

Impact of Youtube Communication on Cosmetic Products Buying Behaviour of Youngsters in Tirunelveli District

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ABSTRACT

This study evaluated the impact of YouTube Communication on purchasing behavior of youngsters in Tirunelveli District. Data collected through face to face interaction. The study is two important methods of data collection, which are primary and secondary data. Primary data is collected from YouTube users in Tirunelveli district with the help of structured interview schedule. Secondary data were collected from published and unpublished sources. In addition, other relevant data retrieved from academic search engines such as Google Scholar, Emerald etc. Data analysis presented through frequency tables, descriptive statistics and T-test. The total sample size was fixed at 150 YouTube users.

Keywords: YouTube, Communication, Cosmetic and Buying Behaviour

INTRODUCTION

YouTube is envisioned to become one of the most regularly used tools for conducting business activities and many organizations plan to increase their presence on the platform. One way in which this can occur is through brand pages, also referred to as brand communities. These brand pages are a commonly used social media channel for marketing and are useful as one of the major avenues to conduct business activities, owing to the advantage of reaching large audiences with low cost.

Statement Of the Problem

The study wish to investigate the influence in products buying that has been extensively studied by scholars for many years, but actually few studies have examined this issue in terms of how YouTube communication influences consumer buying process. Hence, there is a research gap which is crucial to investigate YouTube communication influences on cosmetic product consumers and its impact on consumer buying decision making process.

Objectives Of the Study

The important objectives of the study are,

1. To study YouTube Communication Influence on Cosmetic Products Buying Decision of Youngsters in Tirunelveli district.
2. To analyze YouTube is Effective tool for communication of Cosmetic Products.
3. To study the Youngster Sharing Opinions about the New Cosmetic Products through YouTube.
4. To analyze the Effectiveness of YouTube Communication Advertising.

RESEARCH METHODOLOGY

Data collected through face to face interaction. The study is two important methods of data collection, which are primary and secondary data. Primary data is collected from YouTube users in Tirunelveli district with the help of structured interview schedule. Secondary data were collected from published previous researchers. Scientific articles were taken from journals and study related books were used from the Web Sites. In addition, other relevant data retrieved from academic search engines such as Google Scholar, Emerald etc. The convenience Sampling was used to collect the primary data. Data analysis presented through frequency tables, descriptive statistics and T-test. The total sample size was fixed at 150 YouTube users.

Youtube Influence on Consumer Buying Decision

YouTube Communication Influences:

Table.1. YouTube communication has an influence on consumer buying decision

Opinion	No.of. Respondents	Percent
Strongly Agree	11	7.30
Agree	81	54.00
Neutral	34	22.70
Disagree	19	12.70
Strongly Disagree	5	3.30
Total	150	100.0

Source: Primary data

The table.1 shows that the overall 61.30 per cent of the respondents are agreed that, consumers have positive influence through YouTube on buying decision and 16 per cent of the respondents are negative influence through YouTube on buying decision. Based on this study, 16 per cent respondents have no influence in buying decision through YouTube. Additionally, 22.70 per cent respondents are neutral towards influence in buying decision through YouTube. According to the study, YouTube communication has influence on consumers buying decision because most of the respondents were positive towards the statements.

YouTube Communication Influence on Cosmetic Buying Decision:

Table.2. YouTube communication has influence on your Cosmetic products buying decision

Opinion	No.of. Respondent	Percent
Strongly agree	7	4.70
Agree	38	25.30
Neutral	57	38.00
Disagree	24	16.00
Strongly Disagree	24	16.00
Total	150	100.0

Source: Primary data

The table.2 reveals that, the consumers are moderately influenced by YouTube communication, in terms of cosmetic product purchasing intension. The table.2 shows that 38 per cent are neutral at this decision. 25.3 per cent are agreed and 4.7 per cent are strongly agreed that YouTube communication has influence on cosmetic products buying decision whereas 16 per cent respondents disagree and 16 per cent strongly disagree with the statement.

YouTube as an Effective Tool for Online Cosmetic Products:

Table.3. YouTube as an Effective Tool for Online Cosmetic Products Communication and Promotion

Opinion	No.of. Respondent	Percent
Strongly agree	15	10.00
Agree	78	52.00
Neutral	32	21.33
Disagree	16	10.67
Strongly Disagree	9	6.00
Total	150	100.0

Source: Primary data

The table.3 reveals that majority (52 per cent) of the respondents agreed with YouTube is an effective tool for online cosmetic products communication and promotion and 10 per cent respondents are strongly agreed. Moreover, 21.33 per cent are neutral towards this statement. Respectively, 10.67 per cent are disagreed and 6 per cent are strongly disagreed with YouTube is an effective tool for online cosmetic products communication and promotion.

Sharing Opinions about the New Cosmetic Products through YouTube

The table.4 presents the participants opinions towards information sharing between friends through YouTube posts.

Opinion	No.of. Respondent	Percent
Strongly agree	6	4.00
Agree	25	16.67
Neutral	45	30.00
Disagree	30	20.00
Strongly Disagree	44	29.33
Total	150	100.0

Source: Primary data

The table.4 shows that among the respondents, most of them disagreed about sharing opinions about the new cosmetic products through YouTube. Respectively, 29.3 percent strongly disagreed with cosmetic products information sharing between friends through YouTube posts and 20 percent disagreed. This study result goes

negative. However, 30.00 per cent are neutral. Only 4 percent strongly agreed and 16.7% agreed with the sharing opinions about the new cosmetic products through YouTube.

Effectiveness of YouTube Communication Advertising:

In this study compared and evaluated various alternatives in terms of save time and save money. The main benefit of YouTube advertising communication in caparison with traditional advertising is saving time and money of consumers.

Table.5 Effectiveness of YouTube communication advertising in comparison with the traditional advertising methods

Alternatives	No,of . Respondents	Percent
Save Money	8	5.33
Save Time	82	54.67
More Variety of Collection	56	37.34
Benefits form Discounts	2	1.33
More Motivating	2	1.33
Total	150	100.0

Source: Primary data

The table.5 shows that 54.67 per cent of respondents' opinions toward the benefits of YouTube advertisements communication save time, 37.34 per cent responses towards more variety of collections, 5.3 percent focused on saved money, 1.3 percent response to benefit from online promotional discounts and 1.3 persons response to more motivating.

YouTube Advertising:

Table.6. Effectiveness of YouTube Cosmetic products online advertisements

Opinion	No.of Respondents	Percent
Strongly agree	5	3.33
Agree	30	20.00
Neutral	86	57.33
Disagree	16	10.67
Strongly Disagree	13	8.67
Total	150	100.0

Source: Primary data

The table.6 shows that majority (57.33 percent) of participants neutral towards effectiveness of YouTube cosmetic online advertisements, 20.00 percent are agreed, 3.33 percent strongly agreed, 10.67 per cent of

respondents disagreed and 8.67 per cent strongly disagreed with effectiveness of YouTube cosmetic online advertisements.

57.33 percent are neutral that means

T-test for the Influence of Consumer Buying Decision:

The below t-test table.7 interpret the consumers products buying decision based on YouTube communication.

Table.7. T-Test for YouTube communication influence on consumers buying decision

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
YouTube influence on consumer buying decision	32,342	149	.000	2,421	2.30	2.726

Source: Computed data

The table.7 reveals that, t-test usability mean equal with the test value as the significance of P is .000<.05. So it can be interpreted that YouTube communication has positive influence on the buying decision of consumers. The below t-test table, represents the consumers influence on cosmetic products through YouTube communication.

Test for YouTube Communication Impact on Buying Decision:

Table.8. T- Test for YouTube communication impact on cosmetic buying decision

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
YouTube influence on cosmetic products buying decision	33,671	149	.000	3,270	2.91	3.28

Source: Computed data

The table.8 shows that t-test usability mean equal with the test value as the significance of P is .000<.05. So, based on interpretation this is clear that, YouTube has moderate influence on the decision making of consumers while buying cosmetic products.

This result of the study represents consumer's positive, negative and moderate influence of purchase intention through YouTube communication.

RESULTS OF THE STUDY

The important findings of the study are,

- The study shows that the overall 61.30 percent of the respondents are agreed that consumers have positive influence through YouTube on buying decision.
- The study reveals that in terms of cosmetics consumer this decision slightly positive and negative.
- The study shows that 38 percent are neutrally YouTube communication has influence on cosmetic products buying decision.
- The study expresses that influence on YouTube communication towards cosmetic products buying decision vary from persons to persons.
- The study reveals that majority (52 per cent) of the respondents agreed with YouTube is an effective tool for online cosmetic products communication and promotion.
- The study shows that 29.3 percent strongly disagreed with cosmetic products information sharing between friends through YouTube posts and 30.00 per cent are neutrally agreed with the sharing opinions about the new cosmetic products through YouTube.
- The table expresses that, most of the respondents do not share their opinion about new cosmetic products rough YouTube.
- The study shows that 54.67 per cent of respondents' opinions toward the benefits of YouTube advertisements communication save time and 37.34 per cent responses towards more variety of collections is the advantage of YouTube communication.
- The study shows that 57.33 percent are neutral that means majority of participants neutral towards effectiveness of YouTube cosmetic online advertisements.
- The study reveals that, t-test usability mean equal with the test value as the significance of P is $.000 < .05$. So it can be interpreted that YouTube communication has positive influence on the buying decision of consumers.
- The study shows that t-test usability mean equal with the test value as the significance of P is $.000 < .05$. So it can be interpreted that, YouTube has moderate influence on the decision making of consumers while buying cosmetic products.
- This result of the study represents consumer's positive, negative and moderate influence of purchase intention through YouTube communication.

SUGGESTIONS

The important suggestions of the study are,

- Using YouTube communication had always helped the consumers to get in touch with the latest updates on cosmetic, lifestyle, the variety of collections in the cosmetic market and the price ranges, which in one hand had helped the consumer to always be up-to- date regarding cosmetic products and on the other hand to be a loyal online consumer.
- YouTube communication has let the chance for friends and other influence groups to derive the consumers' decision, whether negatively or positively. Moreover, users admitted to be influenced by the videos that appear on the left side on the YouTube homepage, which appears to the consumer every time he/she logs in; hence, they believe that such videos give the real view about cosmetic brands and the latest collection in the market.

- Apart from friends and influence groups, some respondents believe that a brand can influence their decision buying behavior when the brand is being promoted by their favorite actor/actress, which can grab their attention and make the consumers be loyal to this brand.
- YouTube advertising has an effective feature, however marketer needs to dictate successful advertisement features based on consumers wants and demands through personalization.
- Consumer's cosmetic product purchase intention influence by YouTube and consumers seeking for information through YouTube media.

CONCLUSION

This study reveals that YouTube communication has become a major challenge for marketers to tackle the buying decisions of consumers. So this study attempted to assess and analyze the effects of YouTube communication within the context of buying intentions of consumers. Nevertheless, it is of crucial matter for marketers to fully understand the several phenomena of consumers' interests when it comes to online, since it gives a competitive advantage for the marketers to be one-step ahead the others in this vast changing marketing communication world. Finally the study concludes that consumer's positive, negative and moderate influence of purchase intention through YouTube communication.

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