**A STUDY TO ASSESS THE EFFECTIVENESS OF BEAUTY BRANDS’ DIRECT MARKETING VIA YOUTUBE**

**Acknowledgement**

I would like to express thankfulness to the people who have helped in the completion of the

research. I am highly obliged to the teachers and others to find the resources which maximized

the success of this research. Additionally, I also want to express my gratitude to my teachers

for guiding me with adequate resources for collecting the secondary data.

**Abstract**

The research backdrop and issue statement, which aid in determining the study’s purpose and objective, are highlighted in the introductory chapter. The hypothetical notion has been examined throughout this research based on this purpose and objective evaluation of the research reason. Also, this section identifies the research's organisational framework.

Chapter 2 briefly described a study on the effectiveness of direct marketing on "YouTube" for "beauty enterprises." The chapter has concentrated on a number of facets of YouTube direct marketing's efficacy for beauty firms in this chapter. This article briefly discusses the impact of YouTube marketing on customer behaviour, the significance of influencer marketing, and the efficiency of YouTube marketing tactics in comparison to traditional marketing platforms. With the aid of theories, the study has also assessed these elements. This research also elaborates on the topics of YouTube’s relationship with the marketing of consumer knowledge regarding beauty brands, reviewing the pattern of consumer purchase based on the influence of Youtube. This paper further literally reviews the importance of influencer marketing and the ROI assessment.

The purpose of this study was to evaluate the efficiency of direct marketing for cosmetic businesses on YouTube. A survey and interviews were used to gather both quantitative and qualitative data for the research, which followed a mixed-methods strategy. The results demonstrated that, when compared to conventional marketing channels, YouTube's direct marketing can have a favourable influence on consumers' understanding of beauty companies. The report also emphasised the significance of influencer marketing and the requirement to calculate its return on investment. The advantages and limits of YouTube marketing tactics for beauty products were examined, along with the strengths and weaknesses of YouTube direct marketing and influencer marketing.

**Table of Contents**

[Chapter 1: Introduction 7](#_Toc132992754)

[1.1 Background and Context 7](#_Toc132992755)

[1.2 Purpose of the Study 8](#_Toc132992756)

[1.3 Statement of the Problem 9](#_Toc132992757)

[1.4 Research Aim and Question 9](#_Toc132992758)

[*1.4.1 Aim* 10](#_Toc132992759)

[*1.4.2 Question* 10](#_Toc132992760)

[1.5 Research Objectives 10](#_Toc132992761)

[1.6 Project Structure 10](#_Toc132992762)

[Chapter 2: Literature Review 11](#_Toc132992763)

[2.1 Chapter introduction 11](#_Toc132992764)

[2.2. Critically evaluating the effect of YouTube's direct marketing on consumer knowledge of beauty brands: 11](#_Toc132992765)

[2.3. Analysing the relationship between YouTube's direct marketing for beauty brands and customer purchasing patterns: 14](#_Toc132992766)

[2.4. Understanding the importance of influencer marketing: 15](#_Toc132992767)

[2.5. Assessing the ROI of influencer marketing: 17](#_Toc132992768)

[2.6 Analysing the effectiveness of YouTube marketing strategies compared to traditional marketing channels 19](#_Toc132992769)

[2.7 Analysing the negative aspects of YouTube direct marketing 20](#_Toc132992770)

[2.8 Recommendations of ways for successful direct marketing on YouTube for beauty firms 21](#_Toc132992771)

[2.9 Evaluation of theories for YouTube marketing 22](#_Toc132992772)

[2.10 Literature gap 24](#_Toc132992773)

[2.11 conceptual framework 24](#_Toc132992774)

[2.12 Chapter Summary 25](#_Toc132992775)

[Chapter 3: Research Methodology 25](#_Toc132992776)

[3.1 Introduction 25](#_Toc132992777)

[3.2 Research Philosophy 26](#_Toc132992778)

[3.3 Research Approach 26](#_Toc132992779)

[3.4 Research Strategy 27](#_Toc132992780)

[3.5 Research Design 28](#_Toc132992781)

[3.6 Data Collection 29](#_Toc132992782)

[3.7 Data Analysis 30](#_Toc132992783)

[3.8 Ethical Considerations 30](#_Toc132992784)

[3.9 Summary 31](#_Toc132992785)

[Chapter 4 Findings/Results 31](#_Toc132992786)

[4.1 Introduction 31](#_Toc132992787)

[4.2 The Impact of YouTube's Direct Marketing on Consumer Knowledge of Beauty Brands: A Critical Evaluation 31](#_Toc132992788)

[4.3-The Beauty Industry's Use of Influencer Marketing: Key Takeaways and ROI Measuring Techniques 32](#_Toc132992789)

[4.4 Effectiveness of YouTube Marketing Strategies Compared to Traditional Marketing Channels 33](#_Toc132992790)

[4.5 Summary 33](#_Toc132992791)

[Chapter 5 Discussions of Findings 34](#_Toc132992792)

[5.1 Introduction 34](#_Toc132992793)

[5.2 Benefits and Drawbacks of YouTube Direct Marketing's Effect on the Cosmetics Industry 34](#_Toc132992794)

[5.3-Discussion of YouTube Influencers' ROI and the Effectiveness of Influencer Marketing in the Beauty Sector 36](#_Toc132992795)

[5.4 YouTube Marketing strategies for Beauty Brands: Advantages and Limitations 39](#_Toc132992796)

[5.5 Summary 41](#_Toc132992797)

[Chapter 6 Conclusion and Recommendations 41](#_Toc132992798)

[6.1 Introduction 41](#_Toc132992799)

[6.2 Conclusion 41](#_Toc132992800)

[6.3 Main Contributions 42](#_Toc132992801)

[6.4 Recommendations 42](#_Toc132992802)

[6.5 Limitations and Suggestions for Future Studies 43](#_Toc132992803)

[References 44](#_Toc132992804)

**List of Figures**

[Figure 1.1.1: By the number of followers, these are the most well-liked YouTube beauty channels as of February 2023 8](#_Toc131101866)

[Figure 2: “Revenue of the cosmetics market worldwide from 2014 to 2027(in billion U.S. dollars)” 15](#_Toc131101867)

[Figure 3: “Leading beauty brands on YouTube in the UK (United Kingdom) as of March 2021, by uploaded video views (in millions)” 17](#_Toc131101868)

[Figure 4: “Influencer marketing market size worldwide from 2016 to 2022 (in billion U.S. dollars)” 18](#_Toc131101869)

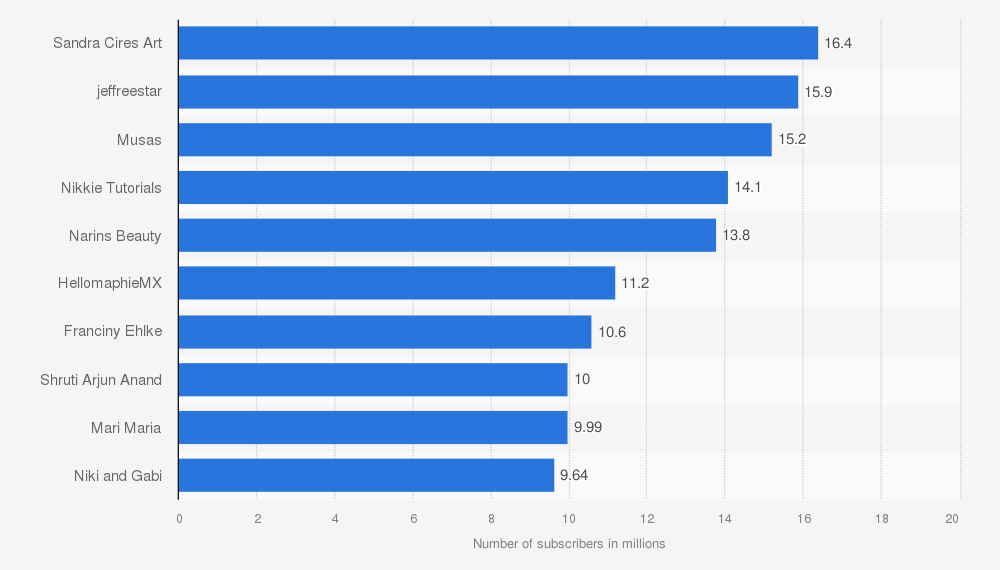
[Fig 5: The Social Proof Theory 23](#_Toc131101870)

[Fig 6: Use of gratification approach 24](#_Toc131101871)

# Chapter 1: Introduction

## 1.1 Background and Context

The current chapter is mostly focused on the research backdrop, which briefly covered a "YouTube" direct marketing efficacy study for "beauty brands". As a result, the research rationale assists in determining the study's main purpose and aim. It also provided a distinct framework for this study. AS per Tafesse (2020), using the YouTube platform to sell and publicise a company, item, or service is known as YouTube marketing. It entails producing and posting YouTube videos with the intention of reaching and engaging a particular target audience. Building brand recognition, engaging target audiences, and promoting goods or services are accomplished with “YouTube marketing”. “YouTube” is the second-largest search engine in the world, with over “2 billion active users” each month (Duffett, 2020). This indicates that one might potentially reach a sizable and varied audience by utilising YouTube. One may use YouTube, a visual medium, to use videos to promote their goods or services. Videos are a fantastic tool for brands to successfully engage their audience and spread their brand message. Almost 2.29 billion people use this platform all over the world. Creating and optimising a YouTube channel, developing and promoting video content, working with other YouTubers or influencers, running YouTube advertising, and utilising YouTube analytics to gauge the success of marketing initiatives are just a few examples of the methods that may be used in this process. According to Hou (2019), for companies and people, YouTube marketing is a potent tool that can boost brand recognition, improve website traffic, produce leads and sales, and cultivate a devoted following. Yet, developing successful YouTube marketing campaigns necessitates a thorough knowledge of the site, its audience, and industry standards for content development and promotion.



#### Figure 1.1.1: By the number of followers, these are the most well-liked YouTube beauty channels as of February 2023

(Source: Statista.Com, 2023)

Beauty firms have been rapidly adopting YouTube as a platform for direct marketing in the latest days. The success of this strategy depends on a number of variables, including the calibre of the material, the target market, and the overall marketing plan for the business. One benefit of utilising YouTube for direct marketing is that it enables businesses to connect with a broad audience and engage prospective consumers in a more individualised approach. Beauty businesses may position themselves as authorities in their industry and develop a devoted following by producing educational and entertaining content. People watch a lot of tutorials and videos while using beauty goods, especially makeup, because the usage instructions printed on the packaging are insufficient. This makes social media marketing for beauty products crucial. The time when they observe the actual application and usage of these products, they tend to believe the opinions of influencers and beauty bloggers (Djafarova and Matson, 2021). Just 32% of brand videos are instructional, despite being the most watched category of beauty videos (at 39 per cent of all views). More tutorial-related video material for skin care and beauty should be produced by skincare and beauty businesses. NikkieTutorials, Jeffree Star, Tati Westbrook, and Michelle Phan are some of the most well-known figures in the YouTube beauty community. Each of their fan bases ranges from 9 to 17 million followers. One may reach a worldwide audience by using YouTube. It enables one to make playlists centred around particular subjects that are pertinent to their intended audience.

## 1.2 Purpose of the Study

A "YouTube marketing" approach known as "direct marketing" is presenting a good or service to prospective clients directly via the use of targeted advertising on the YouTube platform. On YouTube, one may make video adverts that play before, during, or after other videos. To reach one's targeted audience, these adverts may be tailored to certain demographics, interests, and behaviours. To market their goods or services to their audience, beauty companies collaborate with YouTube influencers (Chen, Li and Sun, 2023). Sponsored articles, product reviews, or endorsements can do this. These companies support a YouTube channel that appeals to their target market and corporate identity. This might incorporate branded material or product placement inside the channel's videos. The main purpose of this study is to identify the effectiveness of YouTube direct marketing for the promotion of beauty brands all over the world. Influencers on YouTube have been crucial to the success of direct marketing for cosmetics companies. On YouTube, beauty influencers have a sizable fan base of devoted viewers who respect and trust their product recommendations. Influencers' followers frequently pay attention and are more inclined to try things out for themselves when they endorse a business or product. “YouTube influencers” have been particularly successful in the beauty business at pushing new products, sharing their own experiences with various products, and offering how-to videos. Influencers may produce interesting and instructive films that highlight the characteristics and benefits of a certain product, and these movies have the potential to spread swiftly online, creating buzz and enthusiasm for the brand. Influencers utilise their social media networks to generate content that promotes a brand's products in a more natural way, in addition to marketing them through sponsored videos (Mani, GANISASMARA, and LARISU, 2022). For instance, they may write reviews or instructions, show photographs of themselves using the items, and interact with their fans in the comments area. It is indisputable that YouTube influencers have grown to be a significant force in the beauty sector and have contributed to the success of direct marketing for cosmetic businesses. Influencers may promote new products, raise brand recognition, and ultimately boost sales for beauty firms by utilising the trust and influence they have with their following. Another purpose of the study is to understand the role of YouTube influencers in the success of direct marketing for beauty brands. Beauty companies may provide video content that features their goods, shows users how to use them, and offers advice on how to achieve various looks. Make sure the audio and video are of excellent quality. Another important purpose of this study is to suggest strategies for beauty companies to use for effective YouTube direct marketing.

## 1.3 Statement of the Problem

There are several beauty businesses competing for the same audience on YouTube in the fiercely competitive beauty sector. It might be difficult to stand out among the competitors. Beauty companies must create aesthetically appealing and compelling content that stands out in the sea of high-quality material today. Without high-quality videos, cosmetic firms can find it difficult to take off on YouTube. Influencer marketing is a common strategy used by beauty firms to advertise their goods. As per Wang and Chan-Olmsted (2020), finding the appropriate influencers to work with and making sure that their material complements the brand's image may be difficult. Beauty companies should be careful about how they appear on YouTube. Any errors might spread swiftly online and damage the company's reputation. The legal ramifications of marketing their products on YouTube must be considered by beauty firms. They must make sure that any claims they make about their goods are accurate and backed up by data and that their material conforms with legal requirements. Low interaction is one of the most prevalent problems with YouTube marketing. This can be brought on by a number of things, including low-quality material, a lack of marketing or advertising, or a lack of audience involvement (ROSARA and LUTHFIA, 2020). Although YouTube has a big user base, it might be difficult to target the correct audience with the material. To increase exposure, targeting the ideal audience with the content and employing relevant keywords and tags is critical. YouTube may be a venue for critical remarks, which can be devastating to the brand. For the purpose of preserving a good reputation, it is critical to keep an eye on remarks and answer accordingly. Competition on YouTube may be ferocious given the site's millions of users and channels. It might be tough to separate from the crowd and achieve momentum with the material. Beauty brands can concentrate on producing high-quality material that appeals to their target market, advertising that content via numerous channels, interacting with viewers, and tracking their comments and feedback to improve their videos in order to get around these issues.

## 1.4 Research Aim and Question

### *1.4.1 Aim*

The study is aimed to establish an understanding of the efficiency of direct marketing for beauty businesses on the YouTube platform.

### *1.4.2 Question*

* What effect does YouTube's direct marketing have on consumer knowledge of beauty brands and the relationship between YouTube's direct marketing for beauty brands and customer purchasing patterns?
* What part do YouTube influencers play in the success of direct marketing for beauty brands?
* How efficient and profitable are YouTube direct marketing campaigns for beauty brands in comparison to more conventional marketing avenues?
* What are the main elements that determine whether direct marketing for beauty brands on YouTube is successful or unsuccessful?

## 1.5 Research Objectives

* To find the effect of “YouTube marketing” on beauty brands’ promotion.
* To identify the role of YouTube influencers in the success of direct marketing for beauty brands.
* To investigate how effective and lucrative YouTube's direct marketing strategies are for beauty firms to more traditional marketing channels.
* To recommend ways for successful direct marketing on YouTube for beauty firms.

## 1.6 Project Structure

# Chapter 2: Literature Review

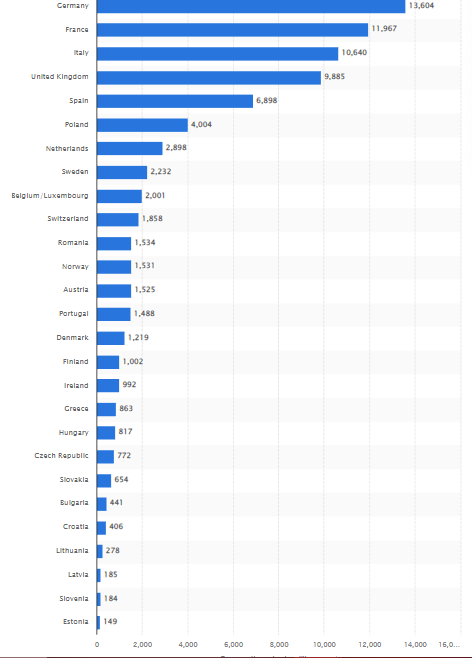
## 2.1 Chapter introduction

This chapter primarily focuses on analysing and rating the YouTube marketing elements for beauty businesses that, according to various writers' points of view, both directly and indirectly affect customer behaviour. This chapter also makes use of theories. This chapter, therefore, aids in understanding the variables that influence customer behaviour favourably or unfavourably. Different strategies of YouTube direct marketing and successful ways for beauty brands are briefly discussed here.

## 2.2. Critically evaluating the effect of YouTube's direct marketing on consumer knowledge of beauty brands:

The current generation of YouTube has a huge influence on the marketing of beauty brands where the promotion of products has become very easy, and consumers are swarming every day. The rise of influencer marketing with popularised content such as "makeup tutorials", "skincare routines", and others are giving beauty brands a direct marketing platform for their products to attract consumers (Ladhari, Massa and Skandrani, 2020). There are both positive and negative effects of the marketing procedure on the consumers of beauty brands. On the one hand, YouTube promotion is an effective way for those brands to increase their consumers' knowledge of the products they are selling through product reviews, tutorials, skincare routines and other content by popular content creators and celebrities. With these contents, consumers learn about the product benefits, how they work, prices, ranges, and all other details about it, which is beneficial as a result of YouTube's direct marketing. In addition, the content creation of a department on YouTube usually helps the band to create its brand image, awareness, and reputation and increase its loyal consumer base (Lee and Lee, 2022). YouTube has a reputation for creating interesting and informative content, which helps the brand to establish itself as an authority in the industry of beauty as a result.

Consuming content from YouTube is proven to be often entertaining and engaging, which gives youtube an upper hand over any other platform to promote any product, which is taken advantage of by beauty brands to promote their products. As a result of these huge promotions and the increase in customer knowledge about beauty brands, in 2022, over 16% of growth was experienced by the cosmetic market compared to 2021 (Statista.com, 2023). The main product categories of the cosmetic market that are also promoted in YouTube marketing are skincare, haircare, makeup, perfumes, toiletries and deodorants, and oral cosmetics that, resulted in skincare being the leading category in 2021, which was also accountable for being 41% of the global market (Statista.com, 2023). Another 225 went to haircare items, and about 16% went to cosmetics (Statista.com, 2023). One of the most lucrative product categories is skincare, with revenue expected to reach 188 billion dollars in 2026. Around 35% of the global market as of 2021 was accounted for by the North-Asian area (Statista.com, 2023). This increase was mainly possible due to the right type of promotions and marketing, resulting in the revenue of the cosmetic market worldwide skyrocketing every year.



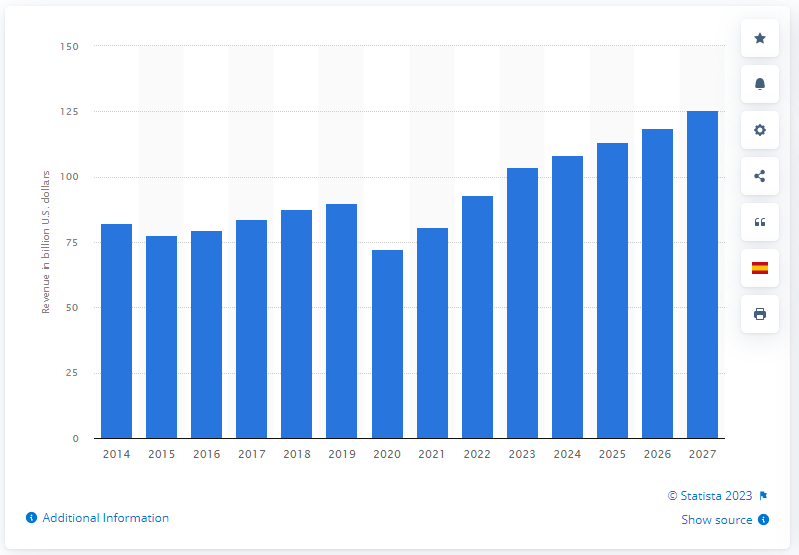
**Figure 1: “Consumption value of cosmetics and personal care in Europe in 2021, by country(in million euros)”**

(Statista.com, 2023)

From this statistic, it is observed the consumption market is thriving in Europe due to the reason that customers are becoming more and more conscious of the value of health, wellness, and personal care items which was possible as YouTube constantly promoted the importance of skincare and consumer knowledge is expanding accordingly. Due to this factor, Germany consumed the most cosmetics in 2021, with an estimated 13.6 billion euros, according to the European cosmetics market. France, Italy, and the United Kingdom were close behind with respective totals of 12 billion, 10.6 billion, and 9.8 billion euros(Statista.com, 2023). With more than 27% of the European cosmetics market, skin care is still the driving force behind the cosmetics sector in Europe (Statista.com, 2023). In the following years, the consumer market keeps on expanding, and YouTube seems to do that so itself as a positive outcome.

## 2.3. Analysing the relationship between YouTube's direct marketing for beauty brands and customer purchasing patterns:

The relationship between YouTube's direct marketing for beauty brands at customer purchasing pattern can be defined by a number of factors that indicates the behaviour of customers influenced by YouTube beauty product marketing. Factors such as increasing awareness, informative content, product education, influencer marketing, customer feedback and direct sale play a key role in the establishment of the relationship between YouTube marketing for any beauty brand and customer purchasing patterns. YouTube influencers have the capability of increasing customer awareness for any beauty brand and its products by leading customer interest in the brand and formulating the outcome of increasing the likelihood of the customer consuming the product. Consumers who are unaware of products are being educated with the valuable product information provided by YouTube with tutorials, reviews and demonstrations. Tutorials help customers to understand the utility and use of any product, which helps them not hold back while purchasing the product (LE, ALANG and TRAN, 2021). Additionally, consumption is also influenced by any review or demonstration of the product in action being helpful for individuals while they contemplate purchasing the product. Influencers on YouTube play a powerful role in influencing customer purchasing patterns, where the promotion of beauty brand products can lead to an increase or decrease in the product value in the market and the sale. YouTube channels and content theatre often has a huge follower base who rely on the words this content creator spell; thus, any positive word or suggestion can help a brand gain customers, and in the same way, any negative word can influence a brand to lose its customer base (ROSARA, and LUTHFIA, 2020). Therefore the essentiality for a band to keep good relations with YouTube channels tend to be high for their profit.



#### Figure 2: “Revenue of the cosmetics market worldwide from 2014 to 2027(in billion U.S. dollars)”

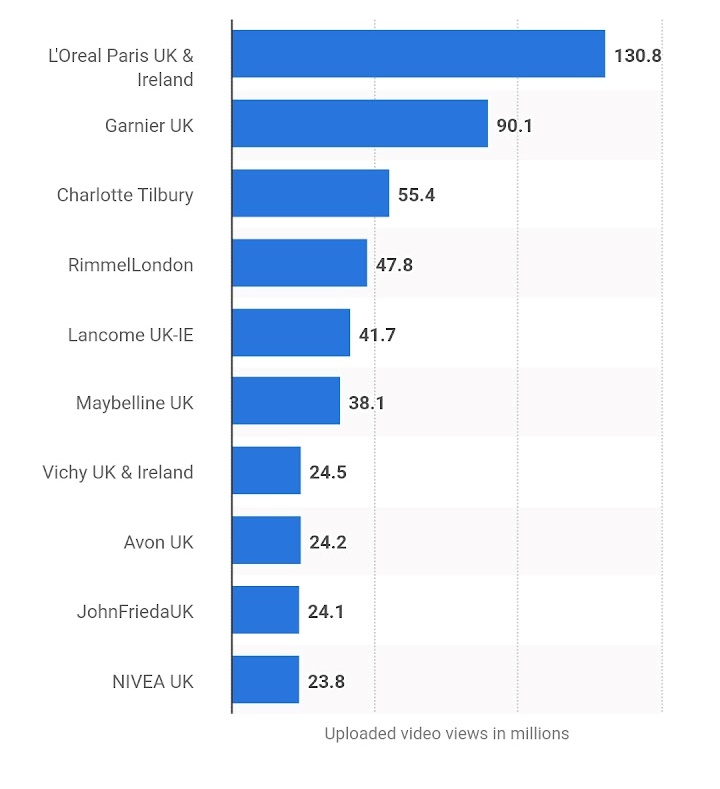
(Statista.com, 2023)

From the statistic, the increase in revenue of beauty brands from 2014 to 2027 can be observed, which is a result of the change of pattern orchid due to successful marketing by brands including through YouTube. The global cosmetics market's revenue climbed to 93.05 billion dollars in 2022 (Statista.com, 2023). According to the Statista Consumer Market Forecast, revenue is going to surpass $100 billion by 2023 and will reach an estimated 124 billion US dollars annually by 2027 (Statista.com, 2023). Whether the establishment of the relationship between brand promotion via YouTube and other social media platforms continues, the escalation of sales would be possible.

## 2.4. Understanding the importance of influencer marketing:

YouTube and YouTube content creators play a huge role in beauty brand marketing, where they can easily promote any product other than any other methods of motion, such as television. Television, Billboards or social media advertising has been a traditional brand promotion procedure for several years that has not been very successful due to the lack of information and improper way of educating the consumer about the product or brand. YouTube influencers have the ability to educate customers about any product and influence their purchase by teaching them the usage, price and other details about that very product of the brand (Chopra, Avhad and Jaju, 2021). Several YouTube channels are only dedicated to talking about a particular product from different brands or different products of a particular brand that their followers tend to watch regularly and tend to start purchasing products and believing in those brands from time to time. After any advertisement of any product on any social media platform or television, there are groups of people who would open YouTube to find out about the details of the product. Insurance on social media platforms, including YouTube, is minor detail about any beauty product, and they are often sponsored by any brand to promote their product which helps both the YouTube influencer and the consumer to get to know about any beauty product. Honest opinions about the products help consumers to purchase the right thing for themselves, which would not be possible from television or Billboard advertisements that only promote positive and often wrong information.

Influencers or YouTube channels with huge follower bases have the capacity to expand any brand consumer waste with the right procedures for the promotion of any product or material. Methods YouTubers often follow include tutorials, skincare routines or product reviews that may or may not be true depending on the relationship between the brand and the YouTuber. Often brands pay YouTubers to promote only the positive sides of any product that, often leave blank spaces about any information the consumer needs to know as a result of influencing the customer who buys the products (Haenlein et al. 2020). YouTubers without any sponsorship mostly give out unbiased opinions that help the customer to purchase the right product for themselves and increase their brand awareness, while in exchange, the YouTuber gains positive responses and more followers. The right way of promotion helps beauty brands to expand their business through YouToube.



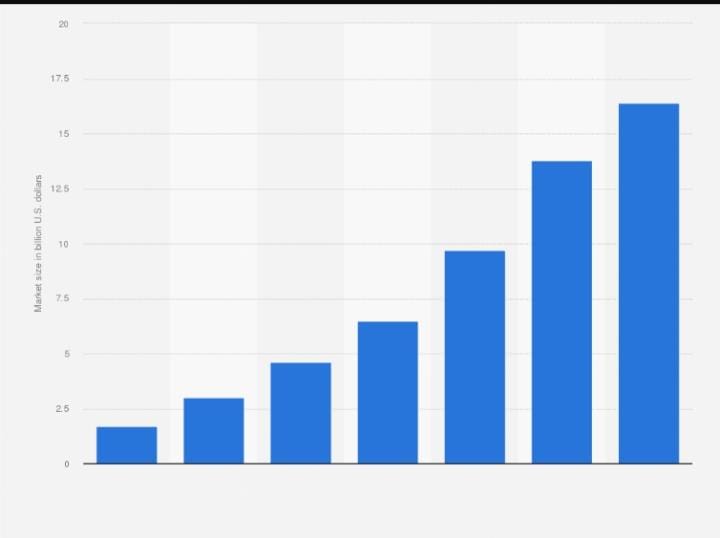
#### Figure 3: “Leading beauty brands on YouTube in the UK (United Kingdom) as of March 2021, by uploaded video views (in millions)”

(Statista.com, 2023)

From this illustration, one can make the observation of statistics of the top 10 beauty brands on YouTube in the UK as of March 2021, based on the total number of views of uploaded videos. The channel with the most views was L'Oreal Paris UK & Ireland, with almost 130.8 million views of posted videos (Statista.com, 2023). It demonstrates the power of youtube and the way it can influence beauty brands to create their brand reputation and awareness via YouTube marketing.

## 2.5. Assessing the ROI of influencer marketing:

Influencer marketing is a focused form of advertising that involves forming connections with influential people in order to reach their audiences. Influencer marketing can range from informal arrangements in which influencers are paid by check to more official ones where products are given away for free in the hopes that they will be featured. According to Cristy Garcia, impact's vice precedent, "Influencers offer a cost-efficient way to produce high-quality content", which refers to the closing gap between the sales and the market even if the studios are closed, such as during the pandemic (Forbes.com, 2023). Influencers are free to promote brands and beauty products during any award, any day when consumers who are spending time on social media can be engaged in the marketing. A low-cost method of creating high-quality content is through influencers. One of the reasons it is more crucial than ever to understand how to calculate the ROI of a single influencer marketing campaign is the constantly evolving social platform algorithms.



#### Figure 4: “Influencer marketing market size worldwide from 2016 to 2022 (in billion U.S. dollars)”

(Statista.com, 2023)

Another reason why engaging customers through ROI measures for social media content can be beneficial is the social media platforms' most famous faces for marketing, given the millions of internet users who use them every day for amusement, inspiration, and product suggestions. Since 2019, the size of the worldwide influencer marketing market has more than doubled. The market had a record valuation of 16.4 billion dollars in 2022 (Statista.com, 2023). Collaborations between brands and creators are now more lucrative than ever as the industry of influencer endorsement continues to develop. This growth is also reflected in the scale and value of influencer marketing platforms, which are growing year after year.

Some of the effective steps that should be taken in order to calculate influencer marketing are as follows. To begin with, setting a goal can be efficient where the brand can target what they want to achieve, such as brand awareness, building an audience, or increasing sales. Thereafter the next step is to determine the KPIs or performance indicators which are most relevant to a brand's goal. Therefore a marketing strategy and platform can be determined in order to assess what works based on the brands' goal (Vodák *et al.* 2019). The next steps are to evaluate what the brands' expenses are and to measure the attributions that are possible for all of the YouTube channels and all of the influencers. In order to execute successful influencer marketing KPIs, the key factors are following revenue and convergence and page views and impressions that can determine the success rate of marketing that the brand is conducting thorough and efficient calculation of the ROI of influential marketing. Once the execution of ROI is successful or failed, the result should be analysed in order to identify areas where the brand can make improvements, optimise future campaigns and learn from the experience about what will and what failed. Thus it can be reasoned that the assessment of the ROI of influential marketing includes careful planning, tracking and analysis by defining clear goals identifying the right influencers and measuring the matrix besides calculating cost and analysing results that will help a brand can evaluate the success rate of its influencer marketing campaigns efficiently and effectively.

## 2.6 Analysing the effectiveness of YouTube marketing strategies compared to traditional marketing channels

In recent years, “YouTube” has become one of the most well-liked marketing platforms. Its efficiency is frequently contrasted with that of conventional marketing platforms like television, radio, print and outdoor advertising. According to Lall, Agarwal and Sivakumar (2020), with a large audience of approximately ***2 billion monthly*** ***active users***, YouTube is a popular medium for companies to connect with their target market. Although traditional marketing mediums like TV, radio and print have a wide audience, these audiences are frequently restricted to particular regions and demographics. Compared to conventional marketing platforms, YouTube gives firms more specific targeting options. The ability to tailor YouTube advertising based on demographics, interests, and search history enables companies to reach their target market. The global user base of this platform is close to ***2.29 billion*** (Roose, 2019). A few techniques that might be used in this process include setting up and optimising a YouTube channel, creating and promoting video content, collaborating with other YouTubers or influencers, running YouTube advertising and utilising YouTube analytics to determine the effectiveness of marketing initiatives.

In general, YouTube advertising is less expensive than traditional advertising, which benefits small businesses especially. Businesses may reach a large audience on YouTube for a lot less money than they would on television, which can be very expensive. Businesses can assess the efficacy of their marketing campaigns thanks to YouTube's thorough information on how their ads work. This degree of tracking and reporting is sometimes absent from traditional marketing platforms. The engagement rate on YouTube is higher than it is on conventional marketing platforms. Businesses may create a community around their brand by allowing viewers to comment, like and share videos. ***40% of individuals*** Google polled had bought one or more of the new companies and goods they discovered on YouTube. Nearly ***90% of those people*** have done this. Also, compared to TV commercials, YouTube ads are ***84%*** more likely to catch viewers' attention (Duffett, 2020). Beauty companies may provide very interesting and participatory material on YouTube, such as product reviews, lessons and behind-the-scenes looks at the company. Because it is more relevant and intimate than traditional advertising, this kind of material is more likely to draw in viewers and foster brand loyalty. Beauty firms may cooperate with influencers and content producers on YouTube to market their brands and goods to their respective audiences. This may be a successful strategy for attracting new clients and increasing brand recognition.

On the other hand, it can be seen that this kind of marketing cannot be performed in traditional marketing channels. With the help of direct YouTube marketing, beauty companies can continuously improve their tactics and make sure that their marketing expenditures are being maximised, but it cannot occur in traditional marketing ways. As per Wang and Chan-Olmsted (2020), the cost-effectiveness, precision targeting, high engagement rate and thorough tracking capabilities of YouTube marketing methods make them potentially more effective than those of traditional marketing platforms. Yet, it is important to keep in mind that the optimal strategy to reach a larger audience and optimise the impact of a marketing campaign may involve combining traditional and digital marketing channels. Although traditional marketing efforts for beauty firms can still be successful, YouTube marketing strategies offer a strong and economical approach to reaching a worldwide audience, raising brand recognition and communicating more personally and interactively with potential customers.

## 2.7 Analysing the negative aspects of YouTube direct marketing

According to Aziza and Astuti (2019), the concept of utilising YouTube as a platform to offer beauty goods or services directly to customers is known as YouTube direct marketing for beauty companies. Although this strategy can be successful in producing leads and revenue, it also has significant drawbacks. As they are accustomed to seeing advertisements on YouTube, many users may just disregard them. Due to this, marketers may find it challenging to communicate their message, which might lead to low click-through rates and conversions. Despite the fact that YouTube does provide certain targeting possibilities, such as interest and demographic targeting, it could not be as exact as other digital marketing platforms. This may lead to advertisers presenting their advertisements to consumers who have no interest in their goods or services. Ad fatigue may set in as a result of consumers growing weary of seeing the same advertisements over and over. This makes it more challenging for marketers to reach their target demographic since consumers may tune out or intentionally ignore advertisements. The viewing experience may frequently be interfered with by direct advertisement.

Unexpected or too frequent advertising can have a negative effect on how much a viewer enjoys the material and can even anger or frustrate them. According to a study by Febriyantoro (2020), it can be seen that almost ***65% of people*** skip YouTube ads due to disturbance. Some direct marketing initiatives may mislead consumers by making inflated or deceptive promises about the commodity or service they are promoting. This can erode the brand's reputation and foster consumer mistrust. Influencers on YouTube could not actually believe in the product they are endorsing, which would undermine the marketing message's legitimacy. Customers who perceive that they are being sold a product rather than getting honest advice may lose faith in you as a result. Beauty firms and influencers have been warned by the ***Advertising Standards Authority (ASA)*** not to use ***"misleading" filters*** in social media promotions (Bosher, 2020). It might be challenging for any one business to stand out from the competition when there are so many beauty firms employing YouTube influencers to advertise their goods. Being presented with too many alternatives may cause customers to get overwhelmed and eventually decide against making a purchase.

Influencers on YouTube frequently have sizable fan bases, and their promotion of a cosmetic product may lead some customers to have irrational expectations. If the product doesn't live up to the anticipation, this might cause dissatisfaction and eventually harm the brand's reputation. According to a report, it can be seen that many women, focusing on ***YouTube users*** who are beauty fans and utilise the phrases ***"beauty," "skincare," and "makeup,"*** listen to influencers, not company ads, and this creates a huge misleading issue. Unbelievably, ***62% of the ladies*** stated they follow social media gurus in the beauty industry. When asked where consumers go to learn more about beauty products before making a purchase, social media influencers came up first with over ***67% of respondents***, followed by independent product reviews with ***59%*** and beauty experts with ***55%***. Public personalities and celebrities only received ***34%***, while company commercials fared even worse at ***44%***. If a cosmetic product marketed on YouTube receives unfavourable reviews, the brand's reputation can be damaged swiftly through social media (Tafesse, 2020). This may occur if customers feel misled by the influencer's support of the product or if the product doesn't perform as promised. Influencers on YouTube could only have a small demographic reach, especially if they target a narrow audience. This may restrict the brand's pool of prospective customers and make it challenging to increase its market share.

## 2.8 Recommendations of ways for successful direct marketing on YouTube for beauty firms

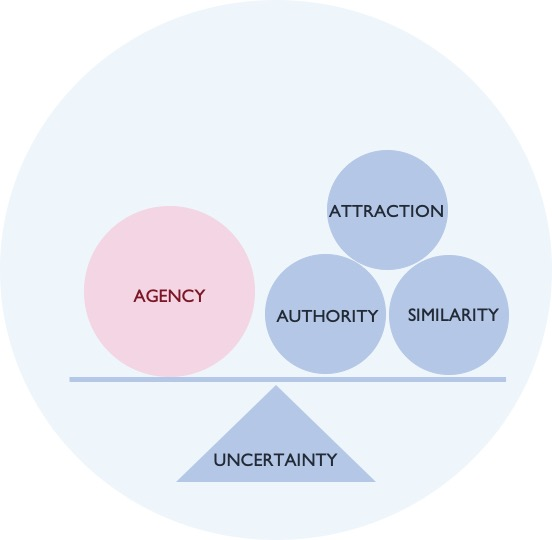
Platforms like YouTube are often more popular with men than with women. This pattern is also evident in data on the platform's beauty influencers, where average views by gender are practically comparable, with ***107,065 female views*** and ***106,423 male views*** per video on average. It's interesting to note that the average opinions of those aged ***35 to 54*** are roughly equal to those of all younger cohorts put together, including those aged ***0 to 17***, ***18 to 24*** and ***25 to 34***. Creating tailored video content that communicates directly to the audience and motivates them to take a certain action is essential for effective direct marketing on YouTube (Macarthy, 2021). Developing a strong beauty brand is presented in the best possible way on the YouTube channel, which is visually appealing. The channel must have a distinct brand message and provide pertinent content that appeals to the intended audience. Beauty firms may better understand their target audience's demographics, interests and pain concerns to produce content that speaks to them (Stokel-Walker, 2019). Creating sponsored content with influencers in the beauty sector to advertise brand products may broaden their appeal and establish a brand reputation with the intended market.

One of the industries that have embraced influencer marketing the most is the beauty industry. One of the key causes of this is the fact that influencer marketing is most effective in visual media, and beauty is extremely visually appealing. According to a survey, it can be observed that there are almost ***2000 beauty influencers*** on the YouTube platform who are working collaboratively with multiple renowned beauty brands. The films must be interesting and educational, offering the audience something worthwhile while presenting beauty items. Make the material visually engaging by utilising high-quality images and audio. In order to urge viewers to perform a particular activity, like as subscribing to the channel, visiting the website, or making a purchase, include a ***call-to-action (CTA)*** (Mejtoft *et al*. 2021). The website and social media pages may benefit from increased visitors as a result. If attempting to target the appropriate clientele, think about employing YouTube advertisements.

The proper individuals will see the commercials since beauty companies may use demographic information to generate targeted adverts that show before or during videos. Giving YouTube subscribers exclusive discounts or promotions to entice them to make a purchase can be boosted, and customer loyalty can be increased as a result. Beauty brands may evaluate what is working and what needs improvement by using YouTube's analytics tools to monitor video views, engagement and conversion rates. As a result, they can modify their approach. Through utilising a range of marketing strategies that connect with their target audience, beauty firms have had significant success on YouTube. Through utilising collaborations with influencers and user-generated content to spread their message, beauty businesses on YouTube concentrate on producing interesting and educational material that connects with their audience.

## 2.9 Evaluation of theories for YouTube marketing

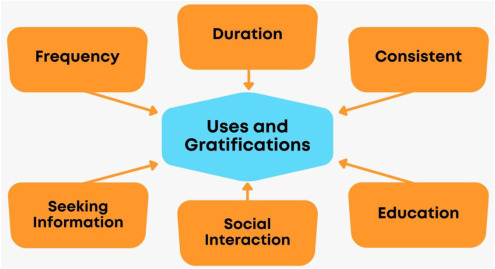
Theories are crucial to digital marketing because it offers a framework for analysing customer behaviour, creating marketing plans and determining the success of advertising efforts. Theories may aid marketers in understanding the psychiatric, social and cultural influences on online shopper behaviour. This knowledge can assist marketers in modifying their messaging and campaigns to better reach their target demographic. According to ***the Social Proof Theory***, viewers are more inclined to interact with material that has already been viewed by others. To enhance the likelihood that their material will be viewed and interacted with by others, organisations should try to develop content that creates high engagement through YouTube marketing (Wolters, 2022). The Social Proof Theory was first introduced by social psychologist ***Solomon Asch in the 1950s***.



#### Fig 5: The Social Proof Theory

(Source: Wolters, 2022)

This psychological theory describes how people utilise the behaviours and viewpoints of others to influence their own actions and decisions. This idea holds that individuals often follow the behaviours and viewpoints of others, especially in ambiguous or confusing circumstances, in an effort to fit in or reach the "right" conclusion. According to ***the*** ***Attentional Theory,*** individuals focus on new or intriguing objects. In order to capture viewers' attention and keep them interested, businesses should strive to produce material that is aesthetically appealing, educational and entertaining. This theory holds that a variety of factors, such as attentional capture, habituation and priming, can affect attention. If exposure to one stimulus affects how another is processed, this is known as priming. Habituation happens when a stimulus is shown repeatedly and results in a gradual loss of interest in that stimulus. Unexpected or prominent stimuli can attract someone's attention even while they are actively attempting to focus on something else, a phenomenon known as attentional capture. Attention, Interest, Desire and Action are the acronym for the ***AIDA Model***. According to this approach, companies should strive to provide material that grabs consumers' attention, sparks interest in their goods or service, piques their desire for it and motivates consumers to take action (Mumtaz, 2019). ***The*** ***Theory of Reciprocity*** is a concept that is often used in marketing, including YouTube marketing. It implies that people are more likely to feel required to give something back when they obtain something of value from a company or another individual. This implies that in the context of YouTube marketing, if a business offers its viewers useful material, those viewers may be more likely to interact with the brand and its goods or services. As per Ibáñez‐Sánchez, Orus and Flavian (2022), ***The Gratifications Theory*** is a communication theory that explains why people utilise particular media platforms or channels as well as the benefits they hope to derive from doing so.

****

#### Fig 6: Use of gratification approach

(Source: Ibáñez‐Sánchez, Orus and Flavian, 2022)

According to the gratifications theory, individuals watch videos for particular gratifications when it comes to YouTube marketing, such as enjoyment, knowledge, social contact, or the reinforcement of their own identity. Marketing professionals may provide more useful and interesting content for their audience by being aware of these gratifications. A social psychology theory called ***the Elaboration Likelihood Model (ELM)*** explains how individuals think about and react to persuasive communications (Liao and Huang, 2021). It implies that there are two alternative methods to influence people: either through a core channel or through a peripheral path. It is crucial to take into account the sort of message being given and the audience being targeted when using the ELM for YouTube marketing.

## 2.10 Literature gap

The current study has given readers a literary grasp of how well beauty firms use direct marketing on YouTube. The Elaboration Likelihood Model, The Gratifications Theory, The Theory of Reciprocity, The AIDA Model, The Attentional Theory and The Social Proof Theory are only a few of the theories for YouTube marketing that have been examined in this study to provide a clear overview. It might be tough to identify current data that effectively addresses the study issue, which is one literature gap of secondary analysis. A key gap in the literature for this study is the lack of elaboration on theoretical overviews and frameworks. Notwithstanding the authors' overview's comparison and contrast features, portions still need a deeper theoretical examination.

## 2.11 conceptual framework

**Theories are crucial to digital marketing**

**YouTube is more popular than traditional marketing**

**YouTube has 2 billion monthly** ***active users***

**There are almost 2000 beauty influencers on the YouTube**

**Direct marketing initiatives may mislead consumers**

**65% of people skip YouTube ads due to disturbance.**

## 

## 2.12 Chapter Summary

The majority of the present chapter is devoted to the research context, which includes a brief discussion of a "YouTube" direct marketing efficacy study for "beauty businesses." In this chapter, the study has focused on various aspects of the effectiveness of youtube directly marketing for beauty brands. The effects of YouTube marketing on consumer behaviour, the importance of influencer marketing and the effectiveness of YouTube marketing strategies compared to traditional marketing channels are briefly discussed here. The study has also evaluated these factors with the help of theories.

# Chapter 3: Research Methodology

## 3.1 Introduction

This study primarily focused on gathering accurate and appropriate data and information based on a useful overview and discussion that can aid in achieving the intended objective. Due to this, the main purpose of this chapter is to build a link between the research's aim, objectives and findings.

## 3.2 Research Philosophy

The study is about the effectiveness of beauty brands’ direct marketing via youtube based on literary reviews and objectives. The researchers’ role is studied in an objective way through data collection and interpretation in positivism research methodology (Bonache and Festing, 2020). The researcher makes the premise that the social world can be observed, measured, and understood through logical and systematic processes and assumes that the social world is an objective reality that can be observed, measured, and explained. Studies that try to find causes and effects correlations among different factors and make predictions based on empirical evidence are ideally suited for the positivist method (Xu and Dang, 2020). Through the use of a quantitative study approach, we may collect and analyse information on consumer behaviour, brand awareness, and sales income to determine the effectiveness of direct marketing via YouTube.

The observation of the statistics of the efficiency of direct marketing for beauty brands on Youtube brings out the factors like YouTube marketing and social media which helps with connecting to customers, promoting the brand, and managing customer relationships. According to the positivist research philosophy, we may use a quantitative research design to collect data on consumer behaviour, brand awareness, and sales income, and we can use this data to evaluate the effectiveness of direct marketing via YouTube. Contrarily, the interpretivist research theory emphasises the subjectivity of human experience and the necessity of knowing how people interpret and perceive various social occurrences (Tamminen and Poucher, 2020). Interpretivism can provide insights into consumer behaviour and sentiments towards beauty companies, but it may not be the optimal approach for our study because it lacks the kind of empirical data needed to evaluate the effectiveness of YouTube marketing. The realism research philosophy emphasises the social world's objective reality while also taking into account the various subjective experiences and interpretations of individuals. Realists believe that while social events may or may not be recognised by an individual as such, how a person understands these phenomena is impacted by the social and cultural settings in which they occur (Eastwood, De Souza and Mukumbang, 2021). Following the positivism research philosophy, the researcher would focus on analyzing the effectiveness of beauty brands via YouTube. To collect data for the analysis, specific methods are used to undermine information and facts about the circumstances of the study. To analyze the aspects that affect marketing in the growth of beauty brands, the objectives and questions are ideally evaluated. Therefore, from the following observations, the beauty brands would assess YouTube marketing better, isolate faults and which would positively impact their growth and management.

## 3.3 Research Approach

This research on the effectiveness of advertisements for beauty products on YouTube was conducted using a deductive method for conducting research. Applying general principles or ideas as a foundation, deductive reasoning includes developing specific predictions or hypotheses (Delbaere, Michael and Phillips, 2021). Utilising a deductive approach has the benefit of allowing for better organised and systematic idea testing because the researcher first formulates a specific hypothesis before using data to support or contradict it. As a result, there is a lower chance of subjectivity or bias during the research process, enhancing objectivity. A deductive method also has the benefit of allowing for more generalisation of findings. The conclusions can be used in other contexts or situations that are comparable because the hypothesis is based on a general principle or theory. Contrarily, the inductive technique starts with empirical facts and develops a theory from them. This strategy is helpful because it is more exploratory when there is less information available about the study topic. The research question for this study is, however, already well-defined, and there is readily accessible literature on the topic. The deductive and inductive approaches are combined in the abductive approach. It comprises developing an initial hypothesis, collecting empirical evidence, and then updating the initial hypothesis in light of the evidence. This approach can be beneficial when the research subject is intricate and the body of prior literature is murky. However, the study's research question is straightforward, and there is some prior research on the topic. As a result, the inductive and abductive approaches might not be the most effective for this research.

The research's conclusions, which centre on the effectiveness and impact of YouTube marketing on beauty firms, aid in defining YouTube's prominence in the industry. The increased use of YouTube and social media marketing, which aids in the growth of beauty brands by providing a stable platform where content creation and social media advertising, which is a great tool to attract new customers, can take place, is one of the observations that would be made using the deductive method. Additionally, it is discovered that by using a deductive research methodology, brand development and consumer interaction may be enhanced. Social media gives the management sector the opportunity to project a favourable image and interact with customers in real time (Rohde and Mau, 2021.). The use of Youtube marketing for growth in the beauty industry can be seen as having both positive and negative effects. Due to the accessibility of social media to both staff and customers, any unfavourable review could have an influence on the sector. Through condensed and ordered data, these elements of knowledge may be seen and quantified, and the problems can be divided into categories for comparison and goal-setting. These data are used throughout the entire research paper with little to no prior knowledge of the subject. However, as the project develops, the researcher makes inferences based on their observations and data collection, including the development of theories using the main data they have collected. It has been shown that the inductive effect strategy has an exploratory nature that is data-driven, flexible, rich, and thorough, providing a broader and more in-depth image of the research study.

## 3.4 Research Strategy

A successful tactic for UK-based beauty companies to reach a sizable and interested audience is direct marketing via YouTube. These businesses must build research-based methods that enable them to comprehend their target audience, produce content that speaks to them and motivate them to act if they are to construct YouTube marketing initiatives that are successful (ROSARA and LUTHFIA, 2020). Through this method, it is possible to gain a greater understanding of the social media marketing goals, attitudes and actions of UK-based beauty brands as well as the underlying variables influencing their strategies. Beauty businesses in the UK should carry out in-depth market research to identify their target market before developing a direct marketing plan. This study should analyse customer behaviour and trends in the beauty sector, as well as demographic information like age, gender, income and geography. This may assist businesses in producing content that appeals to and is relevant to their target market. The advantages of their products, not merely their characteristics, should be the main focus of UK beauty brands' direct marketing videos for YouTube (Thelwall and Cash, 2021). This entails emphasising how their products can address a consumer demand or problem rather than just listing the components or packaging. Businesses can provide content that connects with their audience and motivates them to act by focusing on the advantages. Working with influencers is one of the best methods for UK beauty brands to connect with a big, attentive audience on YouTube. Influencers are people who have a sizable social media following and can market things to them. Companies may connect with a highly engaged audience and spark interest in their products by collaborating with influencers who have a sizable following in the beauty sector. The narrative should be used in direct marketing initiatives by UK beauty brands to provide material which is memorable and compelling. This entails producing narrative-driven videos, such as a consumer's journey after using the brand's products and witnessing a change. Businesses may use storytelling to elicit an emotional response from their audience, which increases the recall and shareability of their material.

Moreover, UK beauty brands should put a strong emphasis on adding benefits to their audience when developing direct marketing material for YouTube. Instead of just marketing things, this calls for the creation of content that is educational, amusing, or both. Companies may enhance revenue and client retention by delivering value to their audience and earning their trust. Moreover, direct marketing on YouTube can be a very successful tactic for UK-based beauty businesses (Djafarova and Matson, 2021). Companies may produce content that engages with their audience and motivates people to act by conducting market research, concentrating on product benefits, working with influencers, leveraging narrative and offering value. Direct marketing on YouTube may help UK beauty brands access a sizable and engaged audience, raise brand awareness and boost sales with the correct strategy.

## 3.5 Research Design

Beauty brands in the UK can examine social media marketing using a variety of research designs. Exploratory, explanatory and descriptive are the three most popular forms of research designs. Whenever little is known about a certain topic, an exploratory research design is used (Obermayer *et al.*, 2022). Through conducting open-ended interviews, surveys and focus groups, UK-based Beauty brands can utilise this methodology to investigate youtube marketing to better understand consumer behaviour, preferences and attitudes towards social media. Although UK-based Beauty brands have a strong awareness of their target market and online usage trends, a design based on exploratory research may not be suited for the study. It may not be essential to do exploratory research if they currently possess a firm grasp of their marketing objectives and the techniques that appeal to their target audience the most. Exploratory research designs are frequently utilised when there is little information available on a particular subject or phenomenon. An exploratory research design may not be ideal for a UK-based beauty company's successful YouTube direct marketing since it may lack the depth and specificity of other kinds of studies, such as descriptive designs (Tran *et al.*, 2020). Exploratory research is helpful for producing early insights, but it might not give one enough knowledge to make wise judgements or create successful marketing plans. Explanatory research designs often demand a greater number of participants as well as greater resources than other designs, thus they might not be the best research strategy for all UK-based Beauty brands exploring youtube. Although they are not perfect, explanatory research methods can offer insightful information about the efficacy of direct marketing via YouTube for UK-based cosmetic brands. Explanatory research designs are sometimes time and money-consuming and their findings may not necessarily be transferable to different groups or situations. Additionally, they could miss the intricate interplay between various factors that affect YouTube user behaviour.

A phenomenon or issue is described using a descriptive study design. The efficiency of direct marketing for beauty brands in the UK on YouTube is being evaluated (Rodriguez, 2022). Since they enable businesses to collect information on the preferences, behaviours and interests of their target audience, descriptive research designs are ideal for effective advertising via YouTube used by UK-based beauty brands. Companies can learn more about the content preferences of their target audience by conducting surveys, focus groups or monitoring social media conversations. This information can then be used to inform their direct marketing initiatives. In order to distinguish their brands and produce material that stands out, businesses might use descriptive research designs to find flaws or gaps in the direct marketing techniques of their rivals. Overall, descriptive research approaches give UK-based beauty businesses the information they need to develop successful direct marketing campaigns that appeal to their target demographic.

## 3.6 Data Collection

YouTube may be a potent medium for beauty brands to reach their target audience when it comes to direct marketing (Zhang and Lee, 2023). However, rather than primary, secondary research must be done in order to use YouTube for promotional purposes efficiently. As opposed to using primary research techniques to generate new data, secondary research entails gathering and analysing data and information that has already been collected. This kind of research is crucial because it enables businesses to benefit from the knowledge of others' experiences without using as much time or money as they might with primary research. There are various sorts of secondary research that might be very helpful for UK-based beauty companies wishing to use YouTube for promotions. Companies can learn what kinds of material resonate with users in their target audience by looking at the YouTube channels of rivals. They have the ability to spot market holes that their own material can fill. Companies can learn about the age range and interests of their present viewers using information from YouTube analytics. They can use this information to better adapt their content to the requirements and tastes of their intended audience. Companies may stay informed about what's popular and modify their content strategy by keeping an eye on beauty industry trends. Additionally, they are able to spot developing trends that they can seize before rivals do. Many beauty influencers with sizable followings may be found on YouTube. Businesses can find new partners and learn what kinds of material are most likely to go viral by examining the posts of these influencers and the demographics of their audiences. The fact that YouTube functions as a search engine makes it advantageous for businesses to optimise their content for search. Companies can find ways to enhance their own SEO strategy by looking at the keywords and phrases that are bringing traffic to their rivals' channels (Mulyana *et al.*, 2020). UK-based beauty companies can create an improved direct advertising approach on YouTube by conducting detailed secondary research in these areas. They may produce material that appeals to their intended audience, keep abreast of business trends and put themselves in a position to take advantage of new opportunities. In the end, this may result in raised brand consciousness, participation and sales

## 3.7 Data Analysis

The process of data analysis entails the evaluation and interpretation of data obtained by research procedures, which can be quantitative, qualitative or a combination of both (Djafarova and Matson, 2021). In order to glean insightful information and reach conclusions from the data, statistical and analytical methods are used. The amount of views that the business's videos receive is one of the most fundamental metrics to take into account. This can offer information about the content's general popularity and how well the intended audience is responding to it. The engagement rate gauges how frequently users engage with the material, such as by enjoying, commenting on, or sharing videos. This metric can give a more thorough understanding of the audience's engagement with the information and their propensity to act after watching it. It's critical to monitor how many viewers are engaging with the video in the intended way, such as visiting the company website or completing a purchase, for direct marketing purposes (Rees-Roberts, 2020). The business may assess how well the videos are generating sales by monitoring the conversion rate. YouTube analytics gives information on the location, gender and other demographics of the viewers of the videos. The business may determine whether its content is appealing to its target audience by analysing this data and making any necessary adjustments.

In addition, YouTube statistics give information on the sources of visitors, such as social media, search results and suggested videos. The business may establish which sources are generating the most traffic to its videos by examining this data and it can then modify its advertising approach accordingly. The business can better evaluate the efficacy of its direct marketing campaign on YouTube by examining these data points and others. It can ascertain the most well-liked forms of content among its target market, spot areas for improvement and optimise its content to increase engagement and sales. In the end, this kind of data analysis can assist the business in making better choices about its YouTube marketing plan and achieving more success in the beauty sector.

## 3.8 Ethical Considerations

The ethical ramifications of their direct marketing efforts on YouTube should be taken into account by UK-based beauty companies, as it should with any type of marketing (Feng *et al.* 2019). Companies should be open and honest about their use of YouTube for direct marketing. This entails revealing all paid sponsorships and affiliate relationships in full and refraining from any dishonest or deceptive practices. Companies should protect the privacy of their customers and refrain from gathering any personal data without getting their permission. This includes the use of cookies or other tracking tools to gather information about viewers' web browsing patterns. Businesses should be aware of the variety of their audience and refrain from using words or images that could be considered insulting or insensitive to any specific group. Numerous cosmetics have harmful effects on the environment, especially when it comes to packaging and disposal (Foster, 2020). Businesses should make an effort to lessen their environmental impact and be open about their initiatives to promote sustainability and reduce waste. Businesses have an obligation to practise good corporate citizenship and utilise their influence to advance constructive social change. This could entail encouraging diversity and inclusion, social justice concerns or charity endeavours. UK-based beauty companies may make sure that their direct marketing initiatives on YouTube are not only successful but also ethically sound and long-lasting by taking these ethical factors into mind. The creation of a trustworthy brand image that appeals to their target market can result from doing this. In the end, this may result in higher levels of engagement, loyalty and sales.

## 3.9 Summary

In conclusion, with rigorous secondary research centred on competitors, audiences, trends, influencers and SEO analysis, UK-based beauty enterprises can create an efficient direct marketing plan on YouTube. In order to guarantee openness, privacy, cultural sensitivity, environmental effect and social responsibility, ethical considerations should also be taken into account. In order to build confidence and advance a favourable brand image, data gathering and analysis should be carried out in accordance with ethical norms.

# Chapter 4 Findings/Results

## 4.1 Introduction

The effect of YouTube marketing on customer understanding and purchasing behaviours for beauty brands is covered in this chapter. It assesses the potency of YouTube direct marketing and the significance of influencer marketing in the beauty sector and contrasts YouTube marketing with more conventional marketing avenues. YouTube marketing has increased consumer awareness and sales of beauty goods in spite of some drawbacks like ad fatigue and the potential for biased testimonials.

## 4.2 The Impact of YouTube's Direct Marketing on Consumer Knowledge of Beauty Brands: A Critical Evaluation

With influencers producing well-liked content like skincare regimens and cosmetics tips to sell products, YouTube has emerged as a critical channel for the direct marketing of cosmetic businesses. Consumer reactions to this kind of marketing can be both favourable and unfavourable. On the one hand, it gives customers access to the advantages, costs, varieties and specifics of the things being offered. Additionally, it aids the development of a brand's reputation, recognition and image, which increases the number of devoted customers a company can count on. On the other side, some customers could be persuaded by slanted testimonials or demonstrations and end up making inappropriate decisions for their needs. Despite these possible disadvantages, direct marketing on YouTube has significantly increased consumer awareness of beauty products. The cosmetics industry grew by over 16% in 2022 compared to the year before, with skincare taking the lead with 41% of the worldwide market (Statista.com, 2023). The efficient advertising and marketing tactics used by beauty businesses, which increased consumer awareness and the market for cosmetics, are to blame for the industry's growth. In 2021, Germany consumed the most cosmetics, closely followed by France, Italy and the United Kingdom (Statista.com, 2023). The cosmetics industry in Europe is mostly driven by skincare.

The direct marketing that beauty businesses do on YouTube has a big impact on how customers behave and make purchases. Establishing a link between YouTube marketing and consumer purchasing habits is made possible through growing awareness, educational content, product education, influencer marketing, customer feedback and direct sales. Customers are more likely to buy a product when they can better comprehend its purpose and how to utilise it thanks to tutorials. Positive reviews may help a company attract consumers, while negative reviews might lead it to lose customers. YouTube influencers have a significant impact on how people make purchases. In order to increase their revenue, beauty firms must establish positive connections with YouTube channels (Chen and Dermawan, 2020). As a result, YouTube's direct marketing has significantly increased consumer awareness of beauty businesses, growing both the consumer market and the cosmetic sector. While there may be some disadvantages, it is impossible to discount the advantages of YouTube marketing. It is an effective tool that beauty businesses may use to connect with their target market and build their reputation.

## 4.3-The Beauty Industry's Use of Influencer Marketing: Key Takeaways and ROI Measuring Techniques

The study reveals the significance of influencer marketing in the beauty sector, notably on YouTube. Traditional methods of brand promotion, like television and billboards, have not been very effective in educating the consumer about the product or brand, but YouTube influencers have the ability to educate customers about any product and influence their purchase by teaching them the usage, price and other details about the product of the brand. Sales have increased and brand customer recognition has grown thanks to this marketing strategy. L'Oreal Paris UK and Ireland had around 130.8 million views of posted videos as of March 2021, making it the most popular beauty brand on YouTube in the UK. In order to engage with powerful people and reach their audiences, influencer marketing is a targeted type of advertising (Campbell and Farrell, 2020). Through this style of marketing, things are given away for free in the hope of getting featured. The arrangements can range from casual to formal. Impact's vice precedent, Cristy Garcia, claims that "Influencers offer a cost-efficient way to produce high-quality content". Due to the always-changing social platform algorithms, the literature study also emphasises how crucial it is to know how to measure the ROI of a particular influencer marketing campaign (Schaffer, 2020). Since 2019, the size of the international market for influencer marketing has more than doubled, reaching a record valuation of 16.4 billion dollars in 2022. The review goes over the key actions that should be followed to determine the ROI of influencer marketing, such as creating a goal, choosing KPIs or performance indicators, assessing brand spending, measuring attributions and evaluating the outcomes (Statista.com, 2023). Given its cost-effectiveness and high-quality content, influencer marketing has generally succeeded in promoting beauty companies and raising consumer awareness.

## 4.4 Effectiveness of YouTube Marketing Strategies Compared to Traditional Marketing Channels

YouTube has grown to be one of the most well-liked marketing channels, attracting a sizable audience of around 2 billion monthly active users. YouTube marketing strategies are more successful than those of conventional marketing platforms because of their low costs, precision targeting and high engagement rates (Wibawa *et al.* 2022). However, the best approach to reach a wider audience and maximise the impact of a marketing campaign is to combine both conventional and digital marketing platforms. One of the most popular marketing platforms today is YouTube, which has a big audience of almost 2 billion monthly active users (Robinson, 2020). Because of their low prices, precise targeting and high engagement rates, YouTube marketing methods are more effective than those of traditional marketing platforms. However, combining traditional and digital marketing channels is the most effective way to reach a larger audience and optimise the impact of a marketing campaign. Although YouTube's direct marketing can generate leads and money, it also has a lot of disadvantages (Rosamond, 2023). Ads may simply be ignored by many people, which would result in low click-through rates and conversions. Additionally, it could be difficult for marketers to reach their intended audience because consumers are getting tired of seeing the same advertisements repeatedly. Direct commercials can obstruct the watching experience and when ad fatigue sets in, viewers may start skipping them.

Large fan bases are common among YouTube influencers and their advocacy of a cosmetic product may leave some buyers with unrealistic expectations (Rohde and Mau, 2021). If the product falls short of expectations, this might lead to unhappiness and ultimately hurt the brand's reputation. Additionally, a lot of women, particularly those who watch videos on YouTube, could have inflated expectations of what the product can accomplish for them, which could result in disappointment and unfavourable reviews (Musgrave, Cummings and Schoenebeck, 2022). This makes it crucial to be aware of any potential pitfalls and limitations when using YouTube marketing methods to reach a global audience, increase brand awareness and communicate with potential consumers.

## 4.5 Summary

In summary, YouTube has developed into a crucial direct marketing tool for the beauty sector, with effects on consumer behaviour that are both favourable and unfavourable. Sales of beauty items and consumer awareness have dramatically increased thanks to influencer marketing on YouTube. Combining digital and conventional marketing can maximise a marketing campaign's impact, even while traditional marketing methods have not been as successful.

# Chapter 5 Discussions of Findings

## 5.1 Introduction

YouTube has grown in popularity as a venue for cosmetics sector promotion over the past few years. This chapter examines influencer marketing's performance and return on investment in the beauty industry, as well as its advantages and disadvantages. This chapter also examine the benefits and drawbacks of YouTube marketing tactics for cosmetic companies.

## 5.2 Benefits and Drawbacks of YouTube Direct Marketing's Effect on the Cosmetics Industry

The way businesses sell their goods has completely changed because of the growth of social media platforms like YouTube, especially in the cosmetics sector. YouTube has become a vital avenue for the direct marketing of cosmetic companies due to the rising popularity of beauty influencers and the variety of items they highlight in their films. Both good and bad effects on consumer understanding of beauty brands have resulted from this. One of the biggest benefits of direct marketing via YouTube is that it gives customers access to a plethora of knowledge about the goods being sold (Das, 2021). Customers may now research the benefits, prices, types and specifications of the goods they want to buy. They may use this knowledge to help them decide and make educated decisions about the things they purchase. Since there are so many different goods available in the cosmetics sector and customers need to be informed about their options, this is particularly crucial. Additionally, YouTube marketing may support the development of a brand's reputation, recognition and image, which can raise the number of loyal clients a business can rely on (Febriyantoro, 2020). Due to the effective promotion and marketing strategies employed by the beauty industry, the sector has experienced tremendous revenue growth. The most notable rise has been in skincare, which now represents 41% of the global market. Germany consumed the most cosmetics in 2021, followed by France, Italy and the United Kingdom, a sign of rising consumer interest in and awareness of cosmetics (Statista.com, 2023). However, businesses need to be mindful of any potential drawbacks of direct marketing via YouTube.

The risk of biased evaluations and inaccurate information is one of the biggest drawbacks. Influencers who are compensated to recommend goods or write favourable reviews might encourage consumers to make poor choices that don't suit their needs. This is especially worrisome when it comes to skincare and beauty items that could irritate the skin or have other negative consequences. Despite these possible drawbacks, YouTube's direct marketing has had an extremely beneficial effect on consumer awareness of beauty businesses (Muda and Hamzah, 2021). Through increased exposure, instructive material, product education, influencer marketing, client feedback and direct sales, businesses may relate YouTube marketing to consumer purchasing behaviours. clients may be drawn in by tutorials and favourable reviews, whilst unfavourable evaluations may drive away clients. Beauty companies must build strong relationships with YouTube channels in order to boost their income since YouTube influencers have a huge impact on how people make purchases. As a result, the consumer market and the cosmetics industry have grown as a result of direct marketing on YouTube which has considerably raised consumer awareness of beauty products (Sanny *et al.* 2020). While YouTube marketing may have some drawbacks, the benefits outweigh the dangers, making it a useful tool that beauty companies can utilise to reach their target audience and establish their brand. In order to prevent deceiving customers, businesses must make sure that their marketing is open and offers appropriate information.

Recent years have witnessed a substantial increase in the cosmetics market, with skincare taking the lead. YouTube direct marketing has been one of the main drivers of this expansion. Through the use of influencer marketing, educational material, product education, customer feedback and direct sales, beauty firms have been able to interact with customers through YouTube. The educational video has established itself as an essential tool for beauty firms in the realm of YouTube marketing. Information on how to utilise things efficiently and get the intended outcomes is something that consumers are continuously looking for (Dwivedi *et al.* 2022). This is especially true in the cosmetics sector, where effective use of goods is crucial for them to function as intended. Due to this, making tutorials and other instructional videos that advise viewers on how to use beauty products properly is a vital part of efficient YouTube marketing. Consumer trust and confidence in beauty goods may be increased through instructional content produced by the industry. Customers can better comprehend the functionality of the product and the benefits they might anticipate by receiving clear and concise instructions on how to use and use it. Repeat business, favourable word-of-mouth referrals and higher customer satisfaction can all result from this. Additionally, the instructional material may assist organisations in the beauty industry in standing out from their rivals (Zhang *et al.* 2022). Businesses may establish themselves as authorities in their sector and gain a competitive edge by providing distinctive and educational lessons. In the end, this may result in greater brand awareness and loyalty, which may significantly affect a business's bottom line.

Another crucial component of YouTube marketing is influencer marketing. Influencers may offer objective product reviews and show how things function. Influencers are an effective tool for beauty firms since followers frequently believe the opinions of the people they follow. However, it is crucial for businesses to guarantee that the influencers they collaborate with are honest and open about any sponsorships or sponsored connections. Failure to do so may result in customer mistrust and harm to the reputation of the company. Additionally crucial to direct marketing via YouTube is customer feedback. On YouTube, reviews and comments can offer insightful information about how customers feel about a product (Bi, Zhang and Ha, 2019). Negative reviews might result in client loss, but positive ratings can bring in new consumers. Customers' opinions matter and firms in the beauty industry must pay attention to them and respond to complaints or critiques promptly and appropriately. One can boost a brand's reputation and increase consumer confidence by doing this. Additionally, client input may be utilised to enhance marketing and product development plans. Beauty companies may better understand what consumers want and need from their goods by paying attention to client feedback and comments. This can assist businesses in producing better goods that satisfy consumer needs and handle any challenges or worries that people may have.

Beauty companies may utilise consumer feedback to improve their marketing strategy more broadly in addition to responding to specific client comments. For instance, a business may think about rebranding or redesigning the packaging if enough consumers indicate misunderstanding or displeasure with a certain component of a product's packaging or branding. This would better serve the demands of customers. Direct sales on YouTube may also be a potent tool for firms in the beauty industry (Katsimente and Eldås, 2020). Businesses may give viewers special discounts or connections to their online store in their YouTube broadcasts. This kind of advertising might promote impulsive purchases and boost brand sales. However, businesses must make sure that their sales strategies are open to the public and do not deceive customers. While there are numerous benefits to YouTube marketing, there may also be drawbacks. Unfair reviews and false information are among the most worries. Influencers who promote goods in exchange for money may do it in a way that misleads customers. Businesses in the beauty industry must make sure that their marketing is open to customers and that any funded relationships are acknowledged. False information can increase customer scepticism and harm a brand's reputation. As a result, the direct marketing strategy used by YouTube has had a considerable effect on the cosmetics sector. Companies need to have strong ties with YouTube channels if they want to boost their income and brand awareness given the tremendous expansion of the skincare industry (Kaur and Kumar, 2022). A successful YouTube marketing strategy must include consumer feedback, educational material, influencer marketing and direct sales. Although there may be drawbacks to direct marketing on YouTube, they are outweighed by the benefits. In order to prevent deceiving customers, beauty firms must make sure that their marketing is honest and offers appropriate information. Overall, YouTube marketing is a potent tool for helping beauty companies connect with their target audience and establish their brand.

## 5.3-Discussion of YouTube Influencers' ROI and the Effectiveness of Influencer Marketing in the Beauty Sector

Social media is a remarkably effective marketing tool for companies in the modern world. Recent years have seen a rise in the use of influencer marketing, a type of social media advertising that is particularly popular in the beauty industry. A recent study found that YouTube influencers have become a big driving factor for beauty businesses (Cooley and Parks-Yancy, 2019). The study draws attention to the shortcomings of conventional advertising strategies, such as television and billboards, in teaching customers about a good or service. These approaches frequently give the consumer insufficient particular information because they are too general. Influencers, on the other hand, have the power to inform customers about a product and affect their purchasing choices by giving them information on usage, cost and other product attributes. The consumer can make an informed choice thanks to this amount of information, which ultimately boosts sales and brand recognition.

Advertising with a specific audience in mind, influencer marketing seeks to interact with influential people and reach their audiences. Vice President of Impact, Cristy Garcia, said that it is a practical way to create high-quality content. In an effort to secure an endorsement from an influencer, several companies offer their goods for free. According to the needs and budget of the company, the settings might be anything from informal to more formal. Influencer marketing has succeeded in promoting beauty brands, but in order to assess a campaign's performance, it is critical to quantify its return on investment (Santiago and Castelo, 2020). The literature review has a strong emphasis on setting goals, selecting KPIs or performance indicators, analysing brand spending, calculating attributions and reviewing the results. The success of an influencer marketing strategy can be measured by a company's performance in relation to these crucial acts.

Influencer marketing's ability to deliver cost-effectiveness and high-quality content is responsible for this increase. In order to thrive in this type of marketing, however, firms must stay current with the most recent trends and best practices as social platform algorithms are constantly changing. In essence, the report emphasises the importance of influencer marketing in the cosmetics industry, especially on YouTube. Influencer marketing offers companies an affordable option to create top-notch content and connect with a niche audience (Denga, Vajjhala and Rakshit, 2022). Although conventional advertising strategies have their limitations, influencers have the power to inform consumers about a product or brand and sway their purchasing decisions. In order to evaluate an influencer marketing campaign's efficacy, it is essential to calculate its return on investment. In order to thrive in this sort of marketing, firms must keep up with the most recent trends and best practises, as the global market for influencer marketing is expanding quickly.

Influencer marketing has emerged as one of the most successful strategies for promoting goods and services as a result of the rise of social media, which has fundamentally altered how firms approach marketing (Lee *et al.* 2019). According to a recent study, the beauty industry has particularly benefited greatly from influencer marketing on YouTube. This study examines the causes of influencer marketing's success in the beauty sector as well as the important elements that companies should take into account when gauging the performance of their advertising campaigns (Santiago and Castelo, 2020). Due to its ability to give customers in-depth knowledge about a product or brand, influencer marketing has been a successful strategy in the beauty sector. Influencers are able to inform consumers about a product's characteristics, applications and advantages, unlike conventional advertising techniques like television and billboards, which may be too general and lack specifics (Leung, Gu and Palmatier, 2022). Influencers help consumers by providing them with this thorough information, which helps them make educated decisions and boosts sales and brand recognition. Influencers have been a major force for beauty businesses on YouTube, which has seen a big impact from influencer marketing. Influencer marketing has experienced exponential development as a result of its cost-effectiveness and high-quality material offered; nevertheless, in order to be successful with this sort of marketing, businesses must stay current with the most recent trends and best practices.

Moreover, influencer marketing is a focused advertising strategy that enables companies to interact with particular audiences. Businesses may make sure their message reaches the appropriate people by partnering with influencers whose audiences fit their target demographics. This is particularly important in the cosmetics industry, as various products appeal to a variety of age groups, genders and skin tones. Businesses can ensure that their message is getting to a highly focused audience by utilising influencers, which boosts sales and brand recognition (Usta, 2023). Influencer marketing is becoming a more and more common option in the beauty sector because it is so affordable. Businesses frequently offer their goods for free to influencers in the hopes of getting mentioned in their content. Traditional advertising techniques, which can be expensive and have a small audience, are frequently more expensive than this strategy. Furthermore, because it is customised for the influencer's audience and generated by content creation experts, influencer-made content frequently has a higher calibre than traditional advertising. This leads to information that is interesting, educational and more individualised. Influencer marketing is therefore a fantastic method for companies to connect with their target demographic, raise brand awareness and eventually boost sales.

The study emphasised the need of organisations assessing the ROI of influencer marketing programmes. Businesses must take a number of crucial measures to achieve this. First, companies must have a clear objective for their campaign, be it to boost sales or elevate brand recognition. This purpose ought to be pertinent to the organization's overarching goals. Second, companies should pick KPIs performance indicators that are pertinent to their objectives. The KPIs can include conversion rates or purchasing patterns, for instance, if the objective is to improve revenue. Instead, engagement rates or impressions might be included in KPIs if the objective is to increase brand recognition (Cartwright, Liu and Davies, 2022). It is crucial to evaluate brand investment to make sure that the campaign's results justify its expense. In order to maximise the campaign's potential impact while minimising expenses, businesses must devote the proper amount of resources to it.

Additionally, companies should measure attributions, which entails assessing how the campaign affected consumer behaviour. Businesses can customise future campaigns by analysing the data gathered during the campaign to determine which elements of the campaign most successfully influenced consumer behaviour. Finally, companies should assess the results of their campaigns to ascertain their success. In order to accomplish this, analyse the information gathered throughout the campaign and contrast it with the original objectives established for the campaign. Businesses can then pinpoint areas for development and tailor their upcoming efforts for improved outcomes. For firms, gauging the ROI of influencer marketing efforts is crucial (Nidamarthy, D’mello and Sharmiladevi, 2020). Businesses may improve their campaigns and have more success using influencer marketing by adhering to the main steps of setting a target, selecting pertinent KPIs, analysing brand spending, measuring attributions and evaluating outcomes.

In order to thrive in this sort of advertising, companies must stay current on the newest trends and best practices in influencer marketing. The necessity of staying up to date on the latest advancements is underscored by the swift rise of the global industry for influencer marketing. Businesses must adapt to these changes to stay competitive as social platform algorithms change frequently (Arriagada and Ibáñez, 2020). In order to explain briefly, influencer marketing has grown significantly in importance for beauty firms, especially on YouTube. Its success can be ascribed to its capacity to offer consumers in-depth information, its targeted strategy and its affordability. But it's critical for companies to track the results of their marketing initiatives and stay abreast of the most recent trends and industry best practises. Influencer marketing is likely to stay a potent tool for businesses to advertise their goods and services as social media continues to develop.

## 5.4 YouTube Marketing strategies for Beauty Brands: Advantages and Limitations

Due to its extensive reach and high engagement rates, YouTube has emerged as one of the most widely used digital marketing platforms. With a huge active subscriber base, YouTube offers direct marketing opportunities for firms in the beauty industry to build brand recognition and connect with potential clients. However, there is debate about whether YouTube marketing tactics are more effective than conventional marketing avenues. Compared to traditional marketing platforms, YouTube marketing strategies provide a number of benefits, such as more accurate targeting and reduced expenses (Bahcecik, Akay and Akdemir, 2019). Businesses may more easily engage with prospective clients who are more likely to be interested in their products because of YouTube's ability to target audiences based on demographics, hobbies and behaviour. In addition, businesses may communicate with their audience more directly and interactively because to YouTube's strong engagement rates. Businesses may enhance sales and income by offering instructional material and product evaluations that help to foster consumer trust and loyalty (Ajina, 2019). Even yet, there are certain restrictions and possible drawbacks to YouTube marketing despite all of its benefits. Ad weariness is a potential problem with direct marketing on YouTube. Due to low click-through rates and conversions, viewers may become weary of seeing the same adverts over and over again. In order to prevent ad fatigue and grab the viewer's attention, marketers must be unique in their approach.

Furthermore, although YouTube influencers may have sizable fan networks, their promotion of a product may result in consumers having inflated expectations. If the product falls short of expectations, customers may be disappointed, which might damage the brand's reputation in the long run. Therefore, companies must make sure that their marketing strategy is open and truthful, emphasising the advantages of the product while also addressing any constraints or possible downsides. The fact that viewers could have unrealistic expectations about what the product can achieve for them is another possible problem with YouTube marketing (Heller and Bar-Zeev, 2021). Disappointment and unfavourable reviews may result, which would be detrimental to the brand's reputation. Consequently, it is crucial for companies to control client expectations by giving truthful and precise information about their products. It is advised to use a combination of traditional and digital marketing channels to increase the effect of a marketing effort. Even while conventional marketing channels like television and print media continue to have a sizable audience, YouTube marketing strategies are still successful. Businesses may boost their brand awareness and reach a bigger audience by combining conventional and digital marketing methods. As a result of offering a direct and engaging connection with their audience, YouTube marketing has grown to be a crucial part of marketing strategy for beauty brands (ROSARA and LUTHFIA, 2020). While there are many benefits of using YouTube marketing over other forms of advertising, such as reduced prices and more specific targeting, there are also certain restrictions and possible drawbacks. Businesses must be aware of these possible downsides and limits and implement a strategic strategy that integrates both traditional and digital marketing channels in order to optimise the effect of a marketing campaign. Businesses may reach a wider audience and increase the effectiveness of their marketing initiatives by doing this.

Due to its vast audience reach and strong engagement levels, YouTube has emerged as one of the most popular digital marketing platforms. It offers a chance for firms in the cosmetics sector to establish brand recognition and engage with potential customers thanks to its sizable subscriber base. However, there has been some disagreement over the superiority of YouTube marketing strategies to traditional marketing channels. The introduction of YouTube as a digital marketing medium has given companies in the beauty sector direct marketing options to strengthen brand recognition and establish connections with potential clients (Fuaddah, Nurhaeni and Rahmanto, 2022). In comparison to conventional marketing channels, YouTube gives businesses a bigger audience and higher interaction rates. The capacity to precisely target particular audiences based on demographics, interests and behaviour is one of the benefits of YouTube marketing methods. In this way, companies may quickly interact with potential customers who are more likely to be interested in their goods. Additionally, YouTube's high engagement rates allow companies a direct and engaging route for communication that can boost sales and revenue by providing educational content and product reviews that encourage consumer loyalty (Heller and Bar-Zeev, 2021). These advantages of YouTube marketing over conventional marketing strategies make it an essential component of the marketing plan of every beauty firm.

Although YouTube marketing can offer companies in the beauty sector numerous advantages, like precise targeting and higher engagement rates, there may also be limitations and disadvantages to take into account. Another possible drawback to YouTube marketing is the use of influencers (Motahar Tavakoli and Mura, 2021). While YouTube influencers can have a large following and help businesses reach a wider audience, their promotion of products may lead to consumers having unrealistic expectations. If the product fails to meet these expectations, it may damage the brand's reputation in the long run. Therefore, it is essential for businesses to ensure that their marketing strategy is honest and transparent, highlighting the benefits of the product while also addressing any possible downsides or limitations. Businesses can increase the success of their YouTube marketing initiatives by considering these potential downsides and putting in place a smart marketing strategy.

Due to its wide audience reach and strong engagement levels, YouTube marketing has become a crucial component of marketing plans for companies. It does, however, have some potential drawbacks. One problem with YouTube marketing is the possibility of viewers having irrational expectations of the product, which can lead to disappointment and negative reviews. Companies must manage client expectations by giving accurate and truthful information about their products in order to avoid this. Ad fatigue is yet another potential issue with YouTube marketing (Buzeta, De Pelsmacker and Dens, 2020). The same advertisements can bore viewers, which would result in low click-through rates and conversions. The reputation of the brand may suffer in the long run if the product doesn't live up to expectations. As a result, businesses must be transparent and truthful in their marketing approaches, highlighting the benefits of the product while also acknowledging any potential drawbacks or limitations. It is advised to combine traditional and digital marketing channels in order to maximise the success of a marketing effort. YouTube marketing methods continue to be effective despite the fact that traditional marketing channels like television and print media still have a big following. Businesses can build their brand awareness and reach a larger audience by combining traditional and digital marketing strategies. In short, because YouTube marketing provides a direct and engaging relationship with the audience, it has become a crucial component of marketing strategy for beauty firms (Lee and Lee, 2022). Businesses can get beyond some restrictions and potential negatives like ad fatigue and excessive viewer expectations by giving accurate and factual information about their products and utilising a mix of traditional and digital marketing platforms. Combining the two marketing strategies can broaden the audience reached, raise brand awareness and improve the effectiveness of marketing campaigns. Businesses may maximise the efficacy of their marketing initiatives and establish lasting relationships with their clients on YouTube by keeping these elements in mind and taking a planned approach.

## 5.5 Summary

The effect of YouTube direct marketing on the cosmetics business has been covered in this chapter, along with both advantages and disadvantages. It also covered the efficiency of influencer marketing in the cosmetics industry as well as the return on investment of YouTube influencers. The chapter also considered the benefits and drawbacks of YouTube marketing tactics for cosmetic companies.

# Chapter 6 Conclusion and Recommendations

## 6.1 Introduction

The chapter offers suggestions for using YouTube marketing for beauty businesses, such as collaborating with influencers, placing a high priority on skincare and upholding openness. The shortcomings of YouTube marketing strategies and the need for a more comprehensive research strategy are addressed, along with some recommendations for further study in these areas.

## 6.2 Conclusion

In conclusion, YouTube's direct marketing has completely transformed the beauty sector by disseminating useful product knowledge and elevating businesses to status as authorities. Influencer marketing, which has grown to be a significant driving force for beauty brands on YouTube, has made this possible. For those who are interested in beauty, influencers have emerged as a reliable source of information and their suggestions and opinions have a big impact on buying behaviour. The affordability of YouTube advertising is one of its benefits. Companies can use in-stream commercials, sponsored videos and branded content as some of the advertising formats to reach a huge audience on a tight budget. Precision targeting is another feature of YouTube advertising, which enables businesses to concentrate their marketing efforts on particular demographics like age, gender, geography, interests and more. As a result, engagement rates are higher and advertising dollars are used more effectively.

Additionally, YouTube marketing offers comprehensive tracking features that let businesses assess the success of their campaigns and take informed decisions. They may be able to boost their ROI and optimise their marketing tactics as a result. However, there are significant negatives, like ad fatigue and possibly slanted testimonials. Advertisements may lose their impact over time as consumers get numb to them or tune them out. In order to maintain transparency and prevent deceiving customers, businesses must make sure that their influencers disclose any sponsored material. Despite these difficulties, direct marketing on YouTube has a considerable impact on consumer knowledge of beauty goods. Companies can grow their customer base, raise brand recognition and improve their reputation through influencer marketing. Influencers are a critical component of any effective YouTube marketing strategy since they play a significant role in educating consumers and influencing their purchasing decisions.

Direct sales on YouTube can also boost brand sales, but companies must ensure honesty and transparency in their marketing. Brands that are open and honest about their products and their marketing efforts are more likely to establish trust with consumers and build long-term relationships with them. For communicating with clients and building a brand, YouTube marketing is an effective strategy. Through collaborating with influencers whose audiences suit their target demographics, businesses can make sure their message is being seen by a highly targeted audience. Companies need to establish clear objectives and select pertinent KPIs to measure performance in order to evaluate the efficacy of an influencer marketing campaign. Businesses can use YouTube marketing to their advantage to significantly increase revenue and brand recognition by taking careful consideration.

## 6.3 Main Contributions

This study investigates the impact of direct and influencer marketing strategies on customer understanding and purchase habits in the beauty sector. It evaluates YouTube marketing's efficiency in contrast to conventional marketing platforms, placing emphasis on the relevance of gauging the influencer marketing campaigns' return on investment. The survey highlights how the cosmetics sector is expanding thanks to YouTube marketing and stresses how crucial it is for firms to use influencer marketing techniques to boost engagement and sales. Overall, the paper emphasises how important YouTube is in influencing customer behaviour and how firms must modify their marketing plans appropriately.

## 6.4 Recommendations

Beauty firms now frequently use YouTube to promote their goods and interact with consumers. Beauty firms should do market research to understand the content preferences of their target clients and spot flaws in rivals' direct marketing techniques before using YouTube for marketing. A suggested method for promoting companies and products to their target audiences on YouTube is to work with influencers and content creators (Nanda, 2022). It is crucial to employ descriptive research techniques to gather data on YouTube usage and trends in order to assess the effectiveness of promotional strategies. In order to make sure that resources are being used efficiently, influencer marketing efforts must have their return on investment, ROI measured. Transparency in influencer marketing initiatives is crucial and beauty businesses must uphold ethical standards and explicitly disclose sponsorships. Making instructional films on how to use beauty products properly may increase consumer happiness and trust, encouraging return business and word-of-mouth recommendations. It's also crucial to analyse marketing campaign results in order to enhance overall marketing strategy and future efforts (Huang and Weng, 2022). In order to reach a larger audience and maximise the effectiveness of marketing initiatives, beauty firms have to think about merging traditional and digital marketing channels. In sort, YouTube marketing may be a potent tool for beauty firms to interact with consumers and increase revenue. However, in order to make the most of this platform, it is crucial to conduct market research, work with influencers, use descriptive research designs, ensure transparency, produce instructional videos, analyse results, combine traditional and digital marketing channels, prioritise skincare and put honesty and transparency above all else.

## 6.5 Limitations and Suggestions for Future Studies

The study primarily focuses on the advantages of influencer marketing and YouTube direct marketing on consumer awareness of and purchasing tendencies for beauty businesses. The report does not, however, address the drawbacks of YouTube marketing tactics, such as ad fatigue, testimonials that can be biased and lack of transparency in sponsored material. The study's research approach is restricted to positivist thought and deductive reasoning, which may not take into consideration the nuanced social and psychological elements that influence consumer behaviour. Future research should examine the detrimental consequences of YouTube marketing tactics on customer knowledge and behaviour, including ad fatigue, testimonials that can be biassed and lack of transparency in sponsored material. In order to account for the numerous social and psychological aspects that influence consumer behaviour, the research should also adopt a more thorough research technique, including both positivist and interpretivist research paradigms.

# References

Ajina, A.S., 2019. The role of content marketing in enhancing customer loyalty: an empirical study on private hospitals in Saudi Arabia. Innovative Marketing, 15(3), pp.71-84.

Arriagada, A. and Ibáñez, F., 2020. “You need at least one picture daily, if not, you’re dead”: Content creators and platform evolution in the social media ecology. Social Media+ Society, 6(3), p.2056305120944624.

Aziza, D.N. and Astuti, R.D., 2019, March. Evaluating the effect of youtube advertising towards young customers’ purchase intention. In 12th International Conference on Business and Management Research (ICBMR 2018) (pp. 93-98). Atlantis Press.

Bahcecik, Y.S., Akay, S.S. and Akdemir, A., 2019. A review of digital brand positioning strategies of Internet entrepreneurship in the context of virtual organizations: Facebook, Instagram and YouTube samples. Procedia Computer Science, 158, pp.513-522.

Bi, N.C., Zhang, R. and Ha, L., 2019. Does valence of product review matter? The mediating role of self-effect and third-person effect in sharing YouTube word-of-mouth (vWOM). Journal of Research in Interactive Marketing, 13(1), pp.79-95.

Bonache, J. and Festing, M., 2020. Research paradigms in international human resource management: An epistemological systematisation of the field. German Journal of Human Resource Management, 34(2), pp.99-123.

Bosher, H., 2020. Influencer marketing and the law. In Influencer Marketing (pp. 235-249). Routledge.

Buzeta, C., De Pelsmacker, P. and Dens, N., 2020. Motivations to use different social media types and their impact on consumers’ online brand-related activities (COBRAs). Journal of Interactive Marketing, 52(1), pp.79-98.

Campbell, C. and Farrell, J.R., 2020. More than meets the eye: The functional components underlying influencer marketing. Business horizons, 63(4), pp.469-479.

Cartwright, S., Liu, H. and Davies, I.A., 2022. Influencer marketing within business-to-business organisations. Industrial Marketing Management, 106, pp.338-350.

Chen, G., Li, Y. and Sun, Y., 2023. How YouTubers Make Popular Marketing Videos? Speech Acts, Move Structure, and Audience Response in YouTube Influencer Marketing Videos. SAGE Open, 13(1), p.21582440231152227.

Chen, J.L. and Dermawan, A., 2020. The influence of YouTube beauty vloggers on Indonesian consumers’ purchase intention of local cosmetic products. International Journal of Business and Management, 15(5), pp.100-116.

Chopra, A., Avhad, V. and Jaju, A.S., 2021. Influencer marketing: An exploratory study to identify antecedents of consumer behavior of millennial. Business Perspectives and Research, 9(1), pp.77-91.

Chopra, A., Avhad, V. and Jaju, A.S., 2021. Influencer marketing: An exploratory study to identify antecedents of consumer behavior of millennial. Business Perspectives and Research, 9(1), pp.77-91.

Cooley, D. and Parks-Yancy, R., 2019. The effect of social media on perceived information credibility and decision making. Journal of Internet Commerce, 18(3), pp.249-269.

Das, S., 2021. A systematic study of integrated marketing communication and content management system for millennial consumers. In Innovations in digital branding and content marketing (pp. 91-112). IGI Global.

Delbaere, M., Michael, B. and Phillips, B.J., 2021. Social media influencers: A route to brand engagement for their followers. Psychology & Marketing, 38(1), pp.101-112.

Denga, E.M., Vajjhala, N.R. and Rakshit, S., 2022. The Role of Digital Marketing in Achieving Sustainable Competitive Advantage. Digital Transformation and Internationalization Strategies in Organizations, pp.44-60.

Djafarova, E. and Matson, N., (2021). The credibility of digital influencers on YouTube and Instagram. International Journal of Internet Marketing and Advertising, 15(2), pp.131-148.

Djafarova, E. and Matson, N., 2021. Credibility of digital influencers on YouTube and instagram. International Journal of Internet Marketing and Advertising, 15(2), pp.131-148.

Duffett, R., 2020. The YouTube marketing communication effect on cognitive, affective and behavioural attitudes among Generation Z consumers. Sustainability, 12(12), p.5075.

Duffett, R., 2020. The YouTube marketing communication effect on cognitive, affective and behavioural attitudes among Generation Z consumers. Sustainability, 12(12), p.5075.

Dwivedi, Y.K., Hughes, L., Baabdullah, A.M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M.M., Dennehy, D., Metri, B., Buhalis, D., Cheung, C.M. and Conboy, K., 2022. Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. International Journal of Information Management, 66, p.102542.

Eastwood, J.G., De Souza, D.E. and Mukumbang, F.C., 2021. Realist research, design and evaluation for integrated care initiatives. Handbook Integrated Care, pp.629-656.

Febriyantoro, M.T., 2020. Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. Cogent Business & Management, 7(1), p.1787733.

Febriyantoro, M.T., 2020. Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. Cogent Business & Management, 7(1), p.1787733.

Feng, Y., Chen, H. and He, L., (2019). Consumer responses to femvertising: A data-mining case of Dove’s “Campaign for Real Beauty” on YouTube. Journal of Advertising, 48(3), pp.292-301.

Forbes.com*,* (2023) *“14 Communications Experts Predict The Biggest Social Media Trends Of 2023”* Available at: https://councils.forbes.com/profile/Cristy-Garcia-Chief-Marketing-Officer-impact-com/40ebc55f-7cee-496f-9156-39ea5e1612d5 [Accessed on: 30.03.23]

Foster, D., (2020). Factors influencing the popularity of YouTube videos and users’ decisions to watch them.

Fuaddah, Z., Nurhaeni, I.D.A. and Rahmanto, A., 2022, July. Digital Marketing Strategy for Campaigning@ kedasbeutypusat Social Media Accounts on TikTok Application. In 3rd International Media Conference 2021 (IMC 2021) (pp. 19-30). Atlantis Press.

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J. and Welte, D., 2020. Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. California management review, 63(1), pp.5-25.

Heller, B. and Bar-Zeev, A., 2021. The problems with immersive advertising: In Ar/VR, nobody knows you are an ad. Journal of Online Trust and Safety, 1(1).

Hou, M., 2019. Social media celebrity and the institutionalisation of YouTube. Convergence, 25(3), pp.534-553.

Huang, Z. and Weng, S., 2022. Brand Image and Consumers: A Case Study of Ray-Ban. Journal of Education, Humanities and Social Sciences, 1, pp.118-127.

Ibáñez‐Sánchez, S., Orus, C. and Flavian, C., 2022. Augmented reality filters on social media. Analysing the drivers of playability based on uses and gratifications theory. Psychology & Marketing, 39(3), pp.559-578.

Katsimente, A. and Eldås, I.M., 2020. How do Social Media Entrepreneurs Monetize YouTube?.

Kaur, K. and Kumar, P., 2022. Social media: a blessing or a curse? Voice of owners in the beauty and wellness industry. The TQM Journal, 34(5), pp.1039-1056.

Ladhari, R., Massa, E. and Skandrani, H., 2020. YouTube vloggers’ popularity and influence: The roles of homophily, emotional attachment, and expertise. Journal of Retailing and Consumer Services, 54, p.102027.

Lall, S., Agarwal, M. and Sivakumar, R., 2020, June. A youtube dataset with user-level usage data: Baseline characteristics and key insights. In ICC 2020-2020 IEEE International Conference on Communications (ICC) (pp. 1-7). IEEE.

LE, T.V., ALANG, T. and TRAN, Q.T., 2021. How YouTube Influencers Impact Customers' Purchase Intention: An Empirical Study of Cosmetic Brands in Vietnam. The Journal of Asian Finance, Economics and Business, 8(9), pp.101-111.

Lee, J., Suh, T., Roy, D. and Baucus, M., 2019. Emerging technology and business model innovation: the case of artificial intelligence. Journal of Open Innovation: Technology, Market, and Complexity, 5(3), p.44.

Lee, M. and Lee, H.H., 2022. Do parasocial interactions and vicarious experiences in the beauty YouTube channels promote consumer purchase intention?. International Journal of Consumer Studies, 46(1), pp.235-248.

Lee, M. and Lee, H.H., 2022. Do parasocial interactions and vicarious experiences in the beauty YouTube channels promote consumer purchase intention?. International Journal of Consumer Studies, 46(1), pp.235-248.

Leung, F.F., Gu, F.F. and Palmatier, R.W., 2022. Online influencer marketing. Journal of the Academy of Marketing Science, pp.1-26.

Liao, L. and Huang, T., 2021. The effect of different social media marketing channels and events on movie box office: An elaboration likelihood model perspective. Information & Management, 58(7), p.103481.

Macarthy, A., 2021. 500 social media marketing tips: essential advice, hints and strategy for business: facebook, twitter, pinterest, Google+, YouTube, instagram, LinkedIn, and mor.

Mani, L.A., GANISASMARA, N.S. and LARISU, Z., 2022. Virtual community, customer experience, and brand ambassador: purchasing decision on youtube. Journal of Theoretical and Applied Information Technology, 100(9).

Mejtoft, T., Hedlund, J., Cripps, H., Söderström, U. and Norberg, O., 2021. Designing call to action: Users’ perception of different characteristics.

Motahar, P.S., Tavakoli, R. and Mura, P., 2021. Social media influencers’ visual framing of Iran on YouTube. Tourism Recreation Research, pp.1-13.

Muda, M. and Hamzah, M.I., 2021. Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. Journal of Research in Interactive Marketing, 15(3), pp.441-459.

Mulyana, A., Briandana, R. and Fauziah, E., (2020), May. Indonesian Beauty Vlogger: YouTube as Social Engineering Tools for Z Generations. In B-SPACE 2019: Proceedings of the First Brawijaya International Conference on Social and Political Sciences, BSPACE, 26-28 November 2019, Malang, East Java, Indonesia (p. 404). European Alliance for Innovation.

Mumtaz, R., 2019. Awareness and perspectives social media as new strategic marketing approach in minor industries; notion grounded on AIDA model. Journal of Content, Community Communication, 10.

Musgrave, T., Cummings, A. and Schoenebeck, S., 2022, April. Experiences of Harm, Healing, and Joy among Black Women and Femmes on Social Media. In Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (pp. 1-17).

Nanda, P., 2022. Social Media Analytics for E-Business: Where Are We Heading?. Organization, Business and Management, p.25.

Nidamarthy, M.A., D’mello, M.B. and Sharmiladevi, J.C., 2020. Influencer marketing: Reaching the right person at the right place. Annual Research Journal of Symbiosis Centre for Management Studies, Pune, 8, pp.74-93.

Obermayer, N., Kővári, E., Leinonen, J., Bak, G. and Valeri, M., (2022). How social media practices shape family business performance: the wine industry case study. European Management Journal, 40(3), pp.360-371.

Rees-Roberts, N., (2020). After fashion film: social video and brand content in the influencer economy. Journal of Visual Culture, 19(3), pp.405-421.

Robinson, R., 2020. The 7 top social media sites you need to care about in 2020. Preuzeto, 24(01), p.2021.

Rodriguez, J.A., (2022). LGBTQ incorporated: YouTube and the management of diversity. Journal of Homosexuality, pp.1-22.

Rohde, P. and Mau, G., 2021. “It’s selling like hotcakes”: deconstructing social media influencer marketing in long-form video content on youtube via social influence heuristics. European Journal of Marketing, 55(10), pp.2700-2734.

Roose, K., 2019. The making of a YouTube radical. The New York Times, 8.

Rosamond, E., 2023. YouTube personalities as infrastructure: assets, attention choreographies and cohortification processes. Distinktion: Journal of Social Theory, pp.1-29.

ROSARA, N.A. and LUTHFIA, A., (2020). Factors influencing consumer's purchase intention on beauty products in Youtube. Journal of Distribution Science, 18(6), pp.37-46.

ROSARA, N.A. and LUTHFIA, A., 2020. Factors influencing consumer's purchase intention on beauty products in Youtube. Journal of Distribution Science, 18(6), pp.37-46.

ROSARA, N.A. and LUTHFIA, A., 2020. Factors influencing consumer's purchase intention on beauty products in Youtube. Journal of Distribution Science, 18(6), pp.37-46.

Sanny, L., Arina, A., Maulidya, R. and Pertiwi, R., 2020. Purchase intention on Indonesia male’s skin care by social media marketing effect towards brand image and brand trust. Management Science Letters, 10(10), pp.2139-2146.

Santiago, J.K. and Castelo, I.M., 2020. Digital influencers: An exploratory study of influencer marketing campaign process on instagram. Online Journal of Applied Knowledge Management (OJAKM), 8(2), pp.31-52.

Schaffer, N., 2020. The age of influence: the power of influencers to elevate your brand. HarperCollins Leadership.

Statista. Com (2023) ”Skincare makes up the largest share of the market” Available at: https://www.statista.com/markets/415/topic/467/cosmetics-personal-care/#statistic2 [Accessed on: 21.04.2023]

Statista.com (2023) ”Influencer marketing market size worldwide from 2016 to 2022(in billion U.S. dollars)” Available at: https://www.statista.com/statistics/1092819/global-influencer-market-size/ [Accessed on: 21.04.2023]

Statista.com (2023), “Consumption value of cosmetics and personal care in Europe in 2021, by country(in million euros)” Available at: https://www.statista.com/statistics/382100/european-cosmetics-market-volume-by-country/ [Accessed on: 21.04.2023]

Statista.com, (2023) *“Consumption value of cosmetics and personal care in Europe in 2021, by country(in million euros)”* Available at: https://www.statista.com/statistics/382100/european-cosmetics-market-volume-by-country/ [Accessed on: 30.03.23]

Statista.com, (2023) *“Influencer marketing market size worldwide from 2016 to 2022(in billion U.S. dollars)”* Available at: https://www.statista.com/statistics/1092819/global-influencer-market-size/ [Accessed on: 30.03.23]

Statista.com, (2023) *“Leading beauty brands on YouTube in the UK (United Kingdom) as of March 2021, by uploaded video views(in millions)”* Available at: https://www.statista.com/statistics/778771/leading-beauty-brands-youtube-views/ [Accessed on: 30.03.23]

Statista.com, (2023) *“Revenue of the cosmetics market worldwide from 2014 to 2027(in billion U.S. dollars)”* Available at: https://www.statista.com/forecasts/1272313/worldwide-revenue-cosmetics-market-by-segment/ [Accessed on: 30.03.23]

Statista.com. (2023) *“ Most popular YouTube beauty channels as of February 2023, ranked by number of subscribers”* Available at: https://www.statista.com/statistics/627448/most-popular-youtube-beauty-channels-ranked-by-subscribers/ [Accessed on: 15.03.2023]

Stokel-Walker, C., 2019. YouTubers: How YouTube shook up TV and created a new generation of stars. Canbury Press.

Tafesse, W., 2020. YouTube marketing: how marketers' video optimisation practices influence video views. Internet research, 30(6), pp.1689-1707.

Tafesse, W., 2020. YouTube marketing: how marketers' video optimisation practices influence video views. Internet research, 30(6), pp.1689-1707.

Tamminen, K.A. and Poucher, Z.A., 2020. Research philosophies. In The Routledge international encyclopedia of sport and exercise psychology (pp. 535-549). Routledge.

Thelwall, M. and Cash, S., (2021). Bullying discussions in UK female influencers’ YouTube comments. British Journal of Guidance & Counselling, 49(3), pp.480-493

Tran, A., Rosales, R. and Copes, L., (2020). Paint a better mood? Effects of makeup use on YouTube beauty influencers’ Self-esteem. Sage Open, 10(2), p.2158244020933591.

Usta, M., 2023. Influencer Marketing and Evolving Brand Image Strategies Impact on Startup and Digital Businesses’ Growth (Doctoral dissertation, Mykolo Romerio universitetas).

Vodák, J., Cakanova, L., Pekar, M. and Novysedlak, M., 2019. Influencer marketing as a modern phenomenon in reputation management. Managing Global Transitions, 17(3), pp.211-220.

Wang, R. and Chan-Olmsted, S., 2020. Content marketing strategy of branded YouTube channels. Journal of Media Business Studies, 17(3-4), pp.294-316.

Wang, R. and Chan-Olmsted, S., 2020. Content marketing strategy of branded YouTube channels. Journal of Media Business Studies, 17(3-4), pp.294-316.

Wibawa, B.M., Baihaqi, I., Nareswari, N., Mardhotillah, R.R. and Pramesti, F., 2022. Utilization of Social Media and Its Impact on Marketing Performance: A Case Study of SMEs in Indonesia. International Journal of Business and Society, 23(1), pp.19-34.

Wolters, M., 2022. The effect of social proof on customer purchases: an experiment with client testimonials and online reviews on website conversions (Master's thesis, University of Twente).

Xu, Z. and Dang, Y., 2020. Automated digital cause-and-effect diagrams to assist causal analysis in problem-solving: a data-driven approach. International Journal of Production Research, 58(17), pp.5359-5379.

Zhang, H. and Lee, J., (2023). Exploring audience engagement in YouTube vlogs through consumer engagement theory: The case of UK beauty vlogger Zoe Sugg. First Monday.

Zhang, H., Zang, Z., Zhu, H., Uddin, M.I. and Amin, M.A., 2022. Big data-assisted social media analytics for business model for business decision making system competitive analysis. Information Processing & Management, 59(1), p.102762.