

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Diploma Thesis

**The role of YouTuber in the consumer decision making
process**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

Iana Nabokikh

Economics and Management

Economics and Management

Thesis title

The Role of YouTuber in the Consumer Decision Making Process

Objectives of thesis

The objective of the thesis is to identify the main consumer behaviour characteristics of the YouTube viewers in the chosen market segment and to propose an implementation of these findings in the marketing communication on the selected market segment.

Methodology

The thesis will consist of two parts. The first part should deal with the elementary theoretical overview. It should deal with the theory of consumer behaviour and decision making including principles, models and its evaluation. The theoretical part of the thesis will be based on the critical review of the information gained from the study and the comparison of relevant resources. The fundamental, empirical part will be focused on specific YouTube videos from a selected market 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 – the main objective of the thesis will be divided into partial objectives based on the knowledge gained from the study of consumer behaviour theory. Appropriate methods of data collection and processing will be explained in the methodology of the thesis.
3. Literature review – a critical review of current knowledge in the field of consumer behaviour and decision-making process, its models and tools in the online environment. Emphasis will be given to the role of influencers.
4. Specification of the selected industry – profile of the given market 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
9. Appendices



The proposed extent of the thesis

30-40 pages

Keywords

YouTube, consumer decision making, consumer behaviour.

Recommended information sources

CLOSE, Angeline, 2012. Online consumer behavior: theory and research in social media, advertising, and e-tail. New York: Routledge. 401 s. ISBN 9781848729698.

Journal of Consumer Behaviour, ISSN:1479-1838

Journal of Consumer Psychology, ISSN 1057-7408

PETERSEN, J.A., KUMAR, V., POLO, Y. and SESE, F.J., 2018. Unlocking the Power of Marketing: Understanding the Links between Customer Mindset Metrics, Behavior, and Profitability. Journal of the Academy of Marketing Science, 09, vol. 46, no. 5, pp. 813-836 ProQuest Central. ISSN 00920703. DOI <http://dx.doi.org.ezproxy.techlib.cz/10.1007/s11747-017-0554-5>.

REYNOLDS, T. J., & OLSON, J. C. 2001, Understanding Consumer Decision Making : The Means-End Approach to Marketing and Advertising Strategy, Taylor & Francis Group, Philadelphia. Available from: ProQuest Ebook Central. [7 May 2020].

SMITH, Andrew, 2019. Consumer Behaviour and Analytics: Data Driven Decision Making, New York: Routledge. 217 s. ISBN 9780429953361.

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Declaration

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

In Prague on 14.03.2022

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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 consumer decision making process

Abstract

The topic of this bachelor thesis is the role of YouTuber in the consumer decision making process. The topic of my work helps to find out the influence of advertising on such a social platform as YouTube. The theoretical part of the Bachelor Thesis covers marketing terms and explains the consumer decision making process, which provides the basis for the practical part. The emphasis is on the complex of marketing communications and the explanation of its elements.

The practical part begins with a review by one Russian blogger on YouTube (Anastasia Ivleeva) and her current social media marketing communications. Also, the profile presented on Instagram was used to obtain information about customers and their preferences. The main methodological tool was a survey with multiple-choice questions and all the data gathered were processed in order to either reject/accept the stated hypothesis.

Keywords: YouTube, social media, consumer decision making process, consumer behavior.

Role YouTubera v procesu rozhodování spotřebitelů

Souhrn

Tématem této bakalářské práce je role youtubera v spotřebitelském rozhodovacím procesu. Téma mé práce pomáhá zjistit vliv reklamy na takovou sociální platformu, jako je YouTube. Teoretická část bakalářské práce pokrývá marketingové pojmy a vysvětluje spotřebitelský rozhodovací proces, což je základem pro praktickou část. Důraz je kladen na komplex marketingové komunikace a vysvětlení jejích prvků.

Praktická část začíná recenzí jedné ruské blogerky na YouTube (Anastasia Ivleeva) a její aktuální marketingové komunikace na sociálních sítích. Také profil prezentovaný na Instagramu sloužil k získávání informací o zákaznících a jejich preferencích. Shromážděná data byla poté analyzována a prezentována graficky a ústně. Na základě výsledků výzkumu v poslední kapitole byla navržena vhodná doporučení pro zlepšení marketingové komunikace ve vybrané společnosti.

Klíčová slova: YouTube, sociální média, spotřebitelský rozhodovací proces, spotřebitelské chování.

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1. Introduction

“All marketing decisions are based on assumptions and knowledge of consumer behavior.”

(Hawkins, Mothersbaugh & Best, 2007)

In the last years, research investigating consumer behavior and how their decision-making process has advanced and has become an important topic in the marketing society and literature. The consumer behavior has always been a popular marketing topic, due to the fact that knowing how and why consumers act in a certain way making their buying decisions helps companies improve their marketing strategies and be more successful on the market. The main question by all marketers today is how to influence the purchase behavior of consumers in favor of their products or services. Advertising dominates among the factors influencing consumer decision making. Advertising is usually aimed at developing the desire of potential buyers to buy a product, but few of them, seeing an advertisement, react to it immediately. This knowledge of buying behavior helps to understand the psychology of how consumers think, feel and motivation to buy a specific product, also how the consumer's environment influences him/her. Exploring these things leads to an understanding of the wishes and buying strategies of consumers.

2. Objectives and Methodology

2.1 Objectives

The main objective is to figure out how to make consumers pay attention to the product using YouTube. To achieve this goal, it is necessary to cover the following objectives: -
To identify the preferences and needs of the current customer.

- To identify who is the current customer of the Anastasia's channel
- Factors which make influence to get a customer to buy a product.

2.2 Methodology

This bachelor thesis is divided into two parts. The first part is a literature review. The literature review for this bachelor's thesis defines terms such as consumer behavior and decision-making structure, and then continues with a review of YouTube as a social platform for making those decisions. Literature and scientific articles were selected using specific keywords: YouTube, consumer decision making, social media, consumer behavior.

Keywords should be indicated in the abstract of the article. Published books were also used to review the literature. Books were mainly used to explain and gain a deeper understanding of decision-making processes. After reviewing the literature, the Bachelor Thesis moves on to review the channel of the Russian blogger Anastasia Ivleeva and analyze her channel.

The second part of the thesis is to analyze the blogger's YouTube content as a personal brand. However, Anastasiya Ivleeva promotes so many products, ranging from McDonald's coupons to the whole sale of Luxury goods, such as Wine and expensive cars.

However, the author is personally interested in finding out the dependency between the viewers and their purchasing decision processes, whether there is a dependency between social and personal factors and purchased goods, based on Anastasiya's promotion.

In order to find this out, I will be using a survey, which will be listed on the main Fun-Page of Anastasiya Ivleeva, on vkontakte.com, where over 700 000 thousand users and followers are registered.

The survey will consist of 10 questions with multiple choice answers; however, the author is interested in knowing and test the following hypothesis:

H0: There is no dependency between gender and purchasing decision.

H0: There is no dependency between age and purchasing decision.

H0: There is no dependency between occupation and purchasing decision.

2.2.1 Test of independency in two-way contingency table.

In order to examine the following dependency, there are (2x2) table which needed to be fulfilled with the data of people who participated.

Firstly, the H0 needs to be set, which indicated no relationship between 2 variables, and alternatively, HA: which claims that there is a dependency between two variables.

Secondly, define the level of significance Alfa, mostly used 0,05 %.

Thirdly, determine the Chi-Square test, as a test criterion should be based on the following criterion:

- a) If sample size $n > 50$, then we can use Chi-Square Test X^2
- b) If sample size $20 < n < 50$, than check the values of expected frequencies, if all are greater than 5, then we used X^2 test, if any value is less than 5, we used Fisher's factorial test.
- c) If sample size $n < 20$, the usage of Fisher's factorial test.

Contingency table (2x2)

Var A/Var B	B1	B2	Total
A1	a	b	a+b
A2	c	d	c+d
Total	a+c	b+d	n

Source: Own processing.

Calculation of expected frequencies needed to be processed.

Where, expected fr. = (A+B) *(A+C)/n, which will be applied for the rest of the variables.

Test criterion, will be used in the following manner:

$$\chi^2 = \frac{n(ad-bc)^2}{(a+b).(a+c).(b+d).(c+d)}$$

Source: Own processing.

Decision: If $X^2 > X_{2\alpha}$ then, H0: is rejected – there is no relationship between two variables

If p-value < alfa, Then H0 is rejected, there is no relationship between two variables.

Fischer's factorial test:

- a) Find a cell with a lowest value
- b) Reduce it by 1, (final value is 0) all marginal frequencies should be the same
- c) Computation of probability for each table

The formula for calculation of fisher's factorial test:

$$p_i = \frac{(a+b)!(c+d)!(a+c)!(b+d)!}{n!a!b!c!d!}$$

Source: Own processing.

Decision if $E_{pi} > 0,05 > H_0$ is accepted, there is relationship between two variables.

In case the contingency table will be bigger that (2x2) there are also four steps to consider:

- a) First, set the H0: stating that there is no relationship between two variables, then set an alternative hypothesis HA, claiming that there is a relationship between two variables.
- b) Second, define alfa level.

c) Third, determine Chi-Square test for hypothesis testing.

Contingency table (NxN).

Var A/Var B	B1	B2	...	Bj	Total
A1	n11	n12	...	n1j	n1.
A2	n21	n22	...	n2j	n2.
...
Ai	ni1	ni2	...	nij	ni.
Total	n.1	n.2	...	n.j	n

Source: Own processing.

3. Literature Review

The literature review defines consumer decision making process and consumer behavior as that is the main topic of this thesis. Then it focuses on the definition of social networks and description of the selected network – YouTube.

3.1 Consumer behavior

There are many different approaches to explaining consumer behavior. Zamazalová (2009, p. 70) defines, for example, the following approaches:

- rational,
- psychological,
- sociological, - complex.

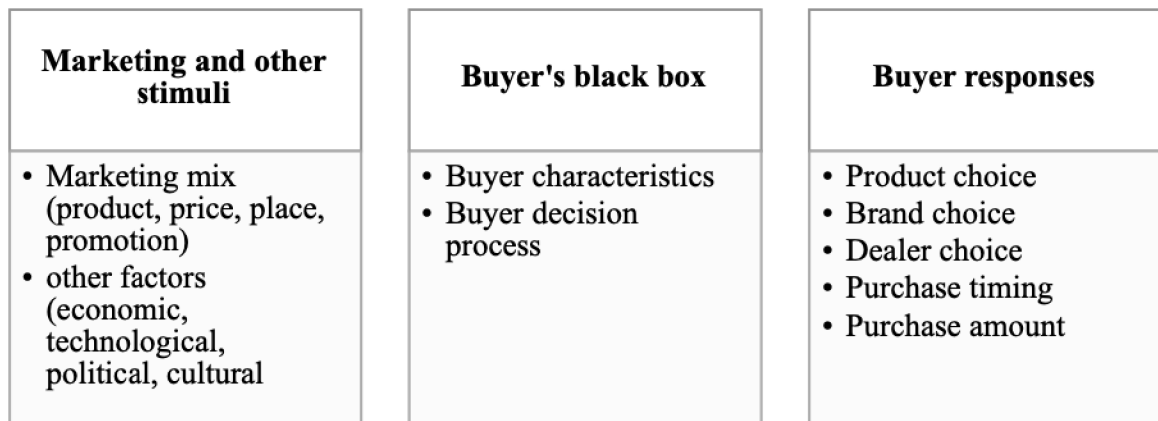
It should be taken into account that there is no just one right approach. One of these approaches is always more suitable than another, depending on the situation.

A rational approach has an opinion of the consumer as a "reasonable" being who decides to buy according to rational principles: considering the benefits that each of the purchasing options is likely to bring. These benefits are then compared with prices, income, other benefits, etc. There is no emotional decision in this case. Social and psychological factors therefore play a very small role (Koudelka, 2006, p. 6).

The psychological approach takes into account psychological factors that play a role in consumer behavior. This approach includes, for example, models based on Freud's theories. Consumer behavior is monitored on the basis of a scheme: "Stimulus → Response" or observing and describing how the consumer responds to certain external stimuli. Cognition of consumer behavior is based on the influence of deeper motivational structures, how they are reflected in consumer behavior, e.g., unconscious motives (Koudelka, 2010, p. 7)

The sociological approach emphasizes social factors in consumer behavior: for example, recognition in society, gaining social status, the influence of reference groups, etc. The complex model includes multiple approaches and theories. A well-known example of a complex approach is the "stimulus-black box-response" model shown in figure 1.

Figure 1: Model of buyer behaviour



Source: Armstrong et al., 2009, p. 149

The black box represents the interaction of consumer predispositions to a certain purchasing decision with the fact that at the same time the surrounding stimuli also affect the decision-making process. The result of the decision-making process enters into predispositions and is reflected in future purchasing decisions. The starting element of the whole process is the stimulus, both external and internal. In this sense, the black box represents a mental process that cannot be quantified or examined. Exogenous factories can be investigated, quantified, some of which can be influenced or created. (Vysekalová et al., 2011, pp. 37-38).

Marketing stimuli, which are consist of the marketing mix elements: e.g., 4P mix (product, price, place, promotion), is the most basic level of the external way how to influence people (Armstrong et al., 2009, p. 149). Thanks to marketing tools, the company can try to influence consumer behavior in the desired way. Promotion is one of the basic marketing mix elements and social media marketing, which attention is paid in this thesis for, belongs to this area.

On the other hand, a company has very little or no influence on other external factories, such as economic, technological, cultural, and other elements of the environment. Although a company cannot influence certain factors of the consumer behaviors, it must research them and take them into account.

3.2 Consumer behavior factors

The literature classifies factors, that determine the buyer's characteristics and influence a consumer's purchasing decision and behavior, in various ways. Despite these differences in literature, main groups of these factors include cultural, social, physical and personal factors and the marketing mix – see figure 2 (Latuszynska, Furajji & Wawrzyniak, 2012, p. 78). It is interesting, that authors Latuszynska, Furajji & Wawrzyniak (2012) make wider the "classic" classification, made by Kotler & Armstrong (2010, p. 161), and additionally

include the factor of marketing mix. Marketing tools are traditionally included to the group of external factors, while other factors: cultural, social, personal, psychological factors form the group of internal factors. Internal influences relate to the consumer's learning, perception, motivation and personality, and lifestyle. External influences deal with factors outside the individual that have a strong bearing on personal behaviors. For example, cultural, sub-cultural, group influence.

Figure 2: Consumer behavior factors

Cultural factors	Social factors	Personal factors	Psychological factors	Marketing mix
<ul style="list-style-type: none"> •culture •sub-culture •social class 	<ul style="list-style-type: none"> •groups •family •roles & status 	<ul style="list-style-type: none"> •age & life cycle stage •occupation •economic situation •life style 	<ul style="list-style-type: none"> •motivation •perception •learning 	<ul style="list-style-type: none"> •product •price •place •promotion

Source: Latuszynska, Furaiji & Wawrzyniak, 2012, p. 78

3.2.1 Cultural factors

Cultural factors have the most fundamental influence on consumer behavior. The nature of purchasing behavior depends on culture, subculture, but also social class.

Culture can be defined as a set of opinions, values and habits that influence the shopping behavior of a member of a particular society. Kotler & Armstrong (2010) state that culture is the key basis of human needs and behavior. The individual grows up in society, acquires basic values, ways of perception, needs and habits from the family and other important institutions. The culture is therefore flexible, it is gradually evolving to meet the needs of the company. Each group or community has its own unique culture and cultural factors that influence shopping behavior, but these can vary widely. The inability of companies to adapt to these differences can result in ineffective marketing. Culture also influences some personal factors of consumer behavior, e.g., loyalty to a particular brand or type of product. Kotler & Armstrong (2004) write about the subculture as a group of people of similar ethnic origin who recognize similar or equal values and customs. One person can be a member of several subcultures at once. It is also common in society that not all its members share the same cultural values. Therefore, smaller subcultures are emerging. They share a certain value system that creates significant market segments with their specific needs and desires. The most frequently distinguished subcultures include:

nationality, religion, geographical area, racial origin, age, gender, occupation, and social class. Members of the subculture often buy certain brands and products or shop in the same stores.

The social class represents the stratification of the population into social classes. Members share similar values, have common interests and similar patterns of behavior. There are differences in shopping behavior between social classes. It is known that individuals with a higher status have a higher purchasing power.

3.2.2 Social factors

A consumer behavior is directly influenced by many small groups, which person belongs to (membership groups). Although people are often influenced also by groups, which they don't belong to (aspirational groups, reference groups) (Armstrong & Kotler, 2010, p. 152).

A person, as an opinion leader, has a significant influence in the group, who informally influences the behavior or attitudes of other people, usually by advice or communication of product information. Mostly, individuals trust them because their advice is based on experience, special abilities, and certain knowledge. Manufacturers must therefore engage and influence the leaders of this group, who will easily influence the reference group. In connection with influencers, other terms often appear that describe similar types of people (Podnikatel.cz, 2020).

- evangelist - a person who spreads news among other people. It may or may not be associated with a particular brand. Most often, this is a person who is very close to the field (e.g., a person who promotes the use of Apple brand technologies),
- opinion leader – a person who has enough influence to help shape public opinion. Its definition is close to the influencer described above. Most often it is someone who is very familiar with the topic and can also be a professional in the field. If so, he remains rather independent,
- trendsetter – this is the person who sets the trends. This person has the gift of discovering new connections and spreading them among other people. In this form, it can work with brands.

3.2.3 Personal factors

According to Kincl (2004), personal factors include age, life stages, employment, economic conditions, lifestyle, personality, and self-concept. Kotler et al. (2007, p. 319) clearly divided personal factors into the following subgroups:

- Age and life

As people evolve and over time, people change their consumer habits. Throughout life, people buy different products and use a variety of services. A certain consumption of products is also shaped by the stage of life of the individual. An individual goes through a life cycle, from a young, single person through parents with children to old age.

- Employment

The consumer behavior of the buyer is also influenced by the profession of the individual. According to a certain job, companies try to identify groups that have a significant interest in certain products and services. Within marketing, target markets often deal with a certain type of employees and specific professional groups, then suitable products are developed for them, and strategic marketing plans are devised.

- Economic situation

The choice of products also largely depends on the economic conditions of the buyer. According to Kotler and Armstrong (2010), these conditions consist of net income, savings and wealth, debts, borrowing opportunities, and a personal attitude toward spending or saving.

- Lifestyle

Lifestyle is usually reflected in people activities, interests, and opinions. The methodology of lifestyles is used by a number of research and advertising agencies as well as international companies. They are used as a support tool for determining the strategy for individual customer segments and for the needs of market segment analysis. There are such methodologies of consumers lifestyles as AIO (activities, interests, opinions) and VALS (values and lifestyles) (Machková, 2015, p. 87).

- Personality and self-perception

The term personality is used for all people, each person has his own unique and unrepeatable personality. In psychology, it is mainly about individual traits and characteristics of personality, peculiarities, abilities, interests, needs, temperament, and character (Vysekalová et al., 2011, p. 16). Personality is therefore a combination of innate dispositions. Personality is characterized by concepts such as self-confidence, sociability, impenetrability,

adaptability, and aggression. Some knowledge of personality can be used in the analysis of consumer behavior for a given product or brand.

3.2.4 Psychological factors

According to Kotler et al. (2007), every person has many needs. These are primarily biological needs that result from states of tension, such as hunger or discomfort. Other needs are psychological, which arise from a desire for recognition and respect. Most of these needs are not strong enough to motivate individuals to act at any time.

Ermakova and Bagrova (2016, p. 2660) point out, that the modern digital environment builds up a new type of needs – information needs. Information and communication technologies (ICT) influence the physiological needs of every person because the full-fledged development of a person in society is impossible without constant contact to the information sources. The need for information in the modern society is closely related to material and social needs. The ownership, development and use of technologies for working with information resources, widespread in the modern world, provide an opportunity to satisfy information needs in simpler and more accessible ways (Ermakova & Bagrova, 2016, p. 2660).

Every need becomes a motive when it reaches a certain level of intensity. A motive (or also an urge) is a need that reaches such a strength that the individual tries to satisfy it (Kotler et al., 2007, p. 324).

Psychologists make theories about human motivation. Among the most popular theories of human motivation are the theories of Sigmund Freud, Frederick Herzberg, Abraham Maslow. Motivation theories are important in the field of consumer behavior research. There are also other psychological factors – e.g., perception, learning, beliefs, and attitudes. Human behavior depends on the way the situation is perceived, different perception of the same situation. It is influenced by these factors (Kulišťáková Cahlíková, 2011):

- selective attention (people perceive the messages that currently meet their needs),
- selective distortion (adaptation of information to own needs),
- selective memorization (people often forget most of the information, but remember the information obtained when choosing a suitable alternative when buying). Kotler et al. (2007, p. 331) state, people get attitudes and beliefs through action and learning. These in turn affect their shopping behavior. Belief is an individual's opinion of a fact.

All consumer predispositions are reflected in how they behave in the shopping process.

This process can be divided into several phases.

3.3 Consumer buying decision processes

Consumer decision making process is illustrated by the figure 3.

Figure 3: Consumer decision making model



Source: Latuszynska, Furaiji & Wawrzyniak, 2012, p. 80

Consumer buying decision process is traditionally presented as a linear process in which the buyer realizes the need, searches for some information, considers a certain number of sellers and products, gradually reducing it at each stage of decision-making, and finally makes a purchase. It means, that the beginning of the whole process is caused by the consumer's need. Then, the person begins to search information. The scope and duration of this phase may vary. Kotler & Keller (2013) distinguish two levels:

- milder level of interest in the information needed,
- higher level of interest – active information retrieval.

It should also be borne in mind that the huge amount of information resources that is provided to the consumer in modern society does not simplify, but rather makes it difficult to find the information he needs, which complicates the process of consumer choice. Through a certain evaluation procedure, the consumer develops an attitude towards individual brands / products / sellers. The method of evaluating alternatives depends on itself and on the circumstances of the specific purchasing situation. Sometimes consumers rely on logical reasoning and detailed calculations, other times they put intuition and shop impulsively. Sometimes they decide for themselves, other times they go to friends or sellers for advice or look at the consumer guide (Kotler & Armstrong, 2010). At the time of acceptance of the solution, the consumer may be affected by unexpected circumstances: for example, recording a reduced price from competitors, negative feedback on the product from a friend, an unpleasant sales environment, etc.

After buying the product, the consumer is satisfied or not satisfied. However, the seller will be interested in the feedback of the purchase decision. The degree of satisfaction with the purchased product depends on the extent to which the perception meets efficiency and customer expectations. If the perceived usefulness is less than expected, the customer is to

some extent dissatisfied, if it is the same, he is very satisfied. The level of satisfaction with the client determines whether he is willing to buy the product next time, whether he will talk about the brand with his friends and will make the product a great advertisement. Due to the degree of personal dissatisfaction with the product, the customer can decide not to buy the product anymore, i.e., chooses to leave, or will warn his friends of the threat, i.e., chooses a warning.

In the information age, it is very important to pay attention to the post-purchase behavior of the consumer, because he can easily and very quickly share his feedback (both positive or negative) in the environment of the internet and social networks. This view can be seen by many people and can greatly influence them.

Katrycheva (2017, p. 55) points out, that the modern digital environment has transformed the linear path of consumer decision process: it has become chaotic and unpredictable, the buyer can study many offers for a long time, get tired of searching and change his mind about buying completely. Therefore, companies faced the need not only to create an effective online sales mechanism, but to bring the brand into the digital environment, create interest and build consumer loyalty to the brand in this environment. For this reason, making a purchase can no longer be seen as a simple one-time human action, it is a cyclical process of repeated actions that are iterative and not always sequential.

3.4 Social Media Marketing

Social media marketing (SMM) is a full-fledged marketing, it is not just promotion through various social platforms. It is a set of activities for the use of social media within the product and distribution policy. Social networks are also used as communication channels and are used to solve many other marketing tasks.

Kaplan & Haenlein (2010) state that the concept of social media is today the top of the agenda for many executives. Managers try to identify ways in which companies can use social media profitable.

3.4.1 What is social media?

Nowadays most of the companies use media. The major social media sources include television, radio, newspapers, magazines, catalogs, direct mail, and telephone. Each social media source has its advantages and disadvantages in terms of cost, reach, frequency, and impact. That's why targeting is critical. The mass market cannot be reached inexpensively

anymore. Media people are always searching for new media vehicles that are more cost-effective or attention-getting.

(Kotler, 2003).

Social media encompasses a wide range of websites and apps. Some, like Twitter, specialize in sharing links and short written messages. Others, like Instagram and TikTok, are built to optimize the sharing of photos and videos. (Edmondson, 2019)

What makes social media unique is that it is both broad and relatively uncensored. While many social media companies impose some limitations—such as taking down images that display violence or nudity—there are much fewer limitations on what someone can share than there with other means of mass communication like newspapers, radio stations, and television channels. Anyone with internet access can sign up for a social media account. They can use that account to share whatever content they choose to, and the content they share reaches anyone who visits their page or profile. (Hudson, 2020)

A company can influence its customers and potential customers through social media. It is possible with the creation of a content, which will be attractive, and which can catch the attention of the targeted audience. Communication on social media must be systematic, it is important to understand, which products customers are interested in, and then communicate them effectively. Many companies nowadays use social media along with traditional advertising. It is a perfect platform, which allows to raise awareness about brand or product. Social media can introduce the product to potential customers, motivate them for the purchase and then maintain the relationships between customer and the company, brand, or product (Chris & Turnbull, 2016).

3.4.2 Types of social media

There are many different types of social media, and many services could fit into multiple categories. Here are a few of the major types, along with some examples (Matthew Hudson, 2020):

- Social Networks: specialize in connecting and exchanging thoughts, ideas, and content with other users—often with users who share tastes and interests. Facebook and Twitter are examples of social networks.
- Media Networks: specialize in distributing content like photographs and videos. Instagram and YouTube are examples of this. A YouTube user, for example, will upload a video they've created, and other users can "like," "dislike" or comment on the video. If they enjoy the video, a user may choose to "subscribe" to the creator, so that new videos from that creator appear in their feed.

- Discussion Networks like Reddit are the ideal outlet for posts that can spark in-depth discussion among users. Users can leave detailed responses in the comment section, and other users can respond directly to those comments, allowing for conversations to grow and develop organically.
- Review Networks like Yelp and TripAdvisor add social media aspects to user reviews of products and services. Users can interact directly with those leaving reviews, as can the businesses being reviewed.

3.5 YouTube

Video is one of the most popular content formats, and it's regularly shared via social media. YouTube is the 3rd largest search engine next to Google and Facebook. People upload more than 100 hours of video per minute to YouTube. It's one of the best ways to communicate to a wide audience. Video is a fast and effective way to convey your brand messages. People respond well to visual cues, and video is a perfect method for capturing the emotion and physical attributes of what you're promoting. Some interesting facts about this platform:

- YouTube's audience in the USA, aged 18-49 is larger than all cable TV.
- YouTube is popular among different age groups: 71% of users aged 26-35 use it, 67% - 36-45 years old, 66% - 46-55 years old, 58% - 56 years and older.
- The resource supports 80 languages and is present in 100+ countries and because of that YouTube is perfect for global brands and online businesses.
- According to YouTube statistics, music videos and videoclips are gaining the most views. For example, Despacito video with its' record of 6.6 billion views.
- According to survey, YouTube is the second most popular social network for influencer marketing. This was the vote of 70% of the marketers surveyed in the MediaKix poll. YouTube videos are also the third most popular posting format by influencers after Instagram Post and Instagram Stories. (Figure 5)
- 90% of customers study information about product and brand on YouTube.
- Skippable pre-roll video is the most popular format among advertisers. (Figure 4)
- 70% of short ads significantly increase brand awareness among the target audience.
 - The Google Preferred format is considered one of the most popular - it increases purchase intent from users by 53%. Advertisers and agencies can buy reservation ads at a fixed CPM (Cost-per-mile).

Figure 4: Most effective AD formats

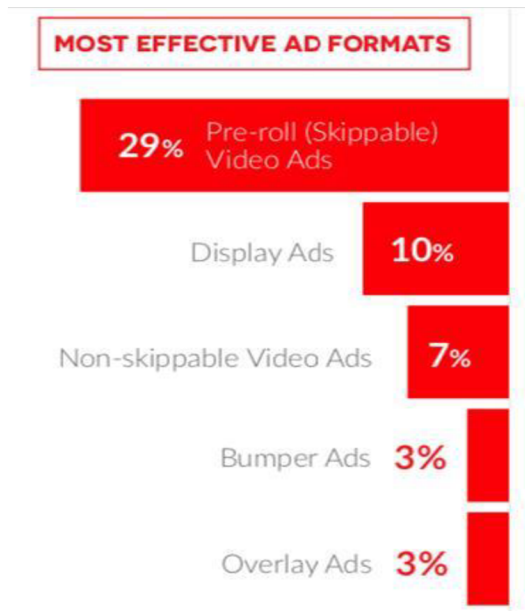
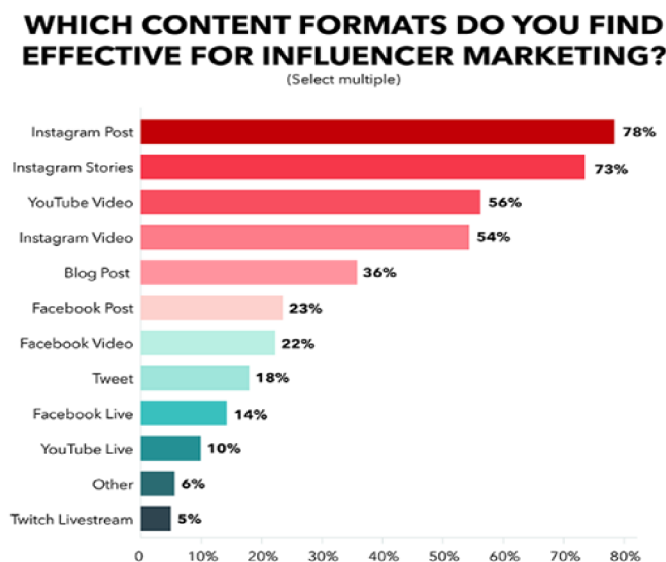


Figure 5: Effective content formats



3.6 SMM tools to influence the consumer behavior

SMM has many advantages and give different opportunities to achieve marketing goals. Many authors agree that SMM enables faster product and service innovation, reduced marketing costs, and overall, more effective marketing campaigns (Cenek, Smolík & Svatosovád, 2016, p. 11).

In their research, Calefato, Lanubille, and Novielli (2015) concluded that online social networking platforms provide companies with the tools to communicate benevolence with a potential customer: the day-to-day management of a social media profile is seen as a cue of openness. According to Cenek, Smolík, and Svatosovád (2016, p. 11) there are these benefits of SMM using:

- Hyper-targeting: advertising on social media can be customized by many filters (region, education, age, hobbies, occupation, etc.) thanks to personal information, shared by potential customers.
- Viral (friend-to-friend communication, pass-along) marketing: highly interesting content has a chance to be shared by one follower to others. Viral character of the message distribution has low costs and wide reach.
- Creating databases: company can gather information about its potential and actual customers and then uses it for customized marketing campaigns.
- Effective settlement of the customers complaints, fast reaction on the customers feedback (positive or negative).
- Quick evaluation of the marketing campaigns effectiveness thanks to different metrics.
- Building the loyal community.

Weinberg (2009) claims, that social media is the best way for products promotions and taking advantage of a diverse society.

Results of the study of Ather, Khan, Rehman, and Nazneen (2018) showed that SMM and social media preferences significantly predicted consumer buying behavior, as well there is a strong a positive relationship between SMM and consumer buying behavior. Authors state, that social media is very important for the consumer's decision process for the purchase of different products. Isra, Elham, and Sara (2015) claim that electronic media plays a huge role in people's fulfillment of needs, and this happens due to the SMM.

3.6.1 Content strategy

Frequency of publications

How often do you need to publish new material on social networks in order not to lose the attention of real followers and attract new ones? The authors differ on this issue.

For example, Cenek, Smolík, and Svatosovád (2016) analyzed the Facebook profiles of 3 large Czech e-shops (Alza.cz, Czc.cz a Mironet.cz). Determined, the publications that gained the highest number of responses were characterized by their viral nature. A strong, statistically significant correlation was found between the number of fans of the profile and the frequency of their reactions to the posts. Based on this, authors (Cenek, Smolík & Svatosovád, 2016, p. 9) recommend all analyzed e-shops to increase the frequency of contacts with their fans by more frequent publishing and editing of the post contents.

3.6.2 Building the engaged community

In the book “Promoting personal blogs on Instagram” written by Alexandra Mitroshina (2019) the author writes how to build posts so that they are interesting to read.

She uses the concept of infotainment (from information - information and entertainment - entertainment) - presentation of information in an entertaining form. This is when you educate people in a playful, entertaining, and easy format.

In Mitroshina’s opinion, good engaging writing has three pillars:

- Evoked emotions
- Smooth structure
- Competent design

Finally, there is such a thing as "taboo", this is something that is not customary to talk about.

The following topics are taboos on social media:

- Sex.
- Money
- Death.
- Poor relations with relatives
- Church
- Physiology (periods, bowel movements, illness)

Mitroshina (2019) argues that breaking a taboo (that means touching on the topics mentioned above) makes people feel strong emotions. She says: “In my blog, I often write openly about money: how much I earned, how much I spent. This causes a huge range of emotional reactions in people from the most positive to sharply negative”.

3.6.3 Competitions and games

SFS (Shout out for Shout out) is a PR game that helps in promotion both the blogger who runs it and its participants (usually novice bloggers or just subscribers).

The essence of the game lies in the fact that the blogger invites everyone to talk about or mention one’s page in their posts or stories, then selects the most interesting blogs among the participants and places them on their profile.

What is the benefit? The one who conducts the SPS gets a new audience - he is promoted by his subscribers on their pages. And participants get a chance to win free advertising from a blogger and find a new audience.

Giveaway, Marathons, Competition.

Giveaway refers to any promotion method in which users gain access to a giveaway or valuable information in exchange for subscribing to several pages.

There are two main formats:

- Classic give: sign up for sponsors and take part in the drawing of something. - Marathon: subscribe to sponsors and get access to broadcasts and posts on a specific topic. Giveaway or marathon sponsors pay for sponsorship, in exchange they receive an increase in audience. It usually costs from 1 to 2 rubles per subscriber (the expected audience growth is announced in advance).

The format can change, the prizes can be very different, but the essence is the same: subscribe to someone and get something in return. (Mitroshina, 2019, p.205)

3.6.4 Advertising bloggers

Advertising is the best way to show people your product and find new customers and blog readers.

For example, mutual advertising. This is when one blogger negotiates with another blogger to get new subscribers by advertising each other's blogs or channels. Usually, bloggers of about the same "size" and similar topics do this, although the latter is optional. It is more important that the age and interests of the target audience are similar. For example, a blog about cosmetics can easily do mutual PR with a blog about hair care, and a blog about self-development with a blog about books.

Video bloggers often do not just mutual PR, but full-fledged collaborations - for example, filming a joint video. (Mitroshina, 2019, p.187)

4 Practical Part

4.1 Why YouTube is the best resource for online promotion?

An important fact is that YouTube has become the third most visited site in the world after Google and Facebook. More than 1.9 billion authorized users visit YouTube every month. Billions of views and over a billion hours of playback - these are the daily statistics of the platform. Mobile users account for over 70% of watch time. The YouTube platform is available in 91 countries. According to the reviews, the rating is 4.6 stars out of 5 (1.9 million people took part in the survey). Since 2006, YouTube has become the owner of Google, so when one enters any search query, Google provides links to videos on YouTube. Accordingly, information about a product or brand can be easily found on YouTube and one can get in touch with all the benefits through a dynamic picture, original presentation, and engagement. YouTube gave people the opportunity to enter through the Channel as a portal

to the Universe of manufacturers of a unique product. Through emotional living, sustained attention, and analysis, to come into closer contact with services and products, and ultimately make a choice in favor of them. YouTube is a platform for realizing your uniqueness and expertise. When in front of the person, even thru the screen of a smartphone or laptop, is a living person offering one his product in a very unobtrusive creative manner, it inspires confidence. Let the potential client not immediately want to buy something, but after a certain interaction and immersion in the blogger's world, the potential client will create the necessary neural connections in the brain. And the choice will be finally made, and the product purchased.

According to research among consumers of blogging content was made by Social Media Matters, 88% of women trust the information and recommendations of bloggers, whom they actively and regularly read. Half of them attribute this to the fact that the purchases they made from recommendations on blogs were very successful and met their expectations. Users who watch a video review of a product are more likely to make purchases. According to Think With Google, 40% of potential buyers visit a website after watching a brand video, and 28% make a purchase. This opinion is shared by the Forbs researchers. Moreover, there are the opinions of bloggers whom they love and know is more credible than classic advertising.

The blogosphere has exploded into everyday life very quickly, and now we can already say that bloggers partly shape the market by influencing consumer behavior much more than companies could imagine. Looking back 5-10 years, classic ads were much more credible, and the stock in stores was much poorer. Now the assortment is huge, and the usual advertising, unfortunately, too often has become the same type and template. Old marketing and business schemes stop working, and the battle for customer attention gets harder.

4.1.1 YouTube VS Instagram

To prove that YouTube is the best platform for promotion, let's compare it with another most popular social network – Instagram.

YouTube

- The main thing is that there is a great desire and the Internet. Special knowledge and professionalism are not required here. A lot of popular bloggers start their career by telling interesting stories.
- Is harder to start. Many people are afraid to show themselves on camera, they are ashamed of their voice, etc.

- Income will come from 1000 subscribers. YouTube will promote your content and you will not need to search for advertisers. You don't have to invest in promotion, views and subscribers can be received organically. Each video will bring you income for years, just gaining views.

Instagram

- Firstly, one needs to have amount of knowledge in a certain area to become popular. Photos with food and personal life are not so interesting, unless one is a celebrity, of course. Your blog should catch the viewer not only by beautiful pictures.
- It is easier to start. Writing sales posts is much easier than making videos.
- To earn money, one needs a lot of subscribers and one's product, which the person would promote. It is important to invest in advertising to get promoted. Additionally, one needs to invest a lot of time before he or she can earn something.

4.1.2 How do bloggers influence consumers?

Each blogger has his or her own target audience (TA) for which he or she works: they are all united by common behavioral traits characteristic of that group of people, lifestyle, hobbies, and values (psychological and social aspects). This is one of the good reasons why bloggers are actively attracted by advertisers, and why such ads work effectively. Bloggers are taking an eco-friendly path: they don't sell head-on. A person who subscribes to a favorite blogger sees in him, first of all, a friend, and not a "seller" who wants to get rich quickly. It is also attractive that the blogger, advertising a particular service, product, brand, spent his time and effort. After all, he didn't just shoot a video and write a post. A lot of work was done: materials were studied, testing was carried out, comparison with analogues, identification of all the pros and cons. People realize that a blogger is as much a living person as they are, sometimes in the same conditions. Confidence is growing. A concept is formed in consciousness: "If he/she could do that, I can too. It means that it is worth using this product, it will give me confidence, give me knowledge, help me reach a new level. " The results of studies and surveys have shown that bloggers are most effective for B2C goods (or services).

B2C (English "Business-to-consumer") - work is carried out for the end consumer. Here we are talking about clothes, cars, accessories, etc.

But no matter what area we are talking about, there is always one general important rule: the product (service, information) that the blogger will offer to potential buyers must be of high quality.

4.1.3 Anastasia Ivleeva as a blogger

In this practical part, Anastasia Ivleeva, a Russian blogger, actress, model, was taken as an example.

A native of a village in the Leningrad Region managed to become a significant figure in Russian show business and built her own unique personal brand at the intersection of the Internet and television. The product is her show where she is in the lead role. Back in 2017, she said in an interview that she had always dreamed of creating her own "informal format", where she would interview interesting media people in unusual interactive format. For Anastasia, an example and inspiration was Ivan Urgant (Russian actor). Before creating her personal online show, she tried her creativity through mini-vines (short-time video) and "diary format", showing all this on the YouTube platform.

Picture 1: Anastasia Ivleeva



Source: Own processing, 2022.

All marketing activities are organized in such a way that Anastasia earns money through her shows, advertising, cooperation with partners. You can also buy advertising in her

account from Anastasia for a large amount (for example, back in 2017, the cost of advertising placement was estimated at 450 thousand rubles ~ 5000 euro). In April 2019, Ivleeva was among the nominees in the ranking of the 30 most promising Russians under 30, according to Forbes.

Before to this stage of popularity, she was the host of “Heads and Tails”, starting in 2017. Even then, she caused a positive reaction from the audience. Psychologically, a prerequisite for further growing popularity and the creation of their own independent business was created. This was the show “Agent girl” on the YouTube platform, which Anastasia sponsored from her personal savings. Two shooting days with a team of about 30 people cost about 2 million rubles (22 500 euro). During these days, 6 videos were filmed (information taken from interviews with A. Ivleeva and Y. Dud, 2018).

The audience became even more interested in Anastasia's work and noted that the show has “Soul, storyline and a kind atmosphere”. Anastasia managed to catch up on popularity and stay on it. Her humorous videos created the desired image of a successful young woman, who can be completely different, not shy about anything and behave the way she wants. Automatically, such an atmosphere began to directly affect the psyche of people, which further strengthened the connection within Anastasia's Internet family. This is a kind of idol image that people want to be like and support.

Marriage with the rapper Eljay is also important (real name is Alexey Uzenyuk). An excellent collaboration to grow a new audience, which will definitely follow the blogger even more closely.

Analyzing Anastasia's videos and her YouTube channel for 5 years, her followers are still young people (14-25 years) who grow up on YouTube blogging and listen to the rebel artists, representatives of the rap culture. These people are creative, looking for alternative types of earnings, travel, life for themselves and their realization. But if at the beginning of her career her main fans were children, now it is mainly an adult audience since Anastasia's content has changed from comic videos to shows where adult problems of society are discussed.

To attract not only teenagers, children and young people Anastasia also began to cooperate with celebrities such as Maxim Galkin, Nikolai Baskov, Lyubov Uspenskaya, etc. Through them, people 35+ began to learn about Ivleeva. And by the way, these stars again reminded of their existence through such cooperation. There is strong PR from different social levels. Integration of cultivated values, such as life in pleasure, in luxury - simplifies critical thinking, encourages others to do the same. A rather loud and speaking credo for Anastasia's activities is “Live fast, die young”. For example, Anastasia put into practice a very

interesting format of "reducing importance" by performing sometimes simple-minded challenges on her show programs. Anastasia has become an example of the style of "grownup children", when at any age and at any status, financial situation, you can be funny and foolish. This condition was picked up by young people and began to popularize that in social networks, hoping to "shoot" creativity and become famous.

4.2 How to create an attractive video?

It's not a secret that everything starts with an idea. A person should like the idea, so that one can roll it over into the future, do not finish filming in a month. And this idea should still be relevant for future subscribers of one's channel. After all, the response from the audience is important. When the author is interesting and engaging people want to watch her or him and also listen to that person. Accordingly, the video blogger has two tasks: the leading topic and the script, which, ideally, the author needs to write himself.

Once the idea is discovered, information gathering begins. The person can ask questions to oneself about the chosen topic of one's blog. For example: What is relevant now and what am I ready to talk about for a long time? Who is my target audience? What can I do and why might it be interesting, useful to other people? How will the video blog develop? Can you make money on this? It is worth working on the uniqueness of the content. Because one's insights, a different opinion on various situations, the followers will remember and love that person. It is better not to copy-paste ideas of other bloggers as it shows the uniqueness of the content, after watching 10 videos of the Anastasiya Ivleeva and the author made a list of assumptions on how to do better videos:

- Actual topic and no "copy-paste" script.
- Inexpensive but high-quality equipment. Image quality can have a big impact on video views and subscriber growth.
- Work for the target audience. One needs to keep up with the times, look at the current trends.
- Planning. One can use the Google calendar. One should know which days to shoot, which to process, which to upload video to your channel.

One also needs to morally tune in to initial zero views and a passive audience.

Motivation! Where am I going? What do I want to achieve? First, a person needs to watch already successful channels and learn from them the tools. There must be an incentive to overtake these channels and make quality.

4.3 How to start promoting your product?

Now let's talk about promotion of one's product. There are three factors to promote the channel: YouTube algorithms, advertising, and viewers. All of them are equally important. There should be design and optimization, as well as quality content.

The algorithms are not affected by the number of uploaded videos. Therefore, it makes no sense to fill up one's channel with material day and night. It is important to upload the video in portions.

Algorithms help to make a single structure of videos, accessible to people. It is important to remember that more than 500 hours of content are poured onto the platform every minute, and, accordingly, there is extremely strong competition. By using a ranking system, YouTube helps people get the videos they want that answer specifically their questions.

In search, YouTube pays attention to the three main elements to provide the best search results:

- relevance (selection of keywords, signals of interaction between requests)
- engagement (how much the content resonates with the public)
- quality (picture and content)

An analysis is carried out to make an accurate selection for each viewer, which exactly corresponds to his interests and requests.

Engagement and retention are important points. To get to the top of search queries, a video must advertise itself, sell in such a way that a person wants to buy it (in the case of a channel to click).

Retention. Not only view, but also like, comment, share with friends on the channel. After all, the more activity under the video, the more chances to get into the recommendations and on the main page. For example, using clickbait. Clickbait is a text or a thumbnail link that is designed to attract attention and to entice users to follow that link and read, view, or listen to the linked piece of online content, with a defining characteristic of being deceptive, typically sensationalized, or misleading.

Anastasia has a good position - she provokes a discussion. The way she is, how she speaks, how she builds a new format for her show - all this causes a mixed reaction. But the result is one - people want to express their opinion under the video, respectively, there is life and dynamics on the channel.

But the entertaining content of "challenges", the spirit of excitement and betting will attract people, keep them on the channel, because many are interested in what tasks the host and invited guest will perform in the new episode. Moreover, now Anastasia focuses on the stars

and favorites of her audience. These were free ways to promote your product and then a little about paid ways to promote your channel:

- Google Ads. There is some information about it mentioned above, however, some other points are important to be considered in detail. This is a fairly popular paid method used by bloggers. It is necessary to determine the goals:

- a recruitment of subscribers to your channel
- getting into the top for certain queries
- getting into the recommended videos
- transitions to the channel

Everything is individual and according to your specific needs. The advantages of this method in the payment system: Pay Per Click (PPC) - pay per click. That is, one only needs to pay for each click on the ad. You need to calculate the cost individually each time. Also, there are some other ways:

- Non-skippable in-stream ads. They appear before, after, or during video playback. This format is worth choosing if one wants to communicate the offer in a concise and memorable form to as many users as possible. It is focused on impressions and does not increase the number of views for video ads. Typically, standard ads in this format should not be longer than 15 seconds. However, videos that are 10 minutes or more in length may display 20-second video ads. It is impossible not to remember an advertisement and a product because such advertisements appear quite often.

- Skippable in-stream ads. They appear at the beginning of the video. The duration of such ads can be up to 6 minutes, and one can skip viewing after 5 seconds. This format increases the number of views of video ads. A person can see that pretty catchy ads on YouTube. For these ways advertisers can choose the theme of the YouTube videos in which their ads will appear. For example, one can show in-stream reservations in videos for family viewing. One can choose to show it only to users with specific interests, such as sports fans. Preferences are analyzed based on their search history and previously viewed videos.

- Audience by interest. One can serve ads to users who have previously shown interest in certain topics and are likely to return to such content. This targeting also allows advertisers to target roughly the same audiences that their offline campaigns target.

- Demographic data. Advertisers can reach consumers who belong to the desired demographic grouping by age and gender.

- First position. You can choose this type of targeting for in-stream ads. In this case, your ad will be the first ad in the user's session. It can be compared to buying the first place

in a TV commercial break. That means, that more people will see it because they have not time to get distracted from the TV.

- Order advertising from popular bloggers: blogger mentions others on his channel, gives links, to increase growth of subscribers, likes, views. In this case, it is important to contact those who are promoting at the highest level (there will be a faster and better result). The costs should also be considered: the more popular a blogger, the more his services costs.
- Wind up followers because this is the way to kill one's account. Better to go the honest way by finding live subscribers.
- PR agencies. In simple terms, one might shift all the responsibility to PR agents. One will also have to prepare impressive sums, because a high-quality service from such companies is not cheap at all.

4.4 Advice to promoting your product

- Create customer community

Customers who liked your product can often be brand ambassadors. Clients talk about positive experience of using a product on their personal pages. Reviews contribute to sales growth.

To build a YouTube community, regularly post engaging videos: live streams, online meetings, events.

- Image creation

YouTube provides a great opportunity to present brand benefits. Show the production process, talk about the features of the materials used, share interesting ways to use the product. Product awareness increases the chance to buy it.

- Dealing with negative comments

It is worth responding not only to positive comments, but also to criticism from customers. With the right reaction and solution of the complaint, the consumer has confidence that his problem will be solved.

- Attracting target audience

If the potential customer is interested in your video content, one will want to know more about the company or products and may visit the website. YouTube's broad reach and multinational audience enable companies to tap into foreign markets. For online businesses, YouTube is perfect option.

Use different formats when creating business videos.

Brand awareness is increased by:

- video about the company, its values
- educational videos
- interviews with leaders

Loyalty of potential customers is increased by:

- video reviews about the benefits of the product and the problems it solves.
- video reviews of satisfied customers.

Using all the hosting capabilities, you will make your channel one of the main sources of traffic.

- Call the consumer to action

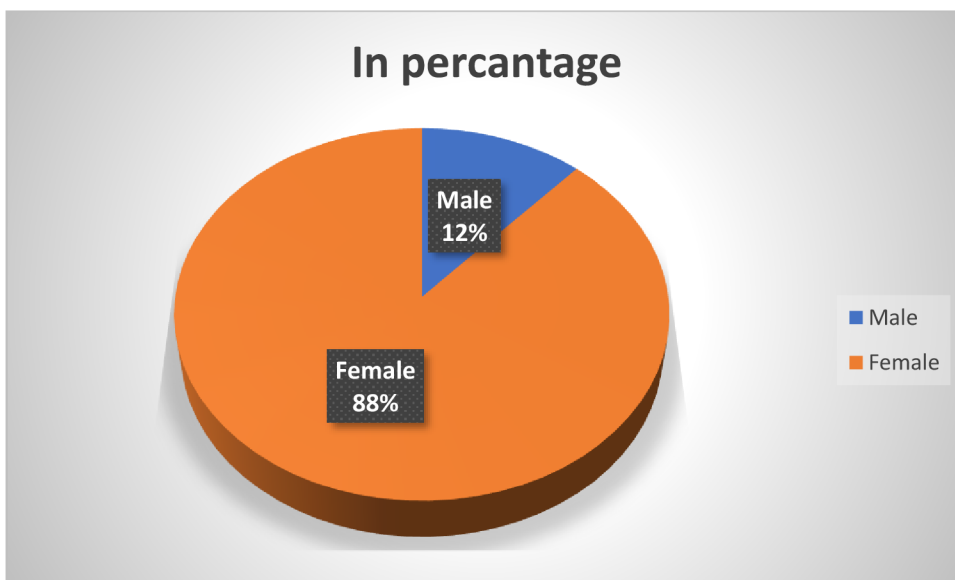
The goal does not have to be an offer to buy a product. For example, ask to leave comments, rate the video, share the video with friends, subscribe, or watch other videos from the channel.

Your goal is to popularize the brand, draw attention to the product, and increase audience coverage.

4.5 Survey output and analysis

Based on the survey of 10 questions with the multiple-choice answers and sampling size of 725 people where the results are the following:

Figure 6: Gender ratio

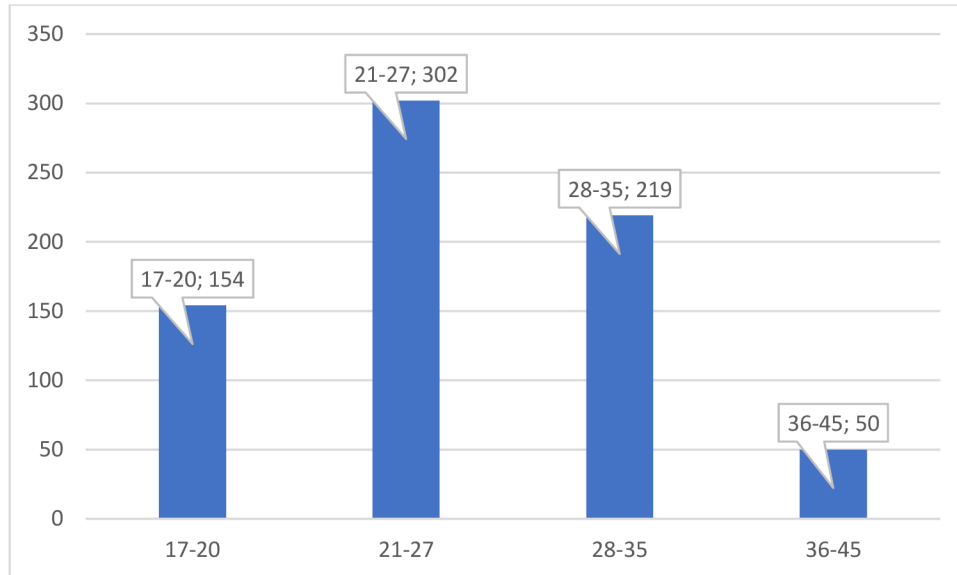


Source: Own, Excel.

The Figure – 6, shows that out of 725 people, there were mostly female who participated in the survey 640 and 85 females. Where the age group is shown in the Figure – 7, demonstrating the age group who participated in the survey, where again, the most participant’s age range was 21 – 27 years old (42 %) followed by 28 – 35 years old (30 %)

and 13 – 20 years old (21 %). The oldest group was 36 – 45 years old, as there was nobody aged from 45 – 55 years old, so the author excluded that age group from the survey and hence from the Test Statistics for contingency table.

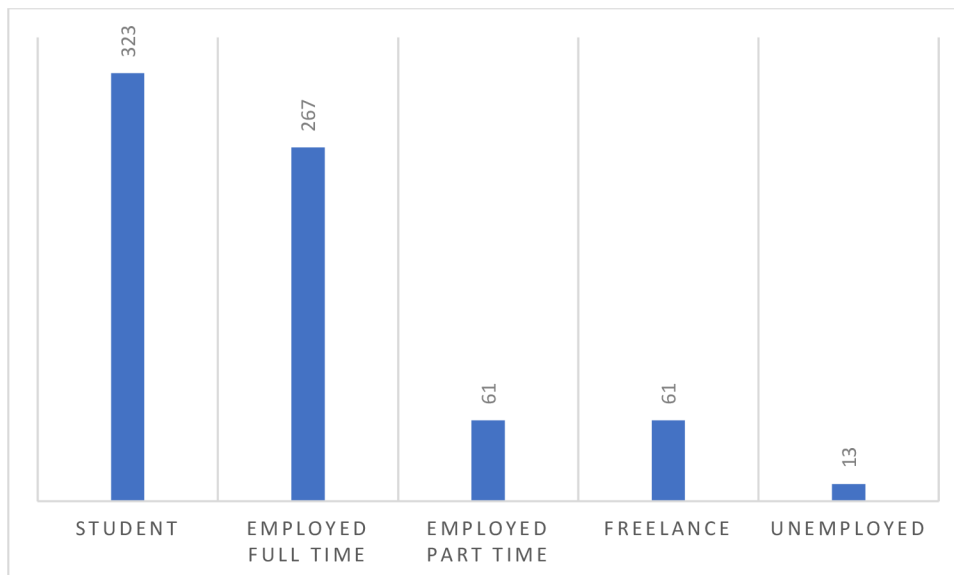
Figure 7: Age group



Source: Own, excel.

The occupation of the sampling group divided in the following manner, See Figure – 8. And most of the participants were students and employed people with the full-time job, 45 % and 37 %, the rest were counted as part-time job and freelance, which could be put together, and the total was 16 % (122 participants), there were (13 participants) 2 % who were unemployed.

Figure 8: Occupation of sampling group



Source: Own, Excel.

4.5.1 The output of contingency tables

As it was stated in the methodology, the author planned to check whether there is a dependency between the personal factors and purchasing decision.

H0: There is no dependency between gender and purchasing decision.

H0: There is no dependency between age and purchasing decision.

H0: There is no dependency between occupation and purchasing decision

Test Statistics for Gender and Purchasing decision

H0: There is no dependency between gender and purchasing decision.

HA: There is a dependency between gender and purchasing decision.

Alfa = 0,05.

	Actual/Observed frequency		
Gender	Purchasing decision		Total
	Yes	No	
Male	8	77	85
Female	539	101	640
Total	547	178	725
DF	1 (R-1)*(C-1)		

The survey demonstrated that out of 725 participants, the female ration was obviously the highest who made purchases due to “Anastaisya Invleeva’s marketing and promotion”. Hance the author expects that there is a dependency of gender and purchasing decision from Anastasiya’s marketing.

Gender	Purchasing decision		
	Yes	No	Total
x ²			
Male	49,12899125	150,975	200,104037
Female	6,524944151	20,0514	26,5763175
Total	109	11	226,680355

X ²	226,680355	
Chi.Square	3,84145882	
P-value	0,0051	Reject H ₀

The sample size is greater than 40, hence we can apply the Chi-Square Calculation, the outcome is the following: We reject H₀, hence we accept, there is a dependency between gender and purchasing decision at 5 % of alfa.

Test Statistics for Age and Purchasing decision

H₀: There is no dependency between age and purchasing decision.

H_A: There is a dependency between age and purchasing decision.

Alfa = 0,05.

Age	Purchasing decision		
	Yes	No	Total
17-20	108	46	154
21-27	278	24	302
28-35	160	59	219
36-45	1	49	50
Total	547	178	725

Age	Purchasing decision		
	Yes	No	Total
x ²			
17-20	0,5773436	1,774196	154
21-27	11,036209	33,91464	302
28-35	0,1656518	0,509054	219
36-45	35,750646	109,8629	50
Total	547	178	193,5906832

X ²	193,5907	
Chi.Square	16,91898	
P-value	3,51	Accept H ₀

The sample size is greater than 40, hence we can apply the Chi-Square Calculation, the outcome is the following: We accept H₀, there is no dependency between age and purchasing decision at 5 % of alfa.

Test Statistics for Occupation and Purchasing decision

H₀: There is no dependency between occupation and purchasing decision.

H_A: There is a dependency between occupation and purchasing decision.

Alfa = 0,05.

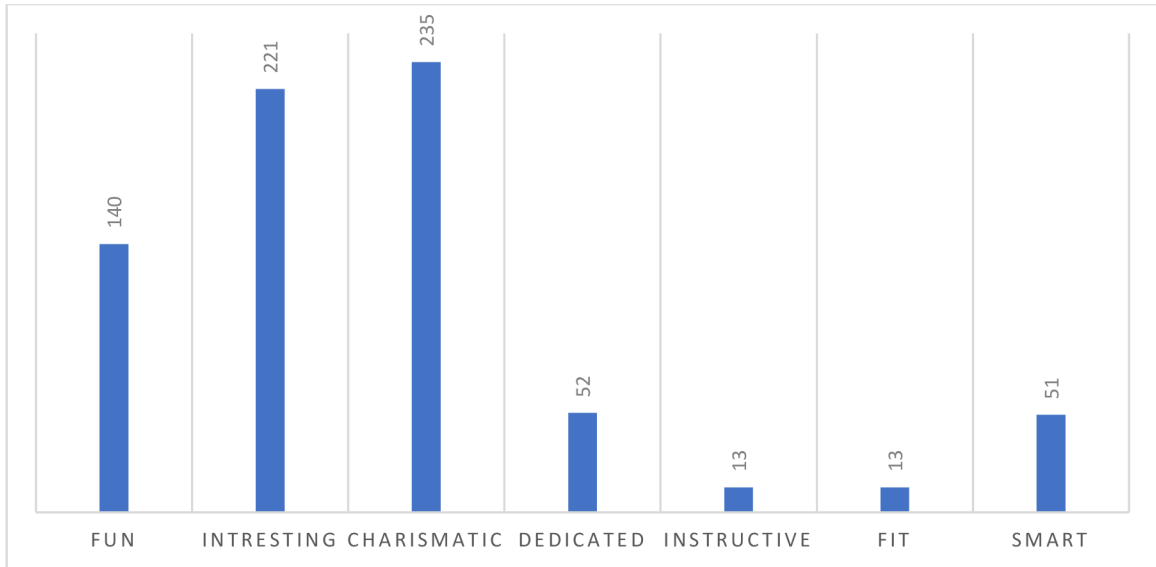
Actual/Observed frequency			
Occupation	Purchasing decision		
	Yes	No	
Student	280	43	323
Employed full time	249	18	267
Employed part time	13	48	61
Freelance	5	56	61
Unemployed	0	13	13
	547	178	725

Occupation	Purchasing decision		
	Yes	No	
x ²			
Student	5,4076791	16,61798019	323
Employed full time	11,225279	34,49566121	267
Employed part time	23,69549	72,817038	61
Freelance	36,56665	112,3705469	61
Unemployed	9,8082759	30,14116234	13
Total	547	178	353,14576
DF	16	(R-1)*(C-1)	

X ²	353,15	
Chi.Square	26,296	
P-value	0,0067	Reject H ₀

The sample size is greater than 40, hence we can apply the Chi-Square Calculation, the outcome is the following: We reject H₀, there is dependency between occupation and purchasing decision at 5 % of alfa.

Figure 9: First impression of Anastasiya Ivleeva

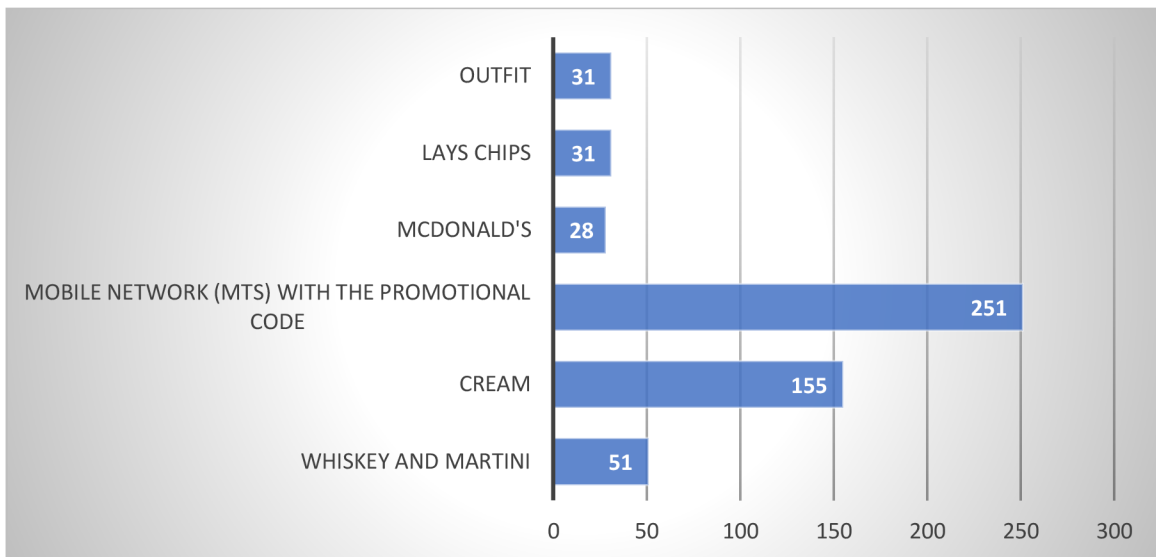


Source: Own, excel.

Based on the responses of 725 participants, most of their first impressions were “Fun” (19%), “Interesting” (30%), “Charismatic” (32 %), “Dedicated” (7 %), “Instructive and Fit” took 2 % each, and “Smart” voted (7 %) of participants.

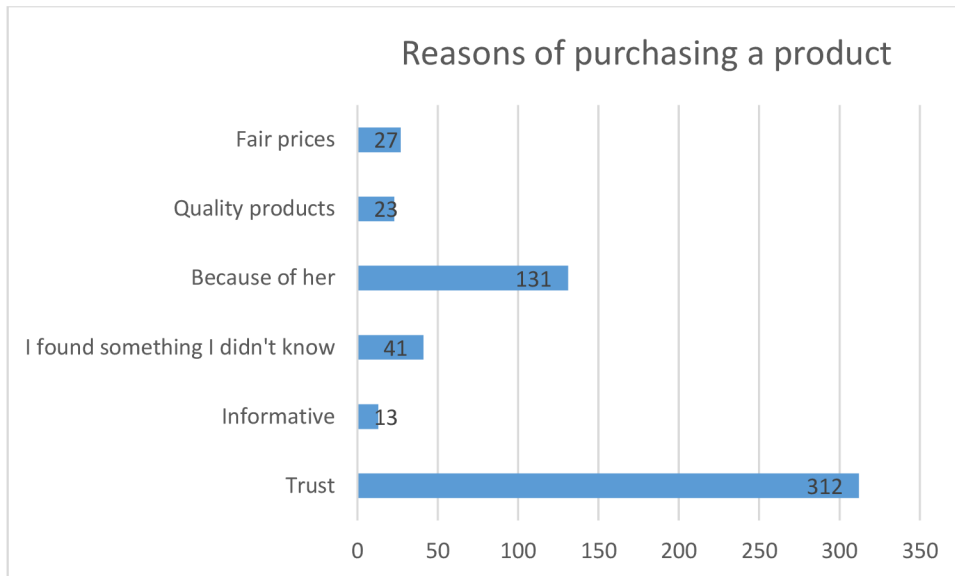
Anastasiya Ivleeva promotes different products and the author collected the most frequent products that Anastasiya promoted consequently for the past half a year, the Figure – 10, demonstrates what participants bought, because of the promotion and marketing offers, where the total sample was 547 people, where the mostly famous product was the “Mobile Network” MTS, which Anastasiya promoted, and 46 % of the whole sampling bought such a service/promotion, followed by “Skin-cream” 28 % of participants.

Figure 10: Product purchase



Source: Own, excel.

Figure 11: Purchase based criterion

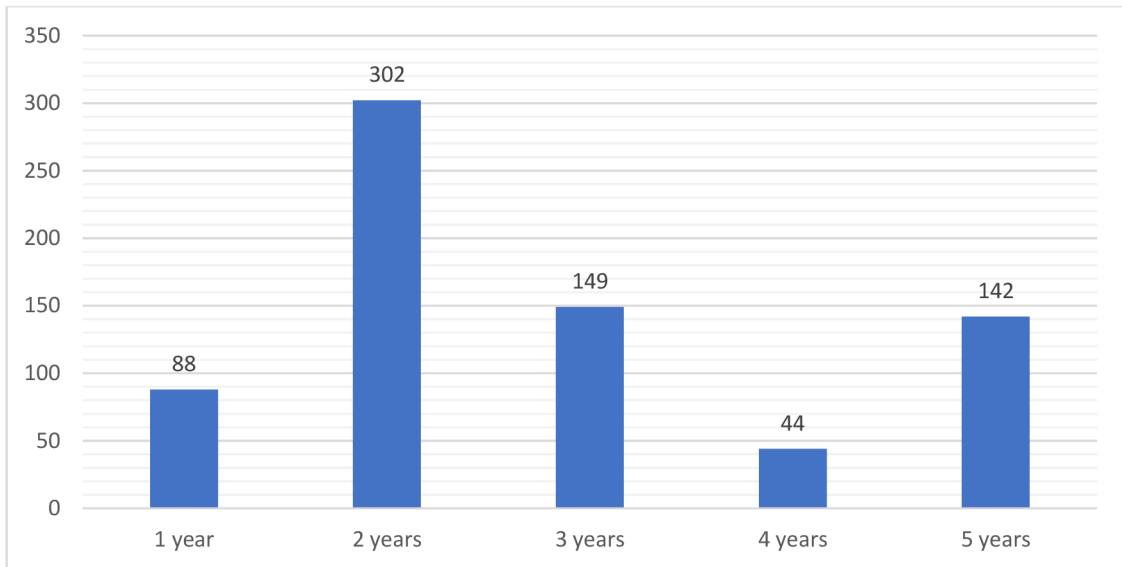


Source: Own, excel.

The Figure – 11, demonstrates the sampling size which bought any product because of Anastasiya’s promotion, and the author wanted to find-out the reasons/criterion of why the bought it. Whereas most of the participant’s purchasing power was based on a “Trust” criterion (57 %) followed by the reason that participants liked her as a person (24 %). Interestingly to mention that minority participants chose “Fair price” as the reason as well as “Quality of products” which Anastasiya promotes.

The next question was focused on how long the participants have been following Anastasiya Ivleeva, her Instagram, Facebook, YouTube channel and other social media networks, the Figure – 12 indicates the results.

Figure 12: How long have you been following Anasyasiya Ivleeva?



Source: Own, excel.

Most participants 42 % (302) have been following Anastasiya Ivleeva for 2 years straight followed by 3 years, 21 % (148) and 5 years, 20 % (142) consequently, so the sampling group followed Anastasiya for quite a while.

5. Results and Discussion

Based on the gathered data, there were 725 participants, where majority of a gender category were female (88%) 640 participants and males (12%) 85 participants. Aged range was set from 17 up to 55, however the last range group from 44 – 55 was excluded because no participants were aged within this age range. Nevertheless, the most participants were aged from 21 up to 27 (42%) 302 participants, followed by 28-35 (30%) 219 participants, from 17-20 (21%) 154 participants and from 36 – 45, (7%) 50 participants. So, the focus group were mature people or students.

The criterion of why participants follow Anastasiya Ivleeva were different. Most of them think that she is “Charismatic – 32 %”, “Interesting – 30 %”, “Fun – 19 %”, “Dedicated – 7 %”, “Instructive – 2 %”, “Fit – 2 %” and “Smart – 7 %”.

Out of the total sampling, there were 547 participants who either ordered or used “Anastasiya’s products that she promoted in her videos”, which accounted for 75 % out of total sampling, hence the author could test the stated hypothesis where:

The survey consisted of 10 questions with multiple choice answers; however, the author was interested in knowing and test the following hypothesis:

H0: There is no dependency between gender and purchasing decision.

H0: There is no dependency between age and purchasing decision.

H0: There is no dependency between occupation and purchasing decision.

The results are the following:

H0: There is a dependency between gender and purchasing decision.

H0: There is no dependency between age and purchasing decision.

H0: There is a dependency between occupation and purchasing decision.

6. Conclusion

The Bachelor Thesis focuses on the consumer behavior and how a famous Youtuber “Anastasiya Ivleeva” by promoting different products and services might influence it. The theoretical part was focused on different areas and described the social, personal, psychological, and cultural factors, and it deeply described the consumer decision process of how a consumer recognizes a problem and tried to find the right solution to solve it within a buying habit.

To find out whether there is any dependency between social and personal factors and purchasing decision, the author has used the Contingency table method to either confirm or reject. The extra questions helped the author to recognize the main criterion of why the purchase was made, whether due to a “Trust”, “Price” or “Quality”. Where mainly “Trust” was the favourite criterion which motivated people to make their purchasing decision and acquire the product/service from “Anastasiya Ivleeva”. Participants mostly bought the “MTS” mobile services, which indeed were beneficial, because the author bought it too. All the planned procedures were done, results are shown in Chapter – 5.

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- 1) What is your gender?
 - a) Male
 - b) Female

- 2) Do you know your age?
 - a) 13 – 20
 - b) 21 – 27
 - c) 28 – 35
 - d) 36 – 45
 - e) 46 – 55

- 3) What is your occupation?
 - a) Student
 - b) Full – time job
 - c) Part – time job
 - d) Freelance
 - e) Retired
 - f) Unemployed

- 4) Have you bought any product based on Nastya's Ivleeva advertising?
 - a) Yes
 - b) No

- 5) How would you describe Nastya Ivleeva as a person?
 - a) Fun
 - b) Interesting
 - c) Charismatic
 - d) Dedicated
 - e) Instructive
 - f) Fit
 - g) Smart

- 6) If yes, what exactly did you purchase based on her promotion?
 - a) Whiskey and Martini
 - b) Cream
 - c) Mobile network (MTS) with the promotional code
 - d) McDonald's
 - e) "Lays" chips
 - f) Outfit

- 7) What was your purchase based on?
 - a) Trust
 - b) Informative
 - c) I found something I didn't know before
 - d) Because of "Her"
 - e) Quality products

- f) Fair price
- 8) For how long have you been following her channel?
- a) 1 year
 - b) 2 years
 - c) 3 years
 - d) 4 years
 - e) 5 years
- 9) Why did you start following her?
- a) Friends
 - b) I saw her on “Orel and Reshka”
 - c) Because of her boyfriend
 - d) Because she seems interesting as a blogger
 - e) Because of her interviews given
- 10) Have you ever considered to unfollow her on a social media?
- a) Yes, I did forever.
 - b) Yes, I did it for some time.
 - c) No I still follow her.
 - d) Have considered that option.