

THE IMPACT OF THE YOUTUBE BEAUTY VLOGGERS ON CONSUMER PURCHASE INTENTION: WITH SPECIAL REFERENCE TO THE COSMETIC PRODUCT INDUSTRY IN WESTERN PROVINCE, SRI LANKA

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ABSTRACT

Technological advancements have transformed various aspects of life significantly. Today, beauty vloggers on YouTube share videos demonstrating cosmetic application techniques and providing information on beauty products through tutorials and reviews that feature engaging visuals and well-organized presentations to spark women's interest in using these products. Undoubtedly, many businesses have benefited from this trend. The goal of this study is to examine how the three factors of attractiveness, trustworthiness, and expertise, embodied by YouTube beauty vloggers, influence consumers' purchasing decisions. Using random sampling for data collection, information from beauty enthusiasts was gathered. Questionnaires were distributed across various social media channels, resulting in 384 responses. SPSS was used for data analysis. These findings indicate that YouTube beauty vloggers significantly influence consumer purchase decisions in the cosmetics industry. This study highlights the importance of vloggers' attractiveness, perceived expertise, and trustworthiness in shaping consumer attitudes and purchase intentions regarding cosmetic products. These insights are especially relevant for cosmetic brands that aim to refine their marketing strategies and engage more effectively with their target audience. This study has several limitations. First, its geographic scope limits the generalizability of the findings beyond this region. Reliance on YouTube also excludes insights from other platforms, such as Instagram or TikTok, which may utilize different persuasive tactics. Moreover, sample representativeness and external factors affecting purchase intentions, such as economic trends or competing brands, add complexity to the findings. Future research should expand the geographic and demographic scope, consider cross-cultural analyses, and explore qualitative methods to capture more nuanced consumer motivations and attitudes. By providing a comprehensive analysis of the impact of beauty vloggers on consumer behavior, this study contributes valuable knowledge to the fields of marketing and consumer psychology and offers practical implications for both marketers and influencers in Sri Lanka's cosmetics industry.

Keywords: Attractiveness, expertise, purchase intention, trustworthiness, youtube beauty vlogger