the purchase information on the survey. This study uses a Likert Scale questionnaire tabulated and analyzed to see the level of influence of YouTubers' personalities and product endorsements on young consumers' purchase behavior. The researcher-made survey questionnaire has two (2) categories with five (5) indicators each.

To gather the data, the researcher uses a Google form. Respondents are given a link on their Facebook messenger application to answer the online survey. Furthermore, five (5) chosen respondents are interviewed about their experiences after buying the products endorsed on YouTube. The basis of the selection is from the survey's profile questions on types of products purchased that are endorsed on YouTube and the willingness to be interviewed. The interview is done using a Zoom or Messenger application and is recorded and kept confidential.

This research adheres to ethical standards. The survey questionnaire includes a consent undertaking on the Google form to ensure that ethical consideration is observed during the study. Moreover, in the first part of the questionnaire, there is a confidentiality clause wherein the respondents choose whether to answer the survey. In addition, this study does not harm any person or animal subjects.

The data is treated using mean, standard deviation, and regression analysis. Moreover, a five-point scale is used in the questionnaire. To interpret the data, the range 1.0-1.80, which means "Strongly Disagree," is interpreted as Not at all Influential. The range 1.81-2.60, which means "Disagree," is interpreted as Slightly Influential. The range 2.61-3.40, which means "Neither Agree nor Disagree," is interpreted as Somewhat Influential. The range 3.41-4.20, which means "Agree," is interpreted as Very Influential, and the range 4.21-5.0, which means "Strongly Agree," is interpreted as "Extremely Influential."

4. Results and Discussion

Table 1 contains the result of the level of influence of YouTubers' personality in consumers' purchase behavior in terms of attractiveness, expertise, credibility, popularity, and entertainment factor.

All factors are influential in the purchase behavior; however, attractiveness has a lesser influence. Expertise ranks first, credibility is second, followed by popularity and entertainment factor and lastly, attractiveness. Expertise garners a mean of 4.34 which is interpreted as "Extremely Influential." Based on this result, consumers are more willing to purchase products

endorsed by expert YouTubers as they are knowledgeable enough in the products they endorsed. In addition, they have also shown their expert skills that draw consumers' trust. According to Wiley in an online article, influencers establish trust with their followers because they are regarded as experts. Consumers depend on the influencers' expertise when considering the benefit of their endorsements. As they focused on their niche and shared it with their followers, they became a reliable source of recommendations. Hence, expertise is extremely influential in consumers' purchase behavior.

In addition, credibility has a mean of 4.29, which is interpreted as "Extremely Influential." It means that trustworthy YouTubers impact purchases because people want unbiased views about the products endorsed before deciding to buy. Once they see the endorser's credibility, they put their trust in and get convinced to buy the products they endorsed. In an online article written by Suzanne Mitchel, she stated that personal experiences and success shape credibility. Once an influencer speaks, authority, relatability, and influence are what the audience trusts. Also, this trust is essential for brands to introduce to their audience.

Moreover, popularity is also significant as it garners a mean of 3.57, which is interpreted as "Very Influential." As YouTubers gain authority due to fame, they have more followers, which translates to more viewers. Thus, having more followers increases brand awareness, which consequently increases purchases. Barker's article mentions that influencers have loyal and engaged fans. These followers consider the influencers authority figures, and the products recommended by the influencers can easily influence them.

Furthermore, the entertainment factor garners a mean of 3.57, which is interpreted as "Very Influential." YouTubers with entertainment factors such as humor can lead to more followers as people like watching videos that amuse them. With this, when there is a product endorsement, more consumers will be able to know about the brand, leading them to buy the products. In an online article, having entertaining influencers make music videos, songs, and others about a product, the audience will appreciate it (Prince).

On the other hand, attractiveness has less significance as it has a mean of 3.31, which is interpreted as "Somewhat Influential." It may be due to consumers valuing the sincerity of the YouTubers over their looks. Some of them reveal their natural beauty when it comes to cosmetics. They show their bare face that shows their flaws and imperfections. Consumers value their inner personality, talents, skills, and others rather than outward appearance. So, the more these influencers show their authentic selves, the more people appreciate, relate to, and follow them. Kacey Culliney mentioned that consumers are

Table 1
Level of influence of YouTubers' personality on consumers' purchase behavior

YouTubers' Personality	Mean	Standard Deviation	Interpretation
1. Attractiveness	3.31	0.19	Somewhat Influential
2. Expertise	4.34	0.15	Extremely Influential
3. Credibility	4.29	0.16	Extremely Influential
4. Popularity	3.57	0.16	Very Influential
5. Entertainment Factor	3.57	0.19	Very Influential
Consumer's Purchase Behavior	3.82	0.14	Very Influential

Table 2
Level of influence of product endorsements on consumers' purchase behavior

Product Endorsements	Mean	Standard Deviation	Interpretation
1. Frequency of Endorsements	3.54	0.18	Very Influential
2. Product Reviews	4.11	0.16	Very Influential
3. Video Quality	3.86	0.17	Very Influential
4. Number of Views, Comments and Likes	3.97	0.19	Very Influential
5. Brand Popularity	3.8	0.18	Very Influential
Consumer's Purchase Behavior	3.86	0.14	Very Influential

Table 3
Relationship between the influence of YouTubers' Personalities and product endorsements

	Consumer's Buying Behavior – PRODUCT	Consumer's Buying Behavior – YT PERSONALITIES
Consumer's Buying Behavior - PRODUCT	1	
Consumer's Buying Behavior – YT PERSONALITY	0.99126384	1

more trusting of everyday influencers than celebrities or established personalities because they show authentic content. To shorten it, people value reality more than perfection.

Thus, it is found that the YouTubers' personality influences the consumers' purchase behavior. The result of this research problem conforms with the previous findings of Ananda and Wandebori as expertise and credibility are influential to customer purchase (272). In addition, it is also in line with the study conducted by Le et al., as trustworthiness had the most significance on credibility (106).

Table 2 contains the result of the level of influence of product endorsements in consumers' purchase behavior in terms of frequency of endorsements, product reviews, video quality, number of views, comments and likes, and brand popularity.

All factors are very influential, with product reviews being first, number of views, comments, and likes ranking second, followed by video quality, brand popularity, and lastly, frequency of endorsements.

Product reviews garner a mean of 4.11, which is interpreted as "Very Influential." Having product reviews is of great significance in consumers' decisions to buy. It is because they will be able to know more details about the products as some YouTubers are testing these products and telling the viewers their honest opinions. Consumers get to know a product's positive things and flaws and what to expect from it. In return, the consumers' confidence increases in the products, and there is a likelihood to purchase based on the reviews by YouTubers. According to Manish Barthwal, 90 percent of consumers read online reviews before buying a product, and 72 percent will be encouraged to do something after they read positive reviews.

In addition, product endorsement videos with a significant number of views, comments, and likes have a mean of 3.97, which is interpreted as "Very Influential." This result also means higher purchases. It is due to the number of people already informed about the product. Also, those who have used the products are likely to share their experiences in the video's comments section. Based on the comments, people gain more ideas. Usually, consumers want proof such as testimonials or positive and negative feedback about the products before buying. Geyser explained that if people see others reporting positive experiences with the products bought, there is a higher chance that they will buy them. This is in connection to the theory of the influence of Robert Cialdini about the social proof principle that people search for social cues from others to verify

their actions.

Moreover, video quality garners a mean of 3.86, which is interpreted as "Very Influential." Product endorsements using good or high-quality videos are valuable for purchase behavior. It is because of the high-resolution cameras which let the viewers see the products clearly and the results being reviewed by YouTubers. So, the viewers or consumers will have more faith in buying the products as they have witnessed it as if it was real. According to an online article on the Talking Head Studio site, more viewers will be attracted if there is a higher video production quality. YouTube celebrities who used phones and cameras upgraded their video production quality to keep and build their audience.

Brand popularity is also mighty to consumers' purchase behavior as it garners a mean of 3.8, which is interpreted as "Very Influential." They have known these brands before being endorsed by YouTubers. These famous brands have already built a good reputation with their shoppers. So, customers are more likely to buy these products when YouTubers endorse them. In addition, Peter Getman explained that brands matter to customers because they provide safety and peace of mind and saves decision-making time. Being a known brand offers people safety as consumers know what to expect, so there is a low risk of disappointment. Customers will have peace of mind if the brands they have been using deliver a consistently positive experience for them, and when they buy, they do not need to think it over. Lastly, choosing a product from a branded one reduces the time to decide as these brands are already known to deliver good quality.

Furthermore, the frequency of endorsements has a mean of 3.54, which is interpreted as "Very Influential." Customers purchasing products recognize the products more because of the number of times they are made known to the public. In connection to the theory of influence, consistency is a strong influence. If other YouTubers are endorsing the same products, they can be trusted. Sara Donawerth mentioned that if more people are being exposed to the same content, there is more likelihood that they will accept it. People will embrace the message of their beliefs and preferences.

Overall, it is found that the factors of product endorsements are all very influential in the purchase behavior of young consumers. This result supports the claim of Ananda, Wandebori, and Yuksel. Ananda and Wandebori find that the quantity of product reviews influences purchase intention

(272). In addition, the quality and duration of the video influence purchase decisions (Yuksel 43), and the number of views, comments, and likes positively affect the information's perceived credibility (42).

Table 3 presents the relationship between the influence of YouTubers' personalities and product endorsements on young consumers' purchase behavior.

A regression analysis is conducted to measure the level of influence of YouTubers' personalities on consumers' purchase behavior. It is ascertained that the predictors (i.e., YouTubers' attractiveness, expertise, credibility, popularity, and entertainment factor) can explain 100% of the variance of the consumer's buying behavior. In other words, we reject the null hypothesis as there is a very strong direct relationship between the YouTuber's personality and consumers' purchase behavior $R^2 = 1$, $F(5,29) = 2.73939145791463E+31$, $p < .000$). Additionally, all predictors are found to be significant ($\beta = 0.2$, $p < .000$), and that the data is normally distributed (Shapiro Wilk p -value = 0.713800) and homogenous White test p -value equals 0.665178 ($F=0.412939$).

In addition, a regression analysis is conducted to determine the level of influence of YouTubers' product endorsements on consumers' purchase behavior. It is found that the predictors (i.e., frequency of endorsements, product reviews, video quality, number of viewers, comments and likes, and brand popularity) can explain 100% of the variance of the consumer's buying behavior. In other words, we reject the null hypothesis as there is a robust direct relationship between the YouTuber's product endorsements and consumers' purchase behavior $R^2 = 1$, $F(5,29) = 4.83879629257061E+31$, $p < .000$). Additionally, all predictors are found to be significant ($\beta = 0.2$, $p < .000$) and that the data is normally distributed (Shapiro Wilk p -value = 0.475400).

Moreover, the results indicate that there is a significant extensive positive relationship between consumer buying behavior in terms of the influence of YouTubers' personalities and product endorsements ($r(33) = .991$, $p < .001$). Thereby rejecting the null hypothesis and the chance of type I error.

Experiences of consumers after buying products endorsed on YouTube

The five informants shared their experiences after buying products endorsed on YouTube. The main themes generated in their responses are positive and negative experiences, with subthemes on product satisfaction, the usefulness of product reviews, and product disappointment.

Positive Experiences:

The five respondents purchased three or more categories of products endorsed on YouTube, such as clothing, shoes, cosmetics, phones, bags, DIY, appliances, and others, based on their answers on the survey. From their interview responses, it is found that most of them had good experiences after buying the products. It is due to product satisfaction and the usefulness of product reviews.

Product Satisfaction:

The informants shared that they are satisfied with the products they buy. One respondent says that she is satisfied as the product is effective and good for her body. In addition, she

wants to keep buying it. It is mainly due to the credibility of the information from the videos. The statements under this subtheme are as follows:

Key informant 2 said that:

Based on my experiences, 90% of what they have shared I also experienced. I am satisfied as they were not just advertising the products to make them sound great. They have actually shown the real-time experience, which is very believable.

The informant expresses how pleased she is with the products. It shows that she is elated with what she has bought, and because of the information received, she experiences the same thing she expects. The credibility of the information presented is one factor that makes customers purchase. This statement affirms the study of Wangshu and Guanha, which states that the credibility of influencers has a remarkable influence on consumers. In addition, if consumers do not have enough information about a product, they depend more on the suggestions of the influencers (36).

Key informant 4 said that:

I was able to tell myself that what I see is what I really get. I was really satisfied upon receiving the products, Kindle, multi-purpose laptop holder, air purifier, etc. Mostly, I ordered from China or Japan and I received good quality items.

The informant highlights her expectations based on the information she has watched on the product endorsements, and she has a satisfying experience. This means that she has confidence in the products endorsed and that the delivery of the items is desirable. Wangshu and Guanha (54) mentioned in the conclusion of their study that consumers' trust in influencers can be conveyed by the products they endorse.

Usefulness of Product Reviews:

The informants watched product reviews and feedback videos on YouTube before purchasing. It is because they want to know more about the product's advantages and disadvantages. In addition, they are informed on what to expect. Watching product reviews and being aware make the consumer have more trust in the products they wish to purchase. With product review videos, they can recognize the realities of the products' usage and efficacy. The statements under this subtheme are as follows:

Key informant 1 said that:

I go to YouTube to see reviews from other users about a product, and after I got convinced that the product is okay, that's the time I purchase. When I use it, I will expect what I watched. Then so far, they have met my expectations. There is no negative experience because I based it on reviews. If during the time that I watch some reviews, and there are negative reviews that they say, at that time, my buying intention reduces based on the feedback. So that I won't regret it.

The informant's reasons for watching product reviews highlight the importance of being well-educated about the product before deciding to buy. This is because one may encounter disappointment if the products do not meet the customers' expectations.

Key informant 2 said that:

I am more into products endorsed on YouTube. It's because

the influencers have shared some inputs or information on how effective the products could be, the quality, the cost, pros and cons, the usage and etc. The experience was positive because all the feedbacks that the influencers have shared were very useful and helpful and they have provided us some ideas which I also experienced when using the products.

The informant shares that the information from the influencers is very beneficial before she purchases the products. They are her advisers as she is guided about the products' complete information. Because of them, she can deeply understand the product and gets satisfaction from it as she is informed beforehand. This data supported the result of the study of Zhang *et al.*, in which they found out that product reviews had notable effects on the purchase intention of consumers (12).

Negative Experience:

Though most informants share positive experiences about the products they have bought, one informant mentions that she had a terrible experience after using a product endorsed on YouTube.

Product Disappointment:

The informant shares that she usually watches YouTube videos before buying a product. She feels content with the products she buys; however, once, she gets disappointed when the product she had known could whiten her underarm only makes it worse. The statement under this subtheme is as follows:

Key informant 4 said:

There are cases where I'm not satisfied because the result only ruined my skin, especially when I researched how to achieve a whiter and smoother underarm. There's one product I've tried because of YouTube, the use of Maxipeel to whiten your underarm. So, it only resulted in a first-degree burn. So, I suffered a lot, and actually I had a trauma of using this product on my underarms.

Based on her experience, it can be noted that not all products work the same, especially if it involves cosmetics. People have different skin types, and others are allergic to some ingredients used in the products. Even though users or influences share their beautiful experiences and great contentment about the products, there are still some adverse reactions from others who experience side effects.

To summarize, almost all (80%) give positive feedback about their experience after buying the products endorsed on YouTube. This is because they have watched the endorsement videos, read the reviews, and analyzed the information acquired before purchasing the items. On the other hand, 20% of the informants have a negative experience.

5. Conclusion and Recommendation

A. Conclusion

It is concluded that YouTube influences young consumers' purchase behavior. The Youtubers' personalities: expertise and credibility are extremely influential; popularity and entertainment factor are very influential, and attractiveness is somewhat influential. In addition, the frequency of endorsements, product reviews, number of views, comments

and likes, video quality, and brand popularity are very influential with product review ranking first. Moreover, a significant relationship exists between the YouTubers' personalities and product endorsements in young consumers' purchase behavior. Furthermore, almost all informants (80%) gave positive feedback about their experience after buying the products endorsed on YouTube, while 20% had a negative experience.

B. Recommendations

This study recommends that business practitioners and marketers incorporate YouTube influencers more in promoting their products. In addition, YouTube influencers' endorsement videos should prioritize more on creating product reviews. Moreover, consumers should watch product reviews and acknowledge other users' feedback before purchasing products to have a positive and satisfying experience. Furthermore, future researchers should include other factors and different social media platforms in studying the impact of influencers on purchase intention.

Statements and Declarations

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