

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Bachelor Thesis**

**The role of YouTuber in the Decision-making process**

**Sandybekov Sanzhar**

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## BACHELOR THESIS ASSIGNMENT

Sanzhar Sandybekov

Economics and Management

Thesis title

**The Role of Youtuber in the Consumer Decision Making Process**

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### Objectives of thesis

The objective of the thesis is to identify the main consumer behavioural characteristics of the YouTube viewers in the chosen beauty industry segment.

### Methodology

The thesis will consist of two parts. First part should deal with elementary theoretical overview. It should deal with the theory of the consumer behaviour including principles, models and its evaluation. The theoretical part of the thesis will be based on the critical review of information gained from study and comparison of relevant resources. The fundamental, empirical part will be focused on specific YouTube videos from a selected beauty industry segment. Data for the empirical part will be gained using appropriate data collection techniques. Based on the research, the relevant conclusions of the thesis must be drawn.

Recommended structure of the thesis:

1. Introduction – an explanation of the topic importance.
2. Thesis objectives and methodology – main objective of the thesis will be divided in the partial objectives based on the knowledge gained from the study of the consumer behaviour theory. Appropriate methods of data collection and content analysis will be explained in the methodology of the thesis.
3. Literature review – critical review of current knowledge in the field of the consumer behaviour, its models and tools.
4. Specification of the selected industry – profile of the given beauty industry segment.
5. Practical part – analysis of data gained from own research according to the methodology.
6. Results and recommendation – formulation of own proposal of improvements.
7. Conclusion – review of main results and evaluation of the contribution of the theses.
8. References



## **The proposed extent of the thesis**

30-40 pages

## **Keywords**

consumer behaviour, YouTube, influencer, buying decision making process

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## **Recommended information sources**

Journal of Consumer Behaviour, ISSN:1479-1838

Journal of Consumer Psychology, ISSN 1057-7408

REYNOLDS, T. J., & OLSON, J. C. (2001). Understanding consumer decision making: the means-end approach to marketing and advertising strategy. Mahwah, N.J., L. Erlbaum.

RUST, R.T. and ZAHORIK, A.J., 1993. Customer satisfaction, customer retention, and market share. Journal of retailing, 69(2), pp.193-215.

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## **The Bachelor Thesis Supervisor**

Ing. Lenka Platilová Vorlíčková

## **Supervising department**

Department of Management

Electronic approval: 13. 3. 2019

**prof. Ing. Ivana Tichá, Ph.D.**

Head of department

Electronic approval: 14. 3. 2019

**Ing. Martin Pelikán, Ph.D.**

Dean

Prague on 14. 03. 2019

### **Declaration**

I declare that I have worked on my bachelor thesis titled "The role of YouTuber in the Decision-making process" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 14.03.2019

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## **Acknowledgment**

I would like to thank my Bachelor Thesis supervisor Ing. Lenka Platilová and all other persons, for their advice and support during my work on this thesis.

# **The Role of YouTuber in the Decision-making process**

## **Abstract**

The main objective of this work is to understand the positive effect of brand perception on consumers after watching YouTube reviews by social media influencers. The thesis consists of two parts. The first theoretical part provides an overview of consumer behaviour, its role in the consumer decision-making process, and how this theoretical background is used in the modern marketing communication process. The second part is a case study, using content analysis of YouTube videos on beauty products. The beauty industry uses social media influencers, and for this study, a particular segment in the beauty industry was chosen, the main reviews were analysed, and results were processed. This study may help better understand the impact of YouTubers on consumer behaviour, how viewers perceive those influencers, and the importance of the engagement between both parties in the communication process.

**Keywords:** Influencer marketing, consumer behaviour, decision-making process, integrated marketing communication, online social media platforms, content analysis.



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## 1. Introduction

With the rapid growth of social media content, YouTube has become one of the most used social media platforms. It is available in 76 languages. With more than 1 billion unique visitors every month, the website contains content on almost every topic and qualifies as one of the largest platform for community development and data sharing. (Uzair Ahmad Zahid, Muhamad Shoaib, Atif AlAmri,2017)

YouTube's wide use makes it an interesting platform to investigate the concept of social media influencers, whose numbers are constantly growing. The beauty industry in particular is one of the most followed topics on social media. (Ainsworth Anthony Bailey, Alexandra Domrose,2018.)

## 2. Objectives and Methodology

### 2.1. Objectives

The aim of this research is to understand viewers' perception of YouTube content created by social media influencers and to identify the YouTuber's role in the consumer decision-making process in a defined market segment. Which of the selected beauty brands are more attractive to the viewers? What types of comments do people share in the comment section? Do those viewers have positive or negative brand perception after watching the video?

### 2.2. Methodology

This bachelor's thesis is divided into two parts. The first part is a literature review. It begins with essential knowledge of consumer behaviour and how it impacts the decision-making process. The section then covers the implications in marketing communication, where YouTubers are specified as the brand's ambassadors. They also are an external factor in the decision-making process. The first section explains how YouTubers can change the brand perception and what influences consumers to purchase the advertised product.

All information used for this research is taken from EBSCO database. Different scientific journals are used. The journals are chosen based on key word search and their impact factor. The minimum impact factor of those scientific journals is 0.8. Ten studies are compared and used for the theoretical, or practical, part.

The second part of the thesis analyses YouTube content in the beauty industry. The practical section investigates viewers' content perception of a specific beauty segment: fragrance market. The content analysis of reviews and comments under those reviews was conducted and primary and secondary data was collected. The methodology of data collection and analysis was based on similar scholarly studies on YouTube content analysis.

The first step was to analyse influencers in the beauty industry. Which segment has more influencers and thus more power to change a brand's perception? The information for this part, which was analysed, was based on previous beauty market analysis conducted by Elizabeth Doupnikl.

Data collection started with the statistical analysis of videos' popularity. The total numbers of views, likes, and dislikes were collected. From the sample size of 12 brands, three of the most popular brands were chosen to advance to comment analysis.

Comment analysis. The data of the sample size was random. The 10<sup>th</sup> comment under the first 20 videos on each brand was processed. All collected data is in English and consists of original comments.

Comments that were excluded from the sample size due to their irrelevance include answers to original comments, comments that were meant to be rude or humorous (e.g., ‘Lol 😂 like you spell “Delicious”: “D.E.L.-icious” LMAO’), and comments that were simply about video/audio production (e.g., ‘Who is the potty mouth in the background?’). Comments were also considered not applicable if the commenters simply thanked the reviewer (e.g., ‘thanks!’) or expressed their own opinion (e.g., ‘You have to try Straight to Heaven Extreme. I find it nicer than the original’).

Because these comments were not related to the study, they were excluded to gain a deeper understanding of the comments that directly pertained to the media. The number of irrelevant comments was consistent with a previous content analysis study of YouTube, in which 51% of the comments were irrelevant to the videos being studied (Seitz et al., 2011,).

The number of comments by theme.

Original viewer comments were categorized into eight different themes: express the feeling of sympathy to the YouTuber; express the willingness to buy the product; express the willingness to try the product; like the product; do not like the product; are not satisfied with the review; like the review; and ask for advice, an opinion, or another review.

Likes and dislikes were measured in total and relative numbers because of their differences in total number of views.

All analysed comments were divided into subcategories, which represent the character of the comment. The results reveal whether the viewers have a positive or negative perception of the video content. Internal analysis of YouTubers was also conducted. After comparison of the theoretical information and the practical section, the final results were summarised.

### 3. Literature Review

#### 3.1. Consumer Behaviour

There are many studies on consumer behaviour, which is an essential concept in the field of marketing and includes the stages of marketing communication and conducting a proper marketing communication strategy. But what is consumer behaviour? Consumer behaviour can be described as the 'study of how people or organization behave when obtaining, using, and disposing of products (and services)' (Rajeev Kumra, 2006). Another author, who studies consumer behaviour, points out that the study has adopted concepts from many pre-existing disciplines such as psychology, sociology, socio-psychology, economics, and cultural anthropology (Suja R. Nair, 2008). The American Marketing Association has two main definitions of consumer behaviour: 'The dynamic interaction of effects, cognitive issues, behaviour and the environment through which people make exchanges in their lives' and 'consumer behaviour or the behaviour of the decision maker in the market for products and services'. It is often used to describe the interdisciplinary scientific study that seeks to understand and describe such behaviour (Iuliana C. Luigi D. Gheorghe O. Mircea F. Cristina S.,2018).

##### 3.1.1. Models of Consumer behaviour

To deliver the right message to the audience, the message that will influence them and produce the desired result, companies need to know the reasons why people would buy a product and how to attract them. For a better understanding of these problems and their solutions, certain models have been created throughout history. Different approaches to consumer behaviour emphasize different factors that influence and shape behaviour.

The first model is the stimuli-response model shown in Figure 1. This model illustrates all marketing and environmental stimuli. Combining them with individual characteristics and psychological processes then influences the decision-making process and the final result (Kotler,2012).

The next model is the Pavlov model. This model is based on learning theory and operates with the following concepts: impulse, suggestion, response, and relapse (Adrian Gherasim, Daniel Gherasim George Bacovia University, Bacau,2013). Pavlov was the first man to demonstrate that to trigger desired behaviour, there is a need to deliver impulses several times to form the behaviour. Marketers have adopted this concept and started to use it for advertising, emphasising that the information should be repetitive, in terms of the quantity

that is disseminated to the audience (Adrian Gherasim, Daniel Gherasim George Bacovia University, Bacau,2013).

The Marshall model and economic model were designed with the assumption that humans are rational species who base their decisions on the theory of marginal utility. It means that the value of a certain product depends on its price and the prices of its substitutes.

Herzberg's theory. This model was developed by Frederick Herzberg, an American psychologist, who invented the concepts of *dissatisfiers* and *satisfiers*. Dissatisfiers are the factors that lead to one's dissatisfaction, and satisfiers are the causes of one's satisfaction. According to the model, marketers should avoid dissatisfiers and find the main satisfiers, or motivators of purchase in the market, and then incorporate them in the marketing strategies (Kotler, 2012).

***Psychological model.*** This model uses Maslow's hierarchy of needs, which posits that people satisfy their primary needs first by working to meet a particular need, and when the first need is satisfied, other needs arise and the process continues. The psychological model can help marketers find which need their product satisfies, and thereby find the right place in the market for the product. This model emphasizes the market segmentation and finding a niche for the product in the hierarchy of wants and needs.

***Social model.*** This model is related to external factors that play a role in the consumer decision-making process. People and the society in which individuals exist shape their perceptions of the world and dictate their product needs and wants.

By using the right methods in the advertisement of a product to include social factors, marketers can influence people to buy their products. This model can also be used to create a positive image of a product, which can result in word-of-mouth advertising (Suja R. Nair, 2008).

Considering these perspectives on consumer behaviour reveals that all internal and external factors combine to create the decision-making process.



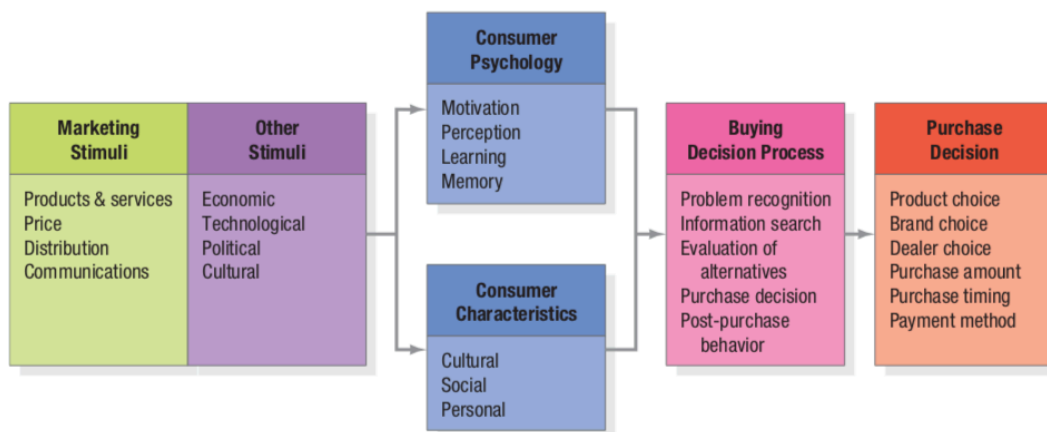


Figure 1, the model of consumer behaviour. Source: p.47 Kotler, Philip. Marketing management,2012

### 3.2. Decision-Making Process

To make the right choice and ensure maximum satisfaction from available products in the market, consumers, as thinking species, guide themselves via a decision-making process. This process consists of many steps and includes internal and external factors that influence the final decision. The basic steps that take place in the consumer decision-making process are need recognition, pre-purchase search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Rajeev Kumra,2006).

#### 3.2.1 Steps of the decision-making process

Let's take a closer look at how the process works. According to Jobber, people who make a decision with a complex view on this process, tend to take more time, while those who do not share the same values spend less time choosing how to spend their money. The standard consumer decision-making process consists of five steps (Jobber, 2012). *Problem recognition* is the first step in the process. During this stage the consumers first faces dissatisfaction with what they already have or use, or what they may need in their life to elevate satisfaction level. Need is stimulated by external or internal factors (Roberts & Lilien, 1993). The second step is a *pre-purchase search*. After consumers realize the problem, they begin searching for a new product in the market. They can do it online and/or offline, seeking as much information as possible to educate themselves. This knowledge may also exist in the consumer's memory if the person already has experience with decision-making for a particular product or service, such as for everyday purchases (Shilbury et al., 2009). The third step is the *evaluation of alternatives*. After all variables are known, the

consumer starts to compare all the advantages and disadvantages of the products. During this stage, a preference forms based on perception (Roberts & Lilien, 1993). Next is the selection stage, where the consumer makes the final decision in favour of one, which is supposed to bring maximum satisfaction. *Post-purchase evaluation* of the decision is the final step, when the consumer either achieves satisfaction or is unhappy with his/her purchase (Erkan Akar, Hale Fulya Yuksel, Zeki Atıl Bulut,2015).

### **3.2.2 Factors of the decision-making process**

As has already been mentioned, consumer behaviour includes factors that influence our decisions. They include internal and external factors.

#### *Internal Factors*

The first factor in the process is *perception*. When consumers learn about a new product or service by interacting with the media or their social environment, or by observing new merchandise online or physically, they immediately and unconsciously react to it. The perception may be positive or negative. They may assume that the product will enrich their lives, make life easier, or increase their satisfaction. They may also decide that the product is not worth the money and that they do not need it in their life. The response depends on the person's experience and people in their lives who may influence their perception. These people could be friends, family, colleagues, etc. This factor is important in the process because if the consumer has a negative perception of a product, it negatively impacts the final decision (Wesley Zimmerman, 2005).

The second factor in the process is *education* or *learning* about the product. Consumers need to have all publicly available information about the brand that they are considering buying from and the product that they are evaluating. Consumer education, for example, may be realized through product packaging. More complex purchases, such as a car, will require more education. In this case, more sources of information might be demanded. When buying a car, salespeople; a consumer's group of influence (people who have experience with the model, are loyal to the brand, or heard useful information that can impact a decision); and billboard, TV, and internet advertising, can play a role in the learning process (Wesley Zimmerman, 2005).

The next factor, to take into account, is consumers' *personality*. Personality distinguishes us from others, which is why it tends to be considered unique. Each of us certainly has distinctive traits. Personality is stable; reflects our preferences or differences; and may

transform due to perception changing because of life events such as the death of a family member or natural changes (e.g., a maturing process; Suja R. Nair, 2008). Our personal *behaviour* and *attitudes* also play a role in our consumer behaviour: attitudes that are directed at objects and formed by experience and learning. Marketers are able to change these attitudes by understanding them and instilling a positive perception of their brand that differentiates them from competitors (Rajeev Kumra,2006). Attitudes help us decide whether we like or dislike a certain product or service. They form *beliefs*. Beliefs are constant ideas that we temporarily have in our minds to facilitate the decision-making process. Beliefs helps us decide whether we will purchase a product or not by forming motivation. *Motivation* is a mental force that stimulates our needs, which leads to purchasing goods or services.

#### *External Factors*

*Cultural and sub-cultural influences.* Because we are all born into different backgrounds, throughout our lives we have our own specific experiences that are predetermined by our social environment. Historically, people in different cultures have had their own way of living with unique traditions and beliefs. Due to these cultural factors, people in different cultures differ in their preferences for buying and consuming products (Matin Khan,2006).

*Social class.* Each cultural group contains several social classes with different abilities in terms of financial situation and lifestyle. Social class divides us into distinct target audiences with common preferences within one group. Understanding this helps marketers find one group of consumers for whom their product is more suitable.

*Group influence.* This specific group can be defined as two or more individuals with whom the person under their influence interacts with and shares values and beliefs due to their interdependent relationships. If the person uses this group's advice in the buying process, then the group becomes his *reference group*. In everyday life, the average person belongs to different types of groups. Marketers divide these groups by three main characteristics: *membership*, *type of contact*, and *attraction*. Membership gives a sense of belonging to a group. A person can be a member or not a member of a group. There is also degrees of the sense of being a member because one can feel that more than the other. Type of contact is related to the degree of closeness among individuals in one group. When the size of a group increases, then the degree of contact tends to decrease. Attraction refers to the desirability of a member to belong to a group. Someone who wants to belong to a group tends to be more influenced by that group, even if the person is not a member of the group (Suja R. Nair, 2008).

In marketing, the concepts of consumer behaviour and the decision-making process are essential and they are implemented in all branches of marketing, including marketing communication, where the main goal is to reach the audience and increase brand awareness.

### 3.3. Models of Communication

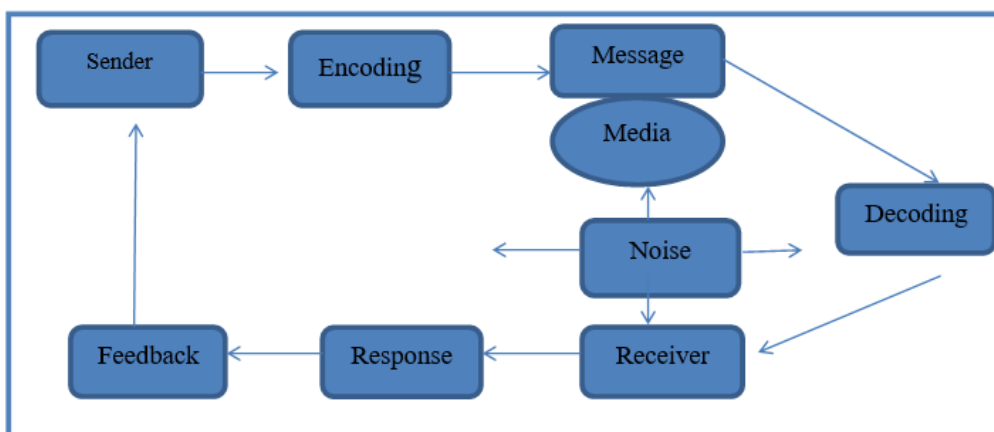
In 1948 Harold D. Lasswell first proposed the model of the communication process. It answers the following questions: *Who communicates? What is communicated? By what means? To whom is it communicated? With what effects is it communicated?* By answering these questions, he illustrates all parts of the communication process: *communicator or management, message or content, channel or media, receiver or auditorium, and results or effects* (Bessonov A.,2008).

This model was improved upon by an American engineer, Claude E. Shannon, and his colleague Warren Weaver, who added the concept of ‘noise’, the external factors that change the perception of a receiver from its original meaning (Claude E. Shannon, Warren Weaver, 1949). Later, Tom Duncan and Sandra E. Moriarty introduced the communication-based marketing model. They described how communication interacts on corporate, marketing, and marketing communication levels. Its managerial implication plays role in organizational infrastructure, corporate focus, and processes (Kotler, Ph. 2003). Kotler divided the audience into more specific groups and identified the target group, the audience for whom the message is intended, and how the message was supposed to be decoded. He also argued that an organization should interact with its audience to modify their consumer behaviour and consumption (Kotler, Ph. 2003). Terrence A. Shimp also developed a view of the communication process, in which the components are *the source* (the transmitter of information), *communication objectives* (goals that we try to achieve by the end of the process), *the message* (the symbolic expression of what a communicator tries to transmit), *the channel* (the delivery method by which the message is transferred from the source to the receiver), and *the receiver* (the person or the group to whom the source transmits the information). The end of the process should produce the *result*, which shows us that the idea had an effect on the receiver. *Feedback*, an evaluation that the communicator gets from the receiver, will show if there were any *noises*, external distractions, that changed the original information by influencing the perception of the receiver (Terence A. Shimp, 2003). Because of the need to manage relationships with all types of customers, many approaches to communication evolved, such as consumer-focused, market-driven, outside-in, one-to-one

marketing, relationship marketing, integrated marketing, and integrated marketing communications (Tom Duncan and Sandra E. Moriarty,1998).

### 3.4. Marketing Communication.

Marketing communications are the means by which businesses try to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. By strengthening customer loyalty, marketing communications can contribute to customer equity (Kotler,2012). The Internet has enabled consumers everywhere to obtain information quickly, at any time and from almost any corner of the world. One of the tools used both by individuals and by companies or marketers is online social networks (Iuliana C. Luigi D. Gheorghe O. Mircea F. Cristina S,2018).



**Figure 1 Components of the marketing communication process**  
 Source: Tony Yeshin, *Integrated Marketing Communications*, 1998, p.13

### 3.5. Integrated Marketing Communication.

James W. Peltier, John A. Schibrowsky, and Don E. Schultz proposed that by collecting data and analysing it using software programs, we can use it in integrated marketing communication. Collected preferences can help personalise message content, improve knowledge of target audiences, and help maintain a strong connection with current customers and attract new ones (James W. Peltier, John A. Schibrowsky, Don E. Schultz, 2003). Figure 2 illustrates the components of the marketing communication process.

Integrated marketing communication is more focused on consumer behaviour than attitudes. It involves communicating with current and prospective customers in dialogue. To help

engage the target audience, IMC uses social media as an intermediary between the receiver and source. The term “social media” is used to describe a variety of technologies that we use to communicate and that help us interact without substantial hardware knowledge or technological investment (Persuit, Jeanne M, 2013). However, social media only delivers messages, and without humans, who are the driving force behind any technology, social media does not play a significant role in the communication process. This communication approach uses two-way communication, and therefore the customer has a voice and is able to communicate with businesses and leave feedback. This communication affects the business and provides opportunities for constant improvement to help maintain existing customers and attract new ones. Integrated marketing communication is used to increase the value of a brand via multiple channels, such as advertising, public relations, sales promotion, event communication, and purchasing. The communication delivers a consistent and clear message about the brand, which is why it integrates with many communication channels (Ace, 2001).

Integration of marketing communication is a process whereby different channels are used to achieve the most positive result possible. The process consists of *personal* and *non-personal* integrated marketing communication channels. Non-personal channels are advertising, sales promotions, events and experiences, and public relations. Personal channels are real people, who influence the decision-making process and can change consumer behaviour. (Kotler,2012)

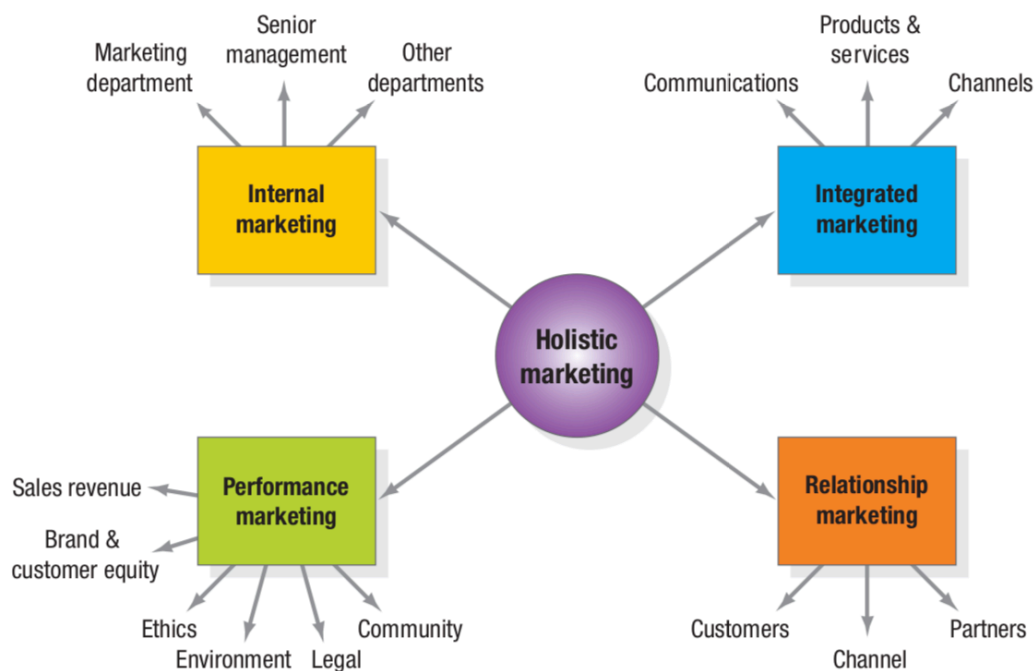


Figure 2 shows the place of integrated marketing communication in holistic marketing. (Source: p.19 Kotler, Philip. Marketing management,2012)

### 3.6. Word-of-mouth Marketing

According to researchers, word-of-mouth marketing is oral person-to-person communication between a receiver and sender that involves a product, service, or brand. To the receiver, this messenger does not have strong commercial intent (Anderson, 1998; Harrison-Walker, 2001).

Kotler mentions bloggers as senders of messages in word-of-mouth marketing. Their services belong to word-of-mouth marketing, which is a particular group of a marketing communications mix (Figure 4, Kotler,2012).

*Word-of-mouth marketing also takes many forms both online or offline. Three noteworthy characteristics are:*

- 1. Influential—Because people trust others they know and respect, word of mouth can be highly influential.*
- 2. Personal—Word of mouth can be a very intimate dialogue that reflects personal facts, opinions, and experiences.*
- 3. Timely—Word of mouth occurs when people want it to and are most interested, and it often follows noteworthy or meaningful events or experiences. (Kotler,2012)*

Advertising	Sales Promotion	Events and Experiences	Public Relations and Publicity	Direct and Interactive Marketing	Word-of-Mouth Marketing	Personal Selling
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Sports	Press kits	Catalogs	Person-to-person	Sales presentations
Packaging—outer	Premiums and gifts	Entertainment	Speeches	Mailings	Chat rooms	Sales meetings
Packaging inserts	Sampling	Festivals	Seminars	Telemarketing	Blogs	Incentive programs
Cinema	Fairs and trade shows	Arts	Annual reports	Electronic shopping		Samples
Brochures and booklets	Exhibits	Causes	Charitable donations	TV shopping		Fairs and trade shows
Posters and leaflets	Demonstrations	Factory tours	Publications	Fax		
Directories	Coupons	Company museums	Community relations	E-mail		
Reprints of ads	Rebates	Street activities	Lobbying	Voice mail		
Billboards	Low-interest financing		Identity media	Company blogs		
Display signs	Trade-in allowances		Company magazine	Web sites		
Point-of-purchase displays	Continuity programs					
DVDs	Tie-ins					

**Figure 3 Source: p.479, Kotler, Philip. Marketing management,2012**

### **3.7. YouTube as an integrated marketing channel.**

Businesses use YouTube as a social media. There are two ways to place the advertisement of a product. According to researchers, the first way is to put it in the stream and the second is to use in-video advertising.

In-stream advertising videos are put in the form of a banner and can be played before and between the video. The length of the video can be up to three minutes, but the viewer is able to stop the viewing after five seconds. This type of advertising is still not as popular as television advertisement, but with the growing popularity of YouTube as a social media, the demand for this type of advertisement has constantly increased and, as the result, the quantity of the advertisement has also grown.

In-video advertising is based on the content of the video. This type of advertising usually includes YouTubers as senders of the information about the product. The advertising fits better if the video provides viewers with a related topic. The advantage of this type of video is that it can be more informative in terms of the features and details of the product than other forms of advertising. The second advantage of this type of advertisement is that the Youtuber as the influencer, or external factor, takes part in the decision-making process of the receiver regarding whether to purchase the particular product or not (Iuliana C. Luigi D. Gheorghe O. Mircea F. Cristina S.,2018).



### **3.8. YouTuber as an influencer.**

In the communication mix, influencers, such as bloggers, belong to the *earned media* personal communication channel. Other types of personal channels include advocate channels, such as salespeople; expert channels, such as professionals making independent statements to buyers; social channels, including people such as neighbours, friend, and other representative social contacts (Kotler,2012).

One study was conducted to examine the effects of an influencer post on the endorsed brand. This study differentiated between a strong, a weak, and an unknown brand. The results have shown that consumers' brand perception and experience change more in case of the weak brand than in the case of the strong and unknown brands after viewing influencer's recommendation to followers.

These results demonstrate an influencer's impact in shifting brand perception.

An influencer can be described as a person who has strong credibility among her audience and is able to change consumer behaviour to encourage purchasing the product she recommends.

This is possible because of the influencer's strong likability, trustworthiness, and expertise. The influencer's advantage is that she already has a target audience. The people who follow the influencer on social media usually relate to the content of the videos the influencer makes. Thus, it becomes easier for marketers to target the specific group. The audience also may be engaged emotionally with the blogger, and so they perceive him or her as a trustworthy person, which results in a positive perception of the product. The term engagement is largely used among marketers. Researchers from Ohio State University have demonstrated that on YouTube, such engagement is manifested through actions such as liking, disliking, commenting, sharing, and uploading videos (Iuliana C. Luigi D. Gheorghe O. Mircea F. Cristina S.,2018).

### **3.9. Engagement with the audience.**

The word "engagement" in the context of marketing is often viewed as customer engagement or customer brand engagement, which represents different types of connection—such as cognitive, emotional and behavioural—with a firm or brand (Hollebeek et al. 2014).

Many scholars have researched the topic, contributing to the concept of engagement. Their studies have shown that there is disagreement between authors about the exact meaning of engagement (Eathar Abdul-Ghani. Kenneth F. Hyde, Roger Marshall, 2018). Authors like Higgins and Scholer view it as a state of being interested or absorbed with something or

some kind of activity, depending on involvement level (Higgins and Scholer 2009). Their opinion has become the basis for other researchers, like Calder and Malthouse, who have described engagement as the reason for doing something rather than a consequence (Calder and Malthouse, 2008). From the other side, there are also authors like van Doorn who view the engagement as an activity, such as word-of-mouth activity helping other customers. This opinion is also shared by Kumar and Pansari, who use the term for an activity, such as purchasing. The connection between these two approaches is that the engagement itself is something, what relates to value (Eathar Abdul-Ghani. Kenneth F. Hyde, Roger Marshall, 2018).

### **3.10. Possible outcomes of the influence**

As it is known, the behaviour can be influenced to lead to a desired outcome. The next question is, 'How can one manipulate that decision?' There is no right answer or guide to that question. (Bacon, Terry R., 2012). Therefore, attempts to influence other people's decisions can have different outcomes. Possible responses are viewed as either successful or not successful. *The baseline* is the outcome that leaves the receiver without any change in his/her decision. For instance, on a daily basis we are targeted with attempts to influence us using advertisements on TV, in newspapers, etc., but we do not purchase every product we are exposed to. These attempts are considered unsuccessful. Outcomes also differ when advertisements do influence the perceiver. *Compliance* is one of the possible responses. Compliance results in the desired change, but without enthusiasm. The other outcome, when the receiver is emotionally engaged with the decision that he/she makes, is called *commitment*. The committed person not only makes the proposed decision, but also willingly accepts it. Beyond commitment, there is another possible outcome, known as *leadership*. An *Influencer* is a person who is able to change someone's decision. Therefore, the receiver is led by the opinion of the influencer. This type of person is also known as *the opinion leader*. Leaders have a strong level of credibility among their groups and are usually perceived as role models who are capable of making the right choice (Bacon, Terry R., 2012).

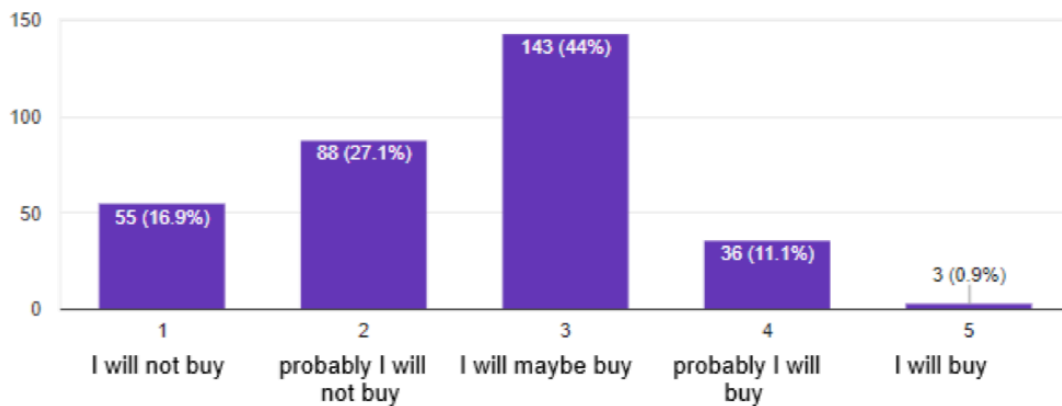
But as has already been mentioned, positive outcomes are not the only possible results of attempts to influence another person or a group of people. *Scepticism* is one of the possible negative outcomes. In this outcome, the influence can not only fail to move the receiver, but also build a distrust to the influencer and make the receiver less inclined to consider future attempts. The second result, according to Terry, is *resistance*. It may vary from active to passive forms. Passive resistance may result in voicing scepticism, and the more involved

the influence, the more active the form of resistance. From the marketer's perspective, the resistance may occur if the product is overmarketed. This phenomenon is known as *consumer resistance* (Kotler, 2012). Finally, another possible outcome is *rebellion*. Rebellion is the extreme form of resistance and can also be considered synonymous with leadership (Bacon, Terry R., 2012).

Seeing the variety of possible outcomes is important because people react differently and not all attempts to influence will be successful. By observing how people react to a particular message, we can anticipate possible failures and find ways to improve communication and manage the factors that play a role in the process.

### **3.11. Online social media advertisement acceptance**

Because the outcomes of persuading vary, Austrian researchers Dominik Zeljko, Bozidar Jakovic, and Ivan Strugar conducted a survey to learn which type of social media advertising was most socially acceptable among respondents. Results demonstrated that among different types of social media advertising, people were less bothered by sponsored content, which means that influencers are more socially acceptable than other types of social media advertising. The researchers also asked respondents if they were willing to buy the sponsored product. The probability of buying a product or service that the respondents saw as sponsored content on a social network was the following: the largest portion, 44%, reported that they might buy the product or service; 27.1% would likely buy; 16.9% would not buy; 11.1% were likely to buy; and 0.9%, the smallest portion, would buy. From these results, the researchers concluded that social media advertising still does not have enough effect on an audience to increase sales (Figure 5; Zeljko, D. Jakovic, B., Strugar, I. 2018).



**Figure 4 source: Zeljko, D.Jakovic, B., Strugar, I. (2018). New Methods of Online Advertising: Social Media Influencers p.46**

Another study on SMI (social media influencers) conducted by researchers at the University of Toledo, showed that participants most often followed SMIs that discussed fitness (56%), followed by beauty (48%), health (44%), and fashion (41%). What makes the beauty industry one of the most followed topics on social media? The study also revealed Instagram as the most frequently used platform for following SMI. However, the study did not mention YouTube, an online social platform, and did not measure the influential power of YouTubers in the beauty industry (Ainsworth Anthony Bailey, Alexandra Domrose,2018.).

One study of YouTubers was conducted on the perception of luxury brands. The survey demonstrated that vloggers may change the perception using PSI (para-social interaction). Para-social interaction is considered a ‘friendship’ with a media personality (Perse & Rubin, 1989), and media users seek advice from media personalities as if they were friends. This relationship may explain the engagement between the influencer and viewer in the act of purchasing the product. Para-social interaction relies on attitude homophily. The more media users perceive the media personality as similar to themselves and others in their interpersonal network, the more likely PSI will occur (Ballantine, Martin, 2005; Jung Eun Lee, Brandi Watkins, 2016).

### **3.12. Niche Marketing**

Niche marketing is a derivative of the market segmentation theories originated by Smith that treats the heterogeneous market as a collection of smaller homogeneous markets.

Claycamp and Massy continued his theories on market segmentation and have developed an economic model that starts with the individual customer, proceeds to micro-segmentation, and continues until maximization of profit is reached.

Robinson suggested that market segmentation can be a useful management tool to improve the marketing strategy of a niche firm.

Porter upgraded market segmentation into 'niche strategy', elevating its importance. His argument that a firm better supply a segment of the market may help earn above average.

(Eli Noy, 2009)

Understanding this term helps to identify niche brands. For the practical part, brands from a niche segment of the market were analysed.

## 4. Specification of the selected industry

### 4.1. Beauty industry

According to researcher Matt Sena, cosmetics, skin care, hair styling, hair colouring, hair removal, nail salons, tanning salons, luxury spas, shower and shaving product, perfumes, and colognes form a part of the beauty industry ([www.franchisehelp.com](http://www.franchisehelp.com)).

According to [quora.com](http://quora.com), the beauty industry has deep historical roots. Some of the earliest records of man include body adornment. Throughout history, people have sought ways to make themselves more noticeable and beautiful. The element that seems to constantly change is how different cultures define human beauty. The beauty industry has been a natural outgrowth of the human need to improve physical appearance based on modern perceptions of beauty ([quora.com](http://quora.com)).

A study on SMI (social media influencers) by researchers at the University of Toledo suggests that the beauty industry has the most influence in social media, what makes it an interesting research subject.

### 4.2. Forms of Beauty content.

According to a researcher named Elizabeth Douppnik, the beauty industry can be divided into four subgroups: cosmetics, skincare, haircare, and fragrances. For the research, the fragrance segment was chosen as a case example for the beauty industry. Marketers mainly use Instagram as a platform for product advertisement. YouTube comes second, with 34% of the content. YouTube content in the fragrance market has the biggest share compared to other beauty industry markets. The average number of posts is 497, which is less than in cosmetics or skincare segments, but with an average of 184 ambassadors per company, the fragrance segment is second in the influencer marketing indicator.

Figure 6 illustrates average EMV (Earned Media Value). The figure assigns a dollar amount to each piece of content based on the perceived value of digital word-of-mouth to brands within the industry (Elizabeth Douppnik, 2017).

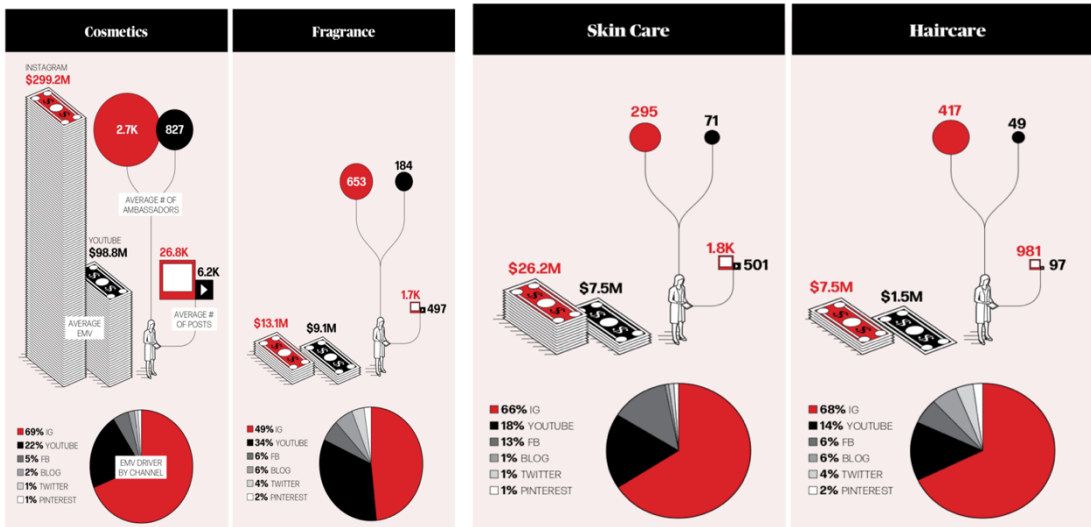


Figure 5  
Source: Crowded Social Submits Engagement Challenges for Beauty Brands Elizabeth Doupnikl, 2017

#### 4.2.1 Fragrance Segment

The European fragrance market registered negative growth over the last five years. The fragrance market in Europe is predominantly held by four major companies: Coty, Procter and Gamble Company, L'oreal, and LVMH. For this study, the YouTube content reviewing niche fragrance brands proceeded. Niche brands are the part of other 55.2% of fragrance market share (Figure 7).

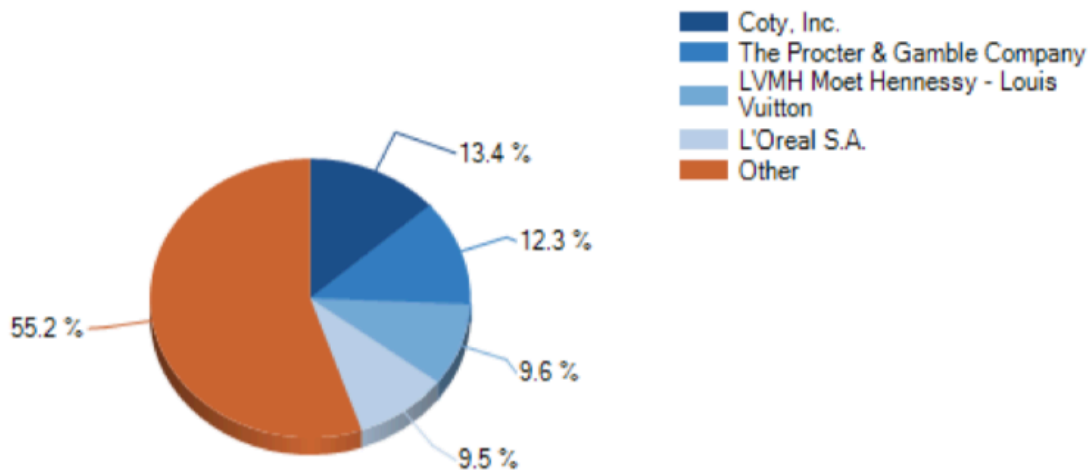
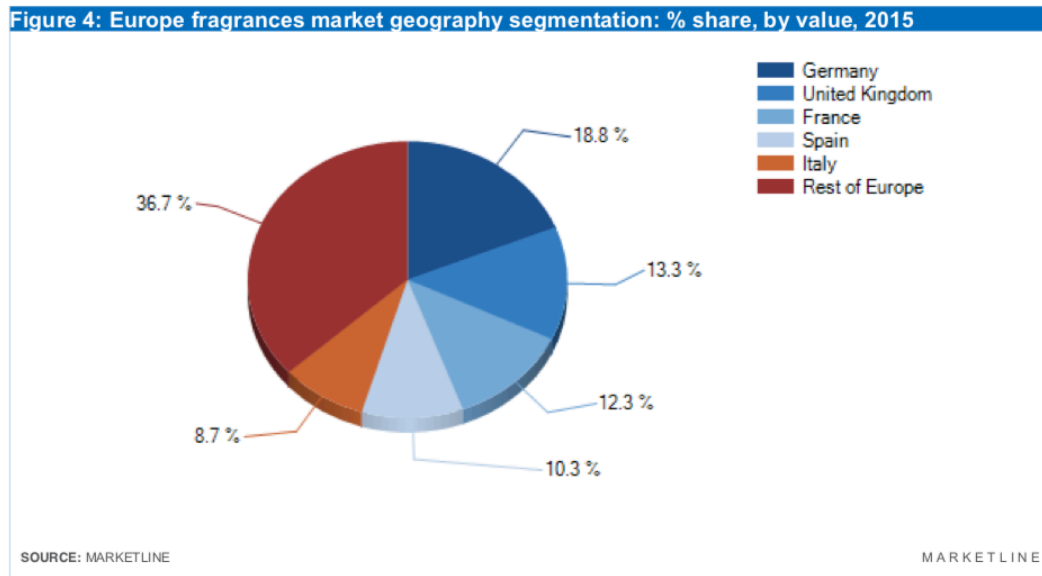


Figure 6 source: marketline.com

Geographically, Europe's biggest consumer is Germany, with 18.8% of the market. The Czech Republic encompasses another 36.7% of market segmentation.

Previous researchers have shown that the market value is forecast to grow within the next few years, which is good for the market and makes it an interesting segment to investigate its current online presence (Figure 8).



**Figure 7 source: marketline.com**

The figure below shows the forecasting of the fragrance market value in Europe. The growth expected for the next year is 5.1%, which would be the biggest growth in six years. For comparison, in 2015, the market value growth was only 2%, which is equal to more than 14 million euros (Figure 9).

However, the research was conducted in early 2015, and the real growth is still not known due to the lack of publicly available data on the current market value. Thus, this information may be considered only for familiarization with the situation in the market.

**Table 7: Europe fragrances market value forecast: \$ million, 2015–20**

Year	\$ million	€ million	% Growth
2015	15,565.7	14,029.5	(15.6%)
2016	15,876.3	14,309.4	2.0%
2017	16,537.8	14,905.6	4.2%
2018	17,274.5	15,569.6	4.5%
2019	18,092.2	16,306.6	4.7%
2020	19,020.4	17,143.3	5.1%
CAGR: 2015–20			4.1%

SOURCE: MARKETLINE

**Figure 8 source: marketline.com**



## 5. Practical Part

### 5.1. Niche beauty brands

According to the Cambridge dictionary, the word “niche” in marketing can be described as an opportunity for a business to offer a product or service that is not offered by other businesses.

The sample size consists of 12 companies. All the brands listed below are present in the Czech market. They are not a part of the four major companies (Cody, Procter and Gamble Company, Loreal, and LVMH). The method of their distribution is limited. Thus, the brands’ products may be found only in specialized fragrance shops. This makes them fall into the niche category of the market.

1. Acqua di Parma
2. Amouage
3. Byredo
4. Cire Trudon
5. Clive Christian
6. Comme des Garçons
7. Diptyque
8. Escentric molecules
9. Frederic Malle
10. Kilian
11. Maison Francis Kurkdjian
12. Nasomatto

### 5.2. Analyses

#### Popularity

YouTube has tracked information on each posted video. The total number of views, likes, dislikes, and comments were collected, processed, and analysed. Each brand has its own online presence, but some of the brands do not use YouTubers actively to promote their brands. This might be the reason for the broad range of views among the brands. The brands that had more likes compared to total views were advanced to the next step of the analysis.

## Comments

The next step of the research was to randomly collect a representative sample of viewer comments. The randomness was ensured by collecting every 10th original comment about the video. The comments included in the research are written only in English. Subsequent replies to initial comments were excluded due to their irrelevance.

Comment ratings are considered the primary source of triggering discussions, controversial content and analysing user behaviours. The textual content of the comments, their thread structure, and associated metadata was analysed to provide a comprehensive understanding of commenting behaviours of the community on social media sites.

## 6. Results and Discussion

### 6.1. Results of Popularity Analysis

On January 30, 2019, the number of views for each niche beauty brand ranged from 183 to 2,048,165 ( $M = 83,018.71$ ,  $Sd = 241,763.76$ ,  $Mdn = 9,075$ ). The number of likes ranged from 1 to 45,340 ( $M = 1,596.2$ ,  $Sd = 6,104.48$ ,  $Mdn = 220$ ). and the number of dislikes ranged from 0 to 1,944 ( $M = 83.06$ ,  $Sd = 288.16$ ,  $Mdn = 8.5$ ).

The first three brands, which had the highest percentage of likes compared to total views were advanced to the next step of the analysis. Those brands were Cire Trudon, Kilian, and Maison Francis Kurkdjian.

**Table 1**

Brand	Total views	Total dislikes	%	Total likes	%
Aqqua di Parma	1,730,072	1,464	0,0846	29,635	1,7129
Amouage	1,011,595	922	0,0911	15,280	1,5104
Byredo	2,641,351	3,017	0,1142	51,742	1,9589
Cire Trudon	118,462	113	0,0954	2,848	2,404
Clive Christian	4,086,066	3,524	0,0862	58,735	1,4374
Comme des garçons	956,176	509	0,0532	10,386	1,086
Diptyque	3,376,655	3,219	0,0953	65,730	1,9466

Escentric Molecules	576,299	569	0,0987	9,186	1,5939
Frederic Malle	3,453,277	3,414	0,0988	57,054	1,6521
Kilian	356,455	317	0,0889	8,419	2,3618
Nasomatto	630,279	512	0,0812	11,222	1,7804
Maison Francis Kurkdjian	2,497,513	2,346	0,0939	62,371	2,4973
Total	21,434,840	19,935	0,093	383,089	1,7872

The analysis revealed that most likes were for the brand that did not have the larger number of views, which may prove that more views do not guarantee more likes. Indeed, the brand that had the highest percentage of likes compared to total views placed sixth in number of total views.

Due to the difference in total number of views among presented brands, a relative comparison of likes and dislikes was conducted. Even though the highest number of views was for the brand Clive Christian (4,086,066), the brand had a relatively low percentage of likes (1.4374%).

All videos that had more than 3,000,000 views did not have more than 2% of likes.

The highest percentage of dislikes (0.988%) was for Frederic Malle, with 3,414 total dislikes, which is one of the highest numbers of dislikes among the brands.

Videos of Cire Trudon had a total 118,462 views. This was the lowest number of views, but the brand had one of the highest rate of likes, which made it one of the most likable fragrance niche brands among the sample size (2.404%).

None of the brands exceeded a 3% likes rate, but all of them had at least 1% of likes compared to total views.

## 6.2. Results of Comment Analysis

### *Kilian*

The first brand that had the highest percentage of likes compared to the other brands was Kilian. The sample size of 20 videos had a total of 1,572 comments. The sample size for the analysis was 213 comments (M = 10.65, Sd = 15.47, Md = 4).

Original viewer comments were categorized into eight different themes: express the feeling of sympathy to the YouTuber; express the willingness to buy the product; express the willingness to try the product; like the product; do not like the product; are not satisfied with the review; like the review; ask for advice, opinion, or another review.

A total number of 103 (48.4%) comments were categorized, and another 110 (51.6%) comments were not applicable due to their irrelevance.

Subgroup	The total amount of comments	%
Express the feeling of sympathy to the youtuber(s)	7	6,8 %
Like the review	28	27,2%
Express the willingness to try the product	14	13,6%
Express the willingness to buy the product	3	2,9%
Are not satisfied with the review	2	1,9%
Ask for advice, opinion, or another review	20	19,4%
Do not like the product	5	4,6%
Like the product	24	23,3%
Total	103	100%

The largest group of selected comments were about liking the review (27.2%). People who left this type of opinion were satisfied with the content of the video. Their satisfaction may also have given them a good impression of the presented fragrance.

The second highest number of comments were 'Like the product'. This category of comments represented positive opinions about the fragrance.

The percentage of negative comments was relatively low (6.5%). This type of comment was left by people who did not like the review or the fragrance. Only 10 comments from the sample could be included in the categories 'Do not like the product' and 'Are not satisfied with the review'.

A large number of comments (19.4%) were questions. These questions were addressed to the YouTubers asking for their advice or opinions about other fragrances, or requesting another review.

## ***Maison Francis Kurkdjian***

The sample size of 20 videos had a total of 2,559 comments. The sample size for the analysis was 243 comments ( $M = 10.65$ ,  $Sd = 15.46$ ,  $Md = 6$ ).

Because these comments were not related to the study, they were excluded so that we could gain a deeper understanding of the comments that directly pertained to the media. A total number of 198 (81.5%) comments were categorized, and another 55 (18.5%) comments were not applicable, due to their irrelevance.

Subgroup	The total amount of comments	%
Express the feeling of sympathy to the youtuber	41	20,7%
Like the review	46	23,2%
Express the willingness to try the product	7	3,5%
Express the willingness to buy the product	2	1%
Are not satisfied with the review	3	1,5%
Ask for advice, opinion, or another review	40	20,2%
Do not like the product	7	3,5%
Like the product	52	26,2%
Total	198	100%

The largest group of selected comments were about liking the fragrance itself (26.2%).

People who left this type of opinion already had experience with the brand and were satisfied with the aroma. This support of a YouTuber might help other viewers with their decision about buying the product.

The percentage of negative comments was relatively low (5%). This type of comment was left by people who did not like the review or the fragrance. Only 10 comments from the sample could be included in the categories 'Do not like the product' and 'Are not satisfied with the review'.

## *Cire Trudon*

The sample size of 20 videos had a total of 410 comments. The sample size for the analysis was 38 comments ( $M = 1.9$ ,  $Sd = 3.29$ ,  $Md = 0.5$ ). A

total number of 22 (57.9%) comments were categorized, and another 14 (42.1%) comments were not applicable, due to their irrelevance.

10 videos (50%) did not contain enough information to include in the study, because the number of comments was fewer than 10.

Subgroup	The total amount of comments	%
express the feeling of sympathy to the youtuber	5	22,7%
like the review	10	45,5%
express the willingness to try the product	6	27,3%
express the willingness to buy the product	0	0%
are not satisfied with the review	0	0%
ask for advice, opinion, or another review	5	22,7%
do not like the product	0	0%
Like the product	1	4,5%
Total	22	100 %

The largest group of comments was ‘like the review’ (45.5%). People who were pleased to see the review decided to leave the corresponding comment. Because the sample size was only 22 comments in total after eliminating inappropriate ones, the sections ‘are not satisfied with the review’, ‘do not like the product’, and ‘express the willingness to buy the product’ were empty. This means that people in those videos have left only positive opinions, which might be due to the low number of total comments under the video.

### 6.3. Total results

The sample size of 60 videos had a total of 4,555 comments. The sample size for the analysis was 494 comments.

10 videos out of 60 did not contain enough comments to analyse them.

A total number of 328 (66.4%) comments were categorized, and another 166 (33.6%) comments were not applicable, due to their irrelevance.

Subgroup	The total amount of comments	%
express the feeling of sympathy to the youtuber	53	16,2%
like the review	84	25,6%
express the willingness to try the product	27	8,2%
express the willingness to buy the product	5	1,5%
are not satisfied with the review	5	1,5%
ask for advice, opinion, or another review	65	19,8%
do not like the product	12	3,6%
Like the product	77	23,5%
Total	328	100%

The largest section represents positive comments about the video (25.6%). People liked the YouTuber's narrative and the content of the video.

The group of comments 'express the willingness to buy the product' is one of the smallest ones (1.5%), which might mean that viewers, after watching the video, were not convinced enough to buy the product. However, the number of people who wanted to try the product is relatively higher than the number of people who were ready to buy it (8.2%).

Also, there is a tendency to ask for YouTubers' opinions about other products that were not included in the video (19.8%). The commenters might seek the YouTubers' advice because the audience views YouTubers as fragrance experts.

All negative comments, which are represented by the categories ‘do not like the product’ and ‘are not satisfied with the review’, accounted for 5.1% of total comments, which is a relatively low number. This may be evidence of positive viewers’ perception of this type of media content.

## **6.4. Comparison**

Cire Trudon had the highest number of comments regarding the theme ‘Like the product’. Thus, it seems that people who watched the videos by this brand were more interested in the fragrance than the YouTubers who represented the brand.

The second brand’s most frequent comment group was ‘Like the review’. This group of viewers, who were interested in the content of the videos, liked the way the product was shown. The situation is similar to the third brand, where the category ‘Like the review’ was also the most frequent comment group.

Results for all the brands indicated that people were not interested in buying the product right after watching the video, but they were more willing to try it.

Another similarity among all the brands was the number of negative comments. The number was relatively low (Av: 5.1 %). Cire Trudon, with 0% of negative comments, had the lowest rate. The low rate may have been due to the sample size, which was the smallest among its competitors.

However, Maison Francis Kurkdjian, with the largest sample size, does not have the biggest percentage of negative comments, which indicates that having more comments does not necessarily result in having more negative comments.

Some videos had a high number of comments that were frequently addressed personally to the YouTuber. Cire Trudon has the highest rate of such comments. In this particular video, the rate of these comments was 60%. The YouTuber, Tiff Benson, had more than 41,000 subscribers. The video featuring Cire Trudon’s fragrance had more than 8,000 views, but only 20% of the comments were related to the video, and none of them were about the fragrance.

Videos from other brands also featured examples with a higher rate of comments. In the video by Jeremy Fragrance, whose YouTube channel had nearly 650,000 subscribers, there was also a higher rate of comments about the blogger. From a total of 46 analysed comments, 20 (43.5%) were about him, 10 (21.7%) were asking his opinion or seeking his advice, and only 5 (10.9%) were about the fragrance from Maison Francis Kurkdjian.



## **Discussion**

Consumer behaviour may change due to different factors. External factors, such as social influence, are the main ones in the process of influencing opinions.

Brand engagement may be the key element in the process of influencing, which should result in a product purchase.

The conducted study's results indicate that YouTube viewers positively react to sponsored content. The viewers who can relate to YouTubers and reveal positive reactions are more likely to change their brand perception. These people are more willing to leave a comment to indicate their interest and involvement in the product.

The question raised while conducting the research is, 'In which steps of the consumer decision-making process can YouTube help people with choosing the right product for them?' The data categorizing the order of the presence in each step of the consumer-decision making process may help better understand the role in this context.

Most comments can be divided into two categories. First, comments addressed to YouTubers and their personality. Second type of comments is related to the product. Marketers may find more useful comments about the product, and use the ratio of total comments to positive comments on products, as an indicator of the success level. YouTubers, who are more interested in their own engagement level with the audience, may use the ratio of total comments to positive comments about themselves as an indicator of the engagement level.

## 7. Conclusion

From the literature review, it may be said that YouTubers have influence over their viewers. The practical part also shows positive brand perception among viewers who have decided to leave a comment. According to the research, people may not only support YouTubers because of their personal attitudes, but also may be interested in their content. Among the viewers, some were seeing the advertised product for the first time, while others already used the product. Viewers who had already used the product can also leave a comment about their positive or negative experience with the product, which can potentially influence nonusers. Comment categorization helps to identify the main groups of interests among viewers. There are people who are interested in trying or buying the product; those who are more interested in the blogger, rather than in the product; people who have experience with the product and share whether they were satisfied or not; and viewers who did not like the way the product was presented.

Also discovered during the research, was that viewers can be found in every step of the consumer decision-making process.

Need recognition—viewers who follow the YouTuber and watch his or her videos independently from the particular type of content may find a new product that they have never heard of before (e.g., ‘interesting fragrances definitely be looking into them 👍👍’ or ‘I will need to check this one out. Thanks for the recommendation’).

Pre-purchase search and evaluation of alternatives—viewers who were not able to find the product that would give them maximum gratification, and so looked for expert advice from YouTubers who could give them a full product description (e.g., ‘Nice review. I really like mfk but I only own baccarat and oud Satin mood from the House. Im really fascinated that these 2 are the Most beast on my skin. Even much louder and longer lasting than interlude or black afgano. Ive never tried this one but it is on my todo besides the Aqua universalis forte. In fact im curiose: have u tried the universalis forte? And how does it compare to this one? Which one is your favourite from the Brand? Greetings 😊’).

Purchase decision—viewers who have already chosen the product may still seek approval, and the YouTuber can provide support for their choice (e.g. ‘I have a sample of Dark Lord...still on the fence about how I feel about it. Don’t hate it but I don’t love it either’).

Post-purchase behaviour—viewers who already use the product share their experience with the product, helping others who are in a different step of the decision-making process (e.g., ‘I smelled these and purchased “PrincessThe best in my opinion’).

## **Limitations**

It is important to note the methodological limitations of the studies involved in this thesis. First, the search terms were not intended to include all possible brands related to the video. As a result, videos included in the study are not representative of all fragrance brand-related media on YouTube. Second, the like/dislike function and the ability to comment on videos is a privilege granted only to registered users on YouTube. Therefore, it is possible the findings of the study do not represent all the viewers of YouTube because there are also YouTube users who may not be registered.

In addition, the number of comments may not reflect the actual reason those reviews were viewed. Other reasons for accessing the videos may exist.

## **Recommendations for future research**

It may be that exposure to online marketing increases the likelihood of positive brand perception. Future research examining this hypothesis might provide further insight into the effectiveness of YouTubers' sponsored content. Outcome variables may include relationships between consumer brand perception and liking the video. It could be useful in building better marketing communication strategies. Such findings may assist marketers in identifying YouTubers who are the best fit for presenting their products.

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## 9. Appendix

Brand name	Number of views	Number of subscribers	Number of likes	Number of dislikes
acqua di parma	7470	8 500	234	5
acqua di parma	7880	78000	253	12
acqua di parma	27884	35000	494	24
acqua di parma	14161	5600	208	13
acqua di parma	7864	37000	370	10
acqua di parma	17793	19000	462	8
acqua di parma	5727	33000	168	13
acqua di parma	11361	37000	177	6
acqua di parma	5110	19000	209	4
acqua di parma	1 001 163	2200000	14533	816
acqua di parma	555829	624000	10464	462
acqua di parma	1679	6300	73	5
acqua di parma	6074	5600	287	13
acqua di parma	8126	19000	324	6
acqua di parma	9389	19000	313	13
acqua di parma	10706	35000	220	5
acqua di parma	14022	44000	226	26
acqua di parma	9075	11000	147	11
acqua di parma	5195	19000	147	6
acqua di parma	4204	14000	326	6
amouage	12681	78000	638	18
amouage	7637	4900	280	8
amouage	210205	624000	3035	155
amouage	277168	624000	3947	275
amouage	38068	78000	451	28
amouage	10640	38	123	11
amouage	33251	9800	551	14
amouage	45231	35000	534	24
amouage	26347	19000	615	15
amouage	17300	78000	598	29
amouage	14554	37000	443	34
amouage	187385	627000	2343	111
amouage	33305	44000	224	23
amouage	18388	22000	320	10
amouage	15107	4100	97	61
amouage	10713	39000	453	20
amouage	12167	33000	272	56

amouage	2307	5500	93	5
amouage	5349	78000	263	9
amouage	33792	5100	481	16
byredo	29562	13000	440	21
byredo	12529	13000	275	14
byredo	20676	378	143	34
byredo	8369	37000	253	13
byredo	4292	39000	139	3
byredo	169806	952000	2371	556
byredo	52050	952000	1378	111
byredo	1672	8500	55	4
byredo	8277	37000	262	14
byredo	2048165	627000	40005	1910
byredo	63886	57000	1059	67
byredo	128983	1400	3663	108
byredo	522	1200	19	1
byredo	15290	13000	420	58
byredo	3871	11000	70	1
byredo	2301	17000	141	4
byredo	22937	1600	323	31
byredo	33439	19000	473	52
byredo	5670	462	64	7
byredo	9054	37000	189	8
cire trudon	2277	37000	90	5
cire trudon	1013	29000	78	1
cire trudon	956	1700	17	0
cire trudon	468	1100	13	0
cire trudon	735	1100	24	0
cire trudon	3008	1200	43	1
cire trudon	183	1400	1	0
cire trudon	10039	79000	322	16
cire trudon	1091	13000	56	1
cire trudon	52000	220000	1017	46
cire trudon	6619	39000	387	15
cire trudon	3602	78000	102	9
cire trudon	10905	79000	381	9
cire trudon	15461	1200	85	5
cire trudon	2833	19	17	1
cire trudon	1188	73000	7	0
cire trudon	297	271	12	0
cire trudon	2220	107	26	4



cire trudon	1501	1200	2	0
cire trudon	2066	8200	168	0
clive christian	8298	78000	139	6
clive christian	13323	37000	240	15
clive christian	3214	69000	78	4
clive christian	208331	628000	2201	61
clive christian	1181	15000	38	1
clive christian	37082	2000	250	46
clive christian	211728	628000	3053	155
clive christian	1492638	628000	11907	1214
clive christian	2051145	628000	40047	1912
clive christian	794	15000	36	2
clive christian	406	15000	21	0
clive christian	1791	1000	48	2
clive christian	3476	38000	70	6
clive christian	489	1800	25	1
clive christian	19674	1800	96	70
clive christian	4399	20000	91	6
clive christian	7502	29000	219	8
clive christian	714	2800	56	6
clive christian	16556	23000	62	3
clive christian	3325	4700	58	6
comme des garsons	8383	37000	215	7
comme des garsons	5460	37000	183	5
comme des garsons	2393	9600	35	4
comme des garsons	3765	78000	151	6
comme des garsons	459911	321000	2764	196
comme des garsons	3255	11000	79	2
comme des garsons	332824	628000	5771	239
comme des garsons	3128	78000	112	10
comme des garsons	1276	15000	46	1
comme des garsons	995	4200	70	0
comme des garsons	168	33000	16	3
comme des garsons	28159	34000	223	7
comme des garsons	1775	1400	8	3
comme des garsons	2068	11000	66	2
comme des garsons	7424	11000	76	4
comme des garsons	85280	314000	241	5
comme des garsons	370	3100	31	2
comme des garsons	2893	37000	168	10
comme des garsons	254	33000	13	2

comme des garçons	6395	10000	118	1
diptyque	68199	1000	402	61
diptyque	8080	155	65	14
diptyque	27972	29000	863	20
diptyque	12126	11000	121	5
diptyque	9559	11000	127	7
diptyque	410967	628000	8013	261
diptyque	63957	57000	1060	68
diptyque	5084	11000	111	3
diptyque	2207	1700	49	0
diptyque	1955	11000	82	1
diptyque	11115	8200	151	21
diptyque	296133	1800000	8445	158
diptyque	180311	53000	2241	108
diptyque	2051278	628000	40047	1912
diptyque	18749	34000	222	5
diptyque	22416	104000	779	8
diptyque	169892	952000	2370	556
diptyque	4980	29000	246	3
diptyque	3595	6800	53	4
diptyque	8080	10000	283	4
Escentric molecules	62772	78000	717	43
Escentric molecules	28868	58000	723	25
Escentric molecules	7221	78000	214	10
Escentric molecules	64223	80000	729	43
Escentric molecules	30291	59000	744	28
Escentric molecules	7353	80000	214	19
Escentric molecules	13019	38000	323	13
Escentric molecules	14401	30000	238	9
Escentric molecules	61074	41000	1246	154
Escentric molecules	8911	41000	251	8
Escentric molecules	24513	26000	297	36
Escentric molecules	28732	331000	220	14
Escentric molecules	8217	38000	185	12
Escentric molecules	190161	638000	2372	112
Escentric molecules	184	1000	8	0
Escentric molecules	7284	30000	254	12
Escentric molecules	10681	30000	257	21
Escentric molecules	6887	6900	139	7
Escentric molecules	1111	7000	45	3
Escentric molecules	396	1000	10	0

Frederic Malle	11539	30000	347	6
Frederic Malle	9155	13000	387	11
Frederic Malle	9489	38000	259	22
Frederic Malle	22453	28000	660	49
Frederic Malle	14857	1000	185	6
Frederic Malle	3173	7000	130	5
Frederic Malle	4080	38000	220	9
Frederic Malle	9263	38000	195	9
Frederic Malle	29573	30000	885	21
Frederic Malle	181469	53000	2260	110
Frederic Malle	2090852	638000	40617	1944
Frederic Malle	232846	38000	1461	60
Frederic Malle	3857	30000	138	4
Frederic Malle	707152	6100	4736	240
Frederic Malle	97449	638000	3763	894
Frederic Malle	10399	12000	258	9
Frederic Malle	5385	30000	263	4
Frederic Malle	1276	6300	58	3
Frederic Malle	8104	12000	135	8
Frederic Malle	906	12000	97	0
Kilian	8134	5600	140	15
Kilian	7355	59000	292	6
Kilian	217348	638000	3113	165
Kilian	14572	30000	168	8
Kilian	7497	59000	361	2
Kilian	5048	11000	153	8
Kilian	4518	627	114	5
Kilian	18374	38000	451	15
Kilian	700	515	31	3
Kilian	8710	59000	293	13
Kilian	9161	59000	614	12
Kilian	386	515	19	1
Kilian	5981	59000	372	2
Kilian	8312	18000	191	10
Kilian	6184	59000	258	4
Kilian	812	15000	53	3
Kilian	3558	820	57	1
Kilian	25663	59000	1606	29
Kilian	2096	343	20	6
Kilian	2046	41000	113	9
Nasomatto	2376	1200	31	2

Nasomatto	164452	638000	3656	187
Nasomatto	10081	30000	321	11
Nasomatto	85974	30000	926	53
Nasomatto	6573	15000	58	4
Nasomatto	206	349	16	0
Nasomatto	252	922	3	0
Nasomatto	34539	80000	600	12
Nasomatto	12193	54000	536	20
Nasomatto	3702	33000	166	2
Nasomatto	7949	2700	188	7
Nasomatto	6765	8200	115	4
Nasomatto	12299	30000	251	9
Nasomatto	12749	27000	316	16
Nasomatto	217456	638000	3114	165
Nasomatto	6496	80000	100	5
Nasomatto	9668	38000	265	9
Nasomatto	10012	80000	148	5
Nasomatto	6662	80000	116	2
Nasomatto	19875	18000	296	8
Maison Francis Kurkdjian	38103	30000	628	28
Maison Francis Kurkdjian	9021	5600	184	10
Maison Francis Kurkdjian	17860	6300	282	29
Maison Francis Kurkdjian	24438	80000	512	22
Maison Francis Kurkdjian	859	6900	45	1
Maison Francis Kurkdjian	2913	2700	169	5
Maison Francis Kurkdjian	3286	18000	228	25
Maison Francis Kurkdjian	8895	6900	220	8
Maison Francis Kurkdjian	4980	38000	207	7
Maison Francis Kurkdjian	7364	4900	46	6
Maison Francis Kurkdjian	1645	6900	61	1
Maison Francis Kurkdjian	2576	18000	125	5
Maison Francis Kurkdjian	10648	2700	286	4

Maison Francis Kurkdjian	1426672	638000	45340	1149
Maison Francis Kurkdjian	916288	638000	13512	1019
Maison Francis Kurkdjian	397	658	16	0
Maison Francis Kurkdjian	5426	6900	156	10
Maison Francis Kurkdjian	1825	2900	63	4
Maison Francis Kurkdjian	2216	22000	124	7
Maison Francis Kurkdjian	12101	701	167	6