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## Effect of YouTube influencers videos on consumers purchase intention

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### ABSTRACT :

The rise of social media has converted traditional advertising practices, with structures like YouTube becoming pivotal in shaping client conduct. This have a look at explores the impact of YouTube influencer motion pictures on consumer buy aim, with a specific recognition on the mediating function of logo focus. As influencers continue to gain popularity for their capacity to hook up with audiences in actual and engaging methods, understanding their effect on client choices is critical for cutting-edge advertising techniques

**Keywords:** YouTube influencers, purchase intention, brand awareness, influencer credibility, consumer behavior, social media marketing.

### 1. Introduction

In recent years, social media has revolutionized the way people interact with manufacturers, products, and services. Among the various systems, YouTube has emerged as one of the most influential virtual areas for content material creation and marketing. With tens of millions of lively customers eating video content day by day, YouTube has turn out to be a effective channel for influencers to have interaction audiences and sell merchandise in a personalized and impactful way.

Influencer advertising has received terrific momentum, with corporations increasingly more collaborating with popular content material creators—typically known as YouTube influencers—to attain and have an effect on their goal clients. These influencers often percentage opinions, tutorials, unboxings, and lifestyle content that subtly or directly function various services or products. Their ability to connect to audiences in an authentic and relatable manner has demonstrated to be especially powerful in shaping consumer attitudes and purchase behaviors.

### 2. Literature survey

The boom of social media platforms has considerably converted advertising and marketing techniques, with YouTube emerging as a dominant channel for influencer-primarily based advertising. The concept of influencer advertising has been extensively explored in the educational and enterprise domain names, in most cases that specialize in how influencer credibility, content satisfactory, and target market engagement make a contribution to purchaser behavior.

#### 2.1 Influencer Credibility and Consumer Trust

Research with the aid of Ohanian (1990) laid the muse for knowledge source credibility, highlighting three predominant dimensions: know-how, trustworthiness, and beauty. These additives shape the idea of how audiences perceive influencers. According to Freberg et al. (2011), influencers who are regarded as proper and informed construct stronger agree with with their audience, increasing the likelihood that visitors will receive their product hints.

Further studies which includes Lim et al. (2017) and Sharma et al. (2017) confirmed that influencer credibility is a crucial determinant of purchaser attitude and buy aim. Influencers who gift themselves actually and constantly generally tend to construct long-term relationships with followers, fostering purchaser loyalty and superb logo notion.

#### 2.2 YouTube as a Marketing Platform

YouTube is widely seemed as an effective advertising and marketing tool because of its visual and interactive format. Childers et al. (2019) stated that video-based totally content material provides special product demonstrations, critiques, and testimonials, that are frequently greater persuasive than conventional advertisements. The platform permits influencers to supply particular, experiential content that enhances purchaser know-how and emotional reference to the product.

Chen (2019) further emphasized that purchasers generally tend to rely on consumer-generated content and peer tips rather than logo-generated classified ads. This behavior is in particular visible among younger demographics who use YouTube as a primary source of facts before making buying selections.

### **2.3 Three Brand Awareness as a Mediator**

Keller (2001) describes brand cognizance as the capacity of a purchaser to apprehend or recollect a brand. Influencers play a pivotal function in improving this recognition via again and again exposing their audiences to a emblem's identification, functions, and blessings. According to Lock (2016) and Evans et al. (2017), influencers act as logo advocates whose steady messaging and private storytelling help audiences come to be acquainted with a logo, regularly main to extended patron hobby and accept as true with.

Moreover, Breves et al. (2019) found that emblem attention substantially mediates the connection between influencer credibility and consumer purchase purpose. When a brand becomes familiar through influencer publicity, the patron's consolation stage with the emblem increases, which could without delay have an effect on buying conduct.

### **2.4 Influencer Marketing and Purchase Intention**

Woods (2016) and Gadalla et al. (2019) spotlight that influencers do not merely tell but additionally convince. Their reviews, conduct, and content fashion impact how consumers understand a brand, often translating into a desire to purchase. Influencer endorsements, particularly whilst perceived as sincere and revel in-based, lead to better client engagement and pressure shopping moves.

Additionally, a have a look at through Schomer (2019) mentioned that nearly half of on line consumers bear in mind influencer hints in their selection-making method. This behavior confirms that influencers are getting vital gamers in digital marketing, able to converting logo exposure into actual purchases.

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## **3. Materials and Methods**

### **3.1 Data Collection and Sampling**

To gather the necessary data for this study, a structured questionnaire was developed using measurement items adapted from well-established prior research (such as McMillan & Hwang, 2002; Ohanian, 1990; Strolovitch, 2006; Wu & Chang, 2005). The target population comprised females aged 18 to 22 residing in Ho Chi Minh City who occasionally watch beauty-related content on YouTube.

The choice to focus on this demographic group was informed by viewership statistics, which indicate that women make up a significant proportion—over 89%—of beauty and cosmetics content consumers on YouTube. Notably, 39.9% of these female viewers fall within the 18–24 age bracket (Blattberg, 2015).

Data collection was conducted through a combination of printed and digital questionnaires. Printed copies were distributed directly at Ho Chi Minh City International University, a location known to host a high concentration of individuals within the target demographic. In addition, an online version of the questionnaire was created using Google Forms and, where many potential respondents are active.

Although the printed forms targeted only females within the defined age range, the online distribution did not enforce restrictions on gender or age, allowing for a broader outreach. In total, 50 responses were gathered across both formats. After removing incomplete or invalid entries, a final dataset of 36 valid responses was retained for analysis.

### **3.2. Sampling process**

The target population for this study consists of consumers who view product promotion videos on YouTube. To develop the questionnaire, a pilot study was carried out with 36 participants who responded to the preliminary survey statements. Based on the feedback and recommendations from this pilot, the final version of the questionnaire was refined. Convenience sampling, a type of non-probability sampling method, was selected due to its speed, cost-effectiveness, and the flexibility it offers in selecting participants randomly

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## **4. Result and Discussion**

The look at analyzed responses from 86 contributors in Tabuk, Saudi Arabia, that specialize in their perception of YouTube influencers and how the ones perceptions impact emblem attention and buy goal.

### **1. Influencer Credibility and Purchase Intention**

The statistical evaluation found out a high quality correlation between the credibility of YouTube influencers and consumers' buy intentions. Respondents who perceived influencers as truthful, knowledgeable, and appealing showed a stronger inclination closer to shopping for the products those influencers recommended.

### **2. Influencer Credibility and Brand Awareness**

A good sized courting became also discovered between influencer credibility and brand recognition. Influencers who have been seen as credible helped growth recognition and familiarity with the brands they promoted. This finding indicates that influencer advertising and marketing does now not just drive immediately sales—it also plays a key role in long-time period logo positioning.

### **3. Brand Awareness and Purchase Intention**

The records showed a moderate to robust correlation between emblem cognizance and client purchase intention. Consumers who had been greater acquainted with a emblem due to repeated exposure via influencers were more likely to remember purchasing that brand.

#### 4.1 Discussion

The effects align with preceding studies, which include Lim et al. (2017) and Sharma et al. (2017), which emphasize the importance of influencer credibility in shaping client conduct. In the context of YouTube, visible content blended with character-pushed endorsements significantly enhances client trust and engagement.

This examine also supports the argument with the aid of Evans et al. (2017) that emblem cognizance created via influencer advertising is a key driver of buy decisions. When customers again and again come upon an emblem in depended on content material, they expand a fantastic affiliation and are more likely to convert interest into action.

Moreover, the findings are specifically relevant for advertising specialists in Saudi Arabia, wherein YouTube usage is among the maximum globally. The study highlights the need for manufacturers to strategically companion with influencers who now not simplest have a huge following but also are perceived as true and dependable.

##### 1. How often do you watch product-related videos on YouTube?

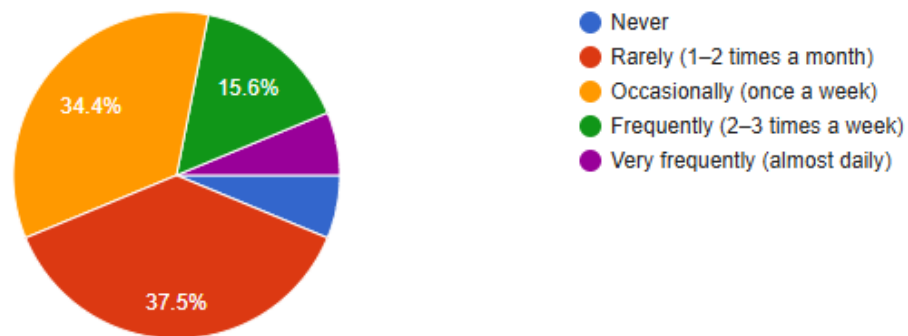


Figure-1

##### 2. What type of product videos do you typically watch on YouTube?

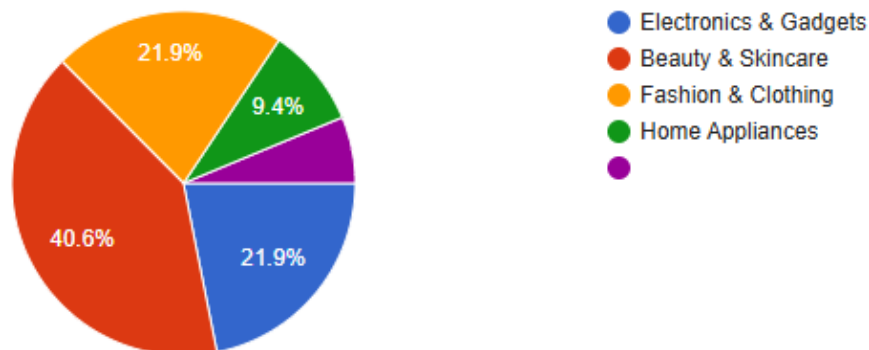


Figure-2

##### 3. How important is the credibility of the presenter in influencing your trust in a product video?

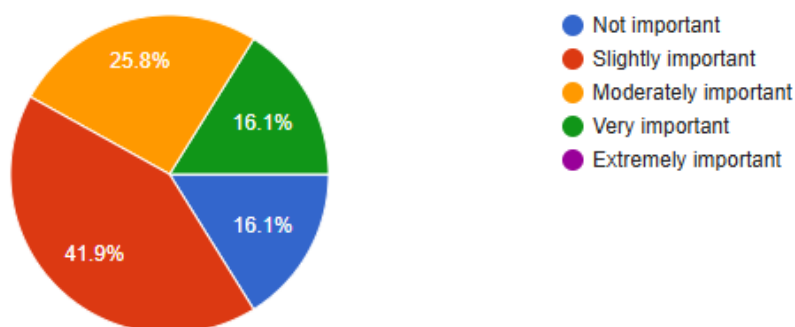


Figure-3

#### 4.What elements in a YouTube video most increase your trust in the product being shown?

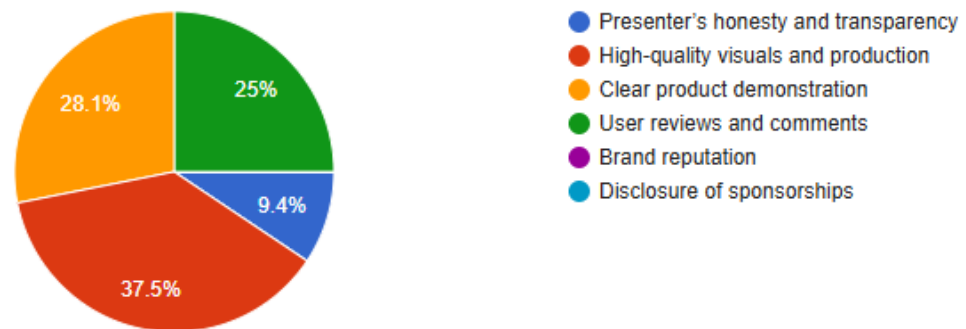


Figure-4

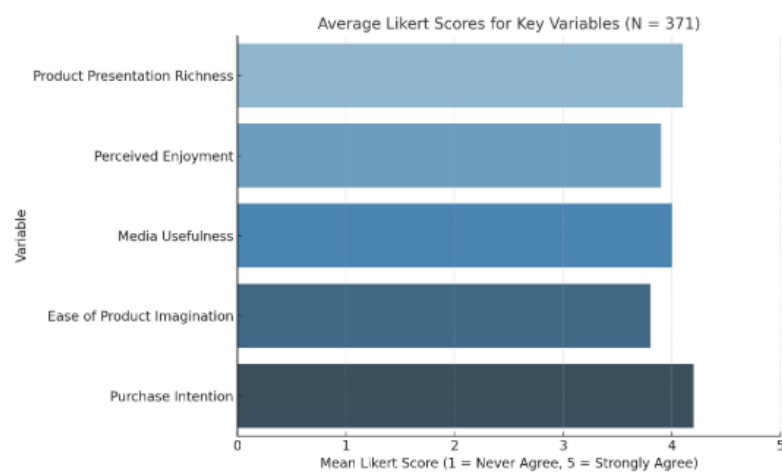


Figure-5

## 5.Conclusion

This take a look at explored the impact of YouTube influencers on patron purchase intention, with a focus at the mediating role of emblem recognition. The findings truly imply that YouTube influencers play a great position in shaping patron conduct, specifically among younger audiences who actively have interaction with digital content material.

The credibility of influencers—primarily based on their trustworthiness, information, and splendor—positively impacts both logo attention and consumers' aim to buy. Additionally, emblem awareness become found to significantly mediate this courting, suggesting that influencers assist no longer handiest in selling products but also in building lasting emblem reputation.

As social media maintains to redefine advertising communicate, YouTube remains a effective platform for influencing client choices. For marketers, this highlights the importance of choosing credible and relatable influencers who align with their brand values. Building robust partnerships with such influencers can cause multiplied engagement, stronger emblem picture, and in the end, better buy conversions.

In conclusion, influencer marketing—while strategically carried out—serves as an powerful tool in improving emblem visibility and riding customer movement inside the digital era.

### 5.1Recommendations

- Partner with credible influencers who're seen as honest, informed, and genuine by way of their target audience.
- Align influencers with the target market in phrases of pastimes, age, culture, and values to ensure more potent engagement.
- Use influencer content material strategically to build logo recognition, no longer simply immediate sales.
- Establish lengthy-time period relationships with influencers to preserve consistency and fortify logo loyalty over time.
- Track overall performance metrics including engagement rate, attain, and conversions to evaluate campaign success.
- Encourage influencers to create interactive content material like tutorials, reviews, or unboxing films to enhance target market interplay.
- Utilize neighborhood influencers for region-specific campaigns to decorate cultural relevance and target audience accept as true with.
- Develop clear influencer advertising techniques that integrate with normal brand desires and virtual campaigns.

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