

**THE IMPORTANT FACTORS THAT IMPACT TO CONSUMER
BEHAVIOR ENCOURAGED BY INFLUENCERS VIA REVIEWS
ON YOUTUBE PLATFORM**



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**THE IMPORTANT FACTORS IMPACT TO CONSUMER
BEHAVIOR ENCOURAGED BY INFLUENCERS VIA REVIEWS
ON YOUTUBE PLATFORM**

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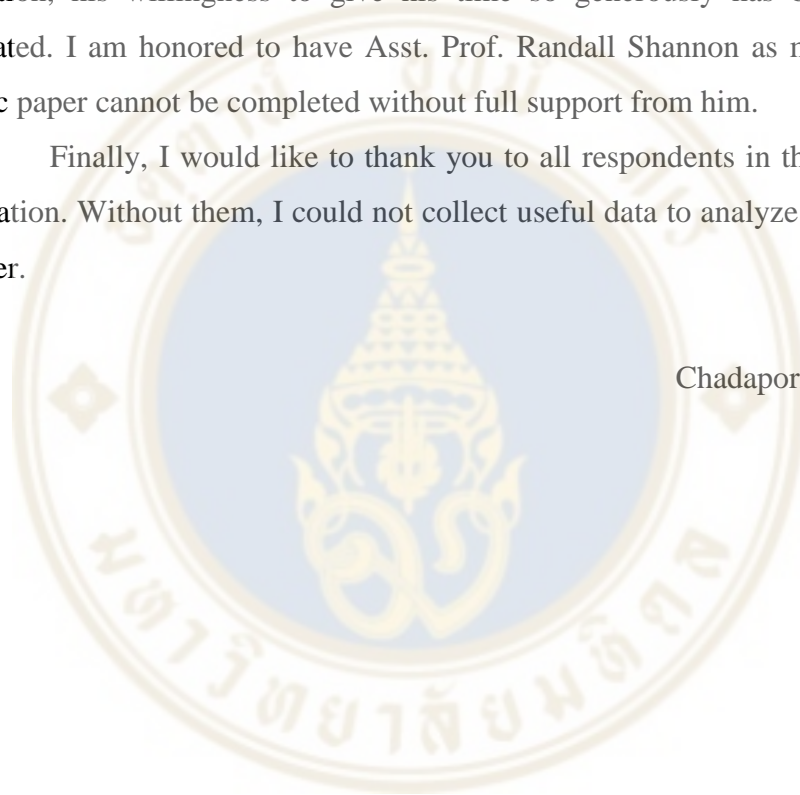
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CHAPTER I

INTRODUCTION

1.1 Introduction

Nowadays, the world that everything is digitalization, the marketing through a traditional advertisement is broken. Most people are online and rely on Internet even shopping and purchasing any products. Then, the influencer such as content creators, reviewers and bloggers especially on the YouTube platform has grown up rapidly in term of electronic word-of-mouth (eWOM) which have become more powerful in the online world that impact to the consumer behavior to consume the product more than the offline advertisement.

The rise of the Internet using, social sharing and free marketing through eWOM via reviews, these have increased access to information. New technologies and social tools available now are shaping consumer behavior on Internet, especially social networks and online videos (Tasner, 2010). Social media is rapidly becoming a core channel for disseminating information. According to the study, social media tools are becoming more valuable to activities in people life cycle (Gillin and Fellow, 2008). Customers are now checking out product and service information in their own way. They are relying on digital content to inform them about products through the Internet, and often from sources outside the firm such as word-of-mouth or customer reviews more than the traditional marketing like TV or radio commercial advertisements.

Online social networks are increasingly being recognized as an important source of information, influencing the adoption and use of products and services via recommendations by influencers in online social networks to their followers and peers. The effective influencer in an online social network can significantly affect consumers' purchasing decisions via trust among users in eWOM marketing. Social trust in online social networks has received considerable attention, particularly in online social networks based on eWOM via consumer reviews (Liu et al., 2015). Users in an online social network expand their trust relationships with people who have the

same interests and preferences or with whom they have good interactions. For example, a review regarding the cosmetics written by influencer who is well recognized in the computer gadget industry, but not in the beauty industry may not be convincing to followers, so implementing influencer marketing in any specific field of business (e.g. beauty, travel, gadgets) will generate more effectiveness and engagement (Ivanova, 2017).

The online marketing strategy using by influencers on YouTube platform is the new creative techniques of approaching the customers. This is becoming the new trends which many brands try to use this strategy and find out the influential factors encourage consumer behaviors and attitudes in order to apply it to their marketing strategy for increasing the attraction, brand awareness or sales growth.

1.2 Problem Statement

The popularity of social networks has created business opportunities to the e-commerce environment. There are many social networks which can be used as a communication channel, but nowadays YouTube is especially striking.

Therefore, in this research YouTube website was studied because it is recognized as a top social network, thinking about when you want to watch a video online, what your first choice to go is. The first platform that appeared in your mind is YouTube. Nowadays, people watch less television, so the TV time goes down and time with online video goes up (Celie O'Neil-Hart and Howard Blumenstein, 2016). YouTube is more than a substitute for the traditional TV news delivery system (Hanson and Haridakis, 2008) because it is on the Web, YouTube adds an important component to traditional post-viewing activity that earlier forms of television did not have such as the ability to share the videos and to replay them even express their opinion through comments.

From a number of all social networks, YouTube stands out particularly. According to research from Clutch and Smart Insights (2017), YouTube ranks as one of the top three most valued social media platforms and 70% of YouTube viewer uses the platform to help solve a problem with work, school or hobbies. 86% regularly uses

YouTube to learn new things. 57% of user uses YouTube for Entertainment purposes (Funk, 2018). Nowadays, the total number of daily active users up to 30 million with users view more than 500 million hours of video each day on YouTube according to the static from Business Insider (2016). With the rapid growth of online video-sharing websites in terms of users, many advertisers and marketers are interested in using online video advertisements as new strategy for product promotion. The video sharing website appears to be an attractive place for a marketing campaign, since it has caught attention of millions of people from all over the world and continues to grow further. They are influencers who have gained countless audiences and hold a position of opinion leaders for them.

Therefore, the purpose of this study is to explore are the important factors that impact consumer behavior via reviews encouraged by influencers on YouTube platform. To this aim, the research objectives are:

- To study how do the influencers on YouTube platform impact to the consumer behavior
- To find what are the factors drive consumer to buy products that motivated by influencers on YouTube platform
- To find which type of products that people have potential to consume most by influencing from influencers on YouTube platform
- To measure the potential of consumers to buy a product attracted by reviews on YouTube platform

The report proceeds as follows: it briefly reviews the literature on the variables, then develops and describes research methods. Finally, it presents the results of the content analysis and a discussion of findings as further recommendations.

CHAPTER II

LITERATURE REVIEW

2.1 Influencer Marketing and Social Influence

2.1.1 Influencer Marketing

Influencer marketing is a marketing technique alike to celebrity marketing, using persons of social influence in order to spread a marketing message (Hoonsopon and Puriwat, 2016). An influencer is simply an individual with some form of referent power which is used in many marketing strategies and it makes the consumers voluntarily change their behavior, and buy the specific product (Solomon et al., 2013). In addition, Influence marketing can relate to social influence theory that explains a psychological phenomenon that has an obvious relationship with social force (Cialdini and Goldstein, 2004).

Baramidze (2018) explained that influencer marketing is closely tied to content and social media marketing. The influencers spread word through different kinds of social media and either create content about their selves or with the help of the brand. Then, we can define type of influencer marketing into two categories according to Sudha and Sheena (2017), it can be broken down as: paid and owned. Influencer marketing can be owned, it comes from unpaid relationships which can be done by an influencer in order to further their growth, improvement of their channel, receiving more exposure etc. The other way is paid influencer marketing, which can take the form of sponsorship, testimonials or advertising. However, the influencers choose which brands they want to endorse because they have the power and leverage over the brand image (Independent.co.uk, 2016). Then, the uniqueness of influences marketing is that it appeals to the influencers' needs.

Influencer marketing can be more efficient and effective in terms of costs and outcomes compared to traditional digital advertising because in today's world people would rather never see the ads on TV anymore (Baramidze, 2018). Therefore,

the companies can leverage the trust that the influencers have and let them speak on behalf of them for example the companies have to form organic relationships with the influencers, such as giving them the access to the new products before everyone else, inviting them to events and other. Plus, the customers trust the third party who are similar to them more than the company.

2.1.2 Influencers

Influencers or a reference group is a real or imaginary group or individual which influences the consumer's behavior, aspirations and evaluations (Kotler et al., 2013). We can define it as two group according to Hoonsopon and Puriwat (2016), they classified reference group as private group and public group. Private groups are formed by family members, friends, colleagues or acquaintances and public groups are classified as influencers and celebrities. For this paper we will focus on public group particular about influencer, who are similar to the celebrities and are an inspiration to their followers (Brown and Hayes, 2008).

Therefore, it is important to use key influencers as brand ambassadors (Baramidze, 2018). Furthermore, there are different types of influencers that can serve different purpose, review different products and deliver their opinion about them to their followers. For all these reasons, product review by a third party plays an important role in customer decision making process.

2.2 Word of Mouth (WOM)

2.2.1 Word-of-Mouth (WOM) – The Classical Way of Information

Diffusion

Word of Mouth is the source of information that consumers tend to use for evaluation purposes before they make decisions (Hoonsopon and Puriwat, 2016). From the literature review, Berger (2014) defines word-of-mouth as an informal communication directed to other consumers about the purchase, use, characteristics of certain products and services or their sellers. This communication involves the

exchange of information done directly between individuals, being positive or negative, not requiring any other means. They can also exchange information with their friends and communities about product factors and characteristics that can help in purchasing decisions (Zhou et al., 2013).

The phenomenon of WOM constitutes a special form of social influence in consumer behavior. An effect of WOM can create a strong influence on the purchasing decisions of consumers for products with a high risk value particularly WOM is usually the only way to get to know negative side about a product (Lis and Neßler, 2013). However, the consumer needs to consider about the credibility of information source such as company, celebrities or influencers as brand ambassador, a high credibility source is more persuasive than a less credible source.

2.2.2 Electronic Word-of-Mouth (eWOM) – The Digital Way of Word-of-Mouth

Hennig-Thurau et al. (2004) provided a specific definition of eWOM as “any positive or negative statement made by potential, actual, or former customer about a company or product, which is made available to a multitude of people and institutions via the Internet”. eWOM communication takes place via the communication channel of the Internet (Dellarocas, 2003) for example, in emails, online communities, blogs, chat rooms, discussion boards, e-commerce and social commerce websites (e.g., Amazon, Ebay) or in social networks (e.g., Facebook, Twitter, YouTube).

eWOM has a multiple and more effective influence on consumers as opposed to traditional WOM (Smith et al., 2007), participants no longer need to be at the same place, and the information spreads faster and is anonymous. The messages are stored and be recalled by an unlimited number of people (Hennig-Thurau et al. 2004). Knappe and Kracklauer (2007) found that about 80 % of those who have already used social networks when purchasing products, regard social networks as informative source during the purchase decision process and 62 % conduct research in social networks regularly for support in buying decisions. For these reasons, eWOM exerts a particular impact and plays an important role.

2.3 Trust

Most studies address trust in general, while others conceptualize it as trust towards community/members, company trust, trust in product recommendation, or trust in website (Friedrich, 2016). In this study, we defined trust as two categories; trust in the influencers and trust in the brands or products.

Trust in the influencers may come from these sub factors the reputation of the influencers, the number of followers or subscribers, the number of views, sharing and rating on their social media channels. According to the research, consumers trust blog content more than social media sites for shopping. They look for detailed information to help them decide rather than engage with random posters who may have opinions about products (Saravanakumar and SuganthaLakshmi, 2012). Consumers want to consider the pros and cons of the products that they intend to buy through the experience from real users and compare it with other products or brands in their consideration set before making any purchasing. Therefore, trust as credibility of the influencers should be the effective factor which encourage consumer to buy according to the reviews.

2.4 Information Quality

Informativeness can be defined as the extent to which provides users with helpful and resourceful information. From the study, Gilling and Fellow (2008) indicated that the top criteria for determining the relevance and potential influence of a blogger or podcaster is quality of content because it provides a credibility and reliability for consumer gain more confidence about products and brands that they are interested at the moment. Then, we select YouTube platform for the study, it is one of the strongest channels among the other social media has a potential platform to carry out the useful information by distributing and producing video content based on each user' needs and preferences.

2.5 Entertainment

The importance of entertainment is especially relevant to influencer marketing on YouTube since the primary attracting point of YouTube is entertainment itself. As such the new form of influencer marketing that has been and is currently evolving on YouTube is a congregation of advertisement and entertainment. The social media environment advertising by presenting pleasant entertainment is capable of enhancing consumer hedonic needs (Fischer Reuber, 2011). In, the value of entertainment lies in the ability to augment user needs for enjoyment (Muntinga et al., 2011) by letting the consumers to experience, exchange information, and even photo and video clips with their social connections (Kim et al., 2011).

Stanic and Hansson (2017) suggested that there are many factors that can influence effectiveness, the one is perceived entertainment value in the contents. The perceived entertainment value of an ad can be indicative of its effectiveness in terms of purchase intentions. Furthermore, the integration of entertainment into review contents is commonly used by content producers on YouTube, in order to make the contents more appealing. It is highly likely that the inclusion and integration of entertainment into contents on YouTube leads to a more positive attitude to the influencers and brands, but as was suggested by Teixeira & Stipp (2013) this only applies to a certain extent.

2.6 Purchase Intention

Purchase intention defined as consumer already interested in the products and they are willing to buy this product, so they seek more information in the internet to support their purchasing decision. Previous research has indicated that purchase intention is the most noteworthy indicator of advertising effectiveness (Wu, 2006). However, purchase intention maybe happen after consumer has watched reviews or advertising without purchase intention before. According to Dehghani and Tumer (2015) investigated purchase intention depended largely on the recommendations and brand's value that other consumers have shared on social media channels.

2.7 YouTube Marketing

YouTube is considered as video-sharing websites that allows users to upload, view, rate, share, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. There are many available contents such as video clips, TV show clips, music videos, movie trailers, live streams, and other content such as video blogging etc. In term of marketing, this site has been hit by advertisers using YouTube influencers collaborate with brands and bring commercial products into their videos.

YouTube falls under the category of Influencer Marketing, a relevant example is its video bloggers or YouTubers as they are often called (Viertola, 2018), and their video contents provide viewers with a mix of entertainment and a moderate amount advertising content. Therefore, YouTubers are also more than role models as they can also influence the consumption and buying decisions of their followers.

2.8 Customer Decision Journey

Mckinsey (2009) argued that the marketing funnel is no longer relevant because the buying process isn't exactly linear. Then he developed the circular model that less linear approach, successfully identifies the moments that most influence a consumer's decisions, this concept is known as the Consumer Decision Journey (Marquez, 2015).

The model is the journey that customer take when they make purchasing decision in any products, it helps to understand more about customer's purchasing behavior in term of the processing. Customer starts with a number of potential brands in mind then they will narrow down their consideration set such as product's name or product's benefits and try to find more information about their options before purchasing it. The first choice of consumer-driven marketing is the internet which provides consumers with unlimited access to everything they want to know. Consumer seek information, reviews and recommendation in order to ensure that their interested products are worth and useful for spending money on. According to Mckinsey's consumer decision journey, there are four steps as follow:

Step One: the consumer considers an initial set of brands based on brand perceptions and exposure to recent touch points.

Step Two: the consumer participates in active evaluation where they add or subtract brands as they evaluate what they want.

Step Three: involves the moment of purchase where the consumer selects a brand.

Step Four: the consumer evaluates their post purchase experience, the consumer builds expectations base on experience to inform the next decision journey.

Initial Consideration Set

The customer considers an initial set of brands based on brand perceptions and exposure to recent touch points.

- Interest and Awareness
- Social or Search Advertising
- YouTube / Video Ads.
- Loyalty Program
- Online display Advertising
- Television
- Billboard
- Word of Mouth

- Expectation vs Reality
- Social Post
- Write a review
- Blog
- Word of Mouth

Post Purchase

After purchasing, the consumers build expectation based on experience to inform the next decision journey.

Information Search

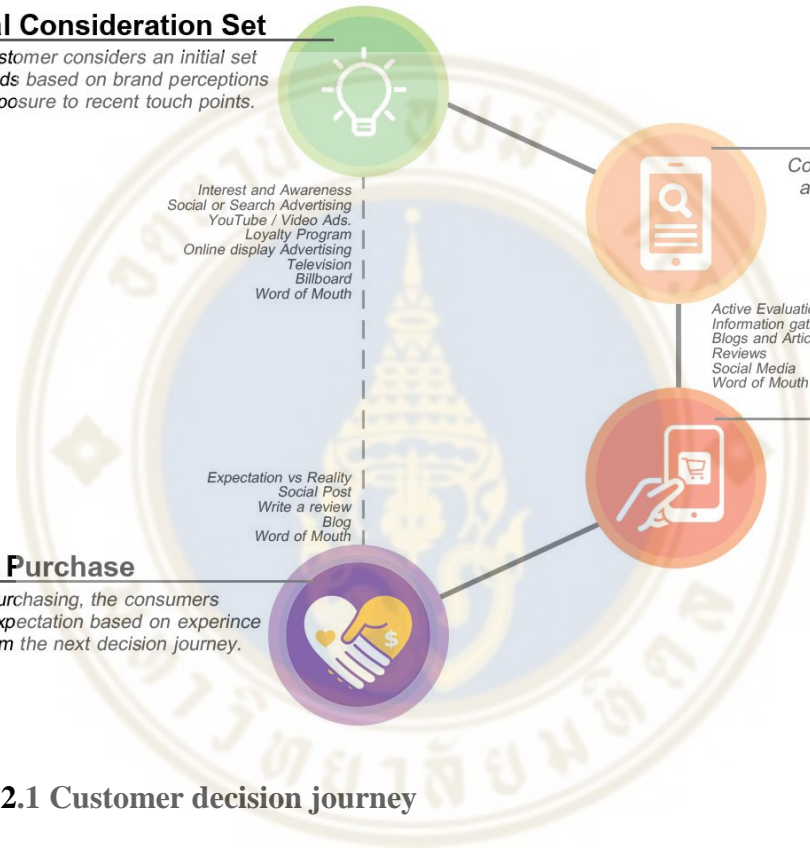
Consumers add or subtract brands as they evaluates what they want.

- Active Evaluation
- Information gathering or Research
- Blogs and Articles
- Reviews
- Social Media
- Word of Mouth

Moment of Purchase

Consumers select a brand at the moment of purchase.

Figure 2.1 Customer decision journey



CHAPTER III

METHODOLOGY

3.1 Primary Data Collection Method

The study is characterized as an exploratory quantitative research, operationalized through a survey. As we have defined the potential factors which can motivate consumer behavior via reviews on YouTube platform, for the research methodology we decided to use a survey for ensuring the potential factors are actually motivate them.

From the results obtained on the previous chapter – literature review, we proceeded to the development of the questionnaire. In this research, we analyzed the influence of five different factors on consumers' behaviors encouraged by influencers through YouTube platform via reviews as follow: influencers, trust, information quality, perceived entertainment and purchase intention which has relationship with thirteen sub-factors. According to the diagram as follows:

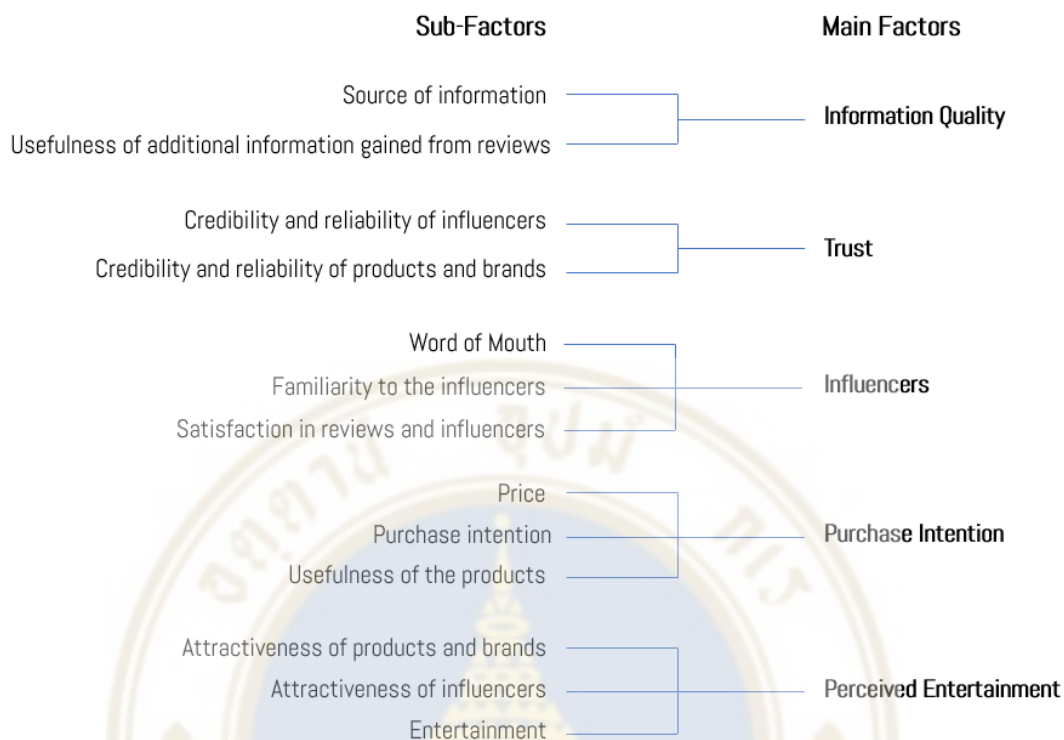


Figure 3.1 Classification of variables

3.2 Survey Method

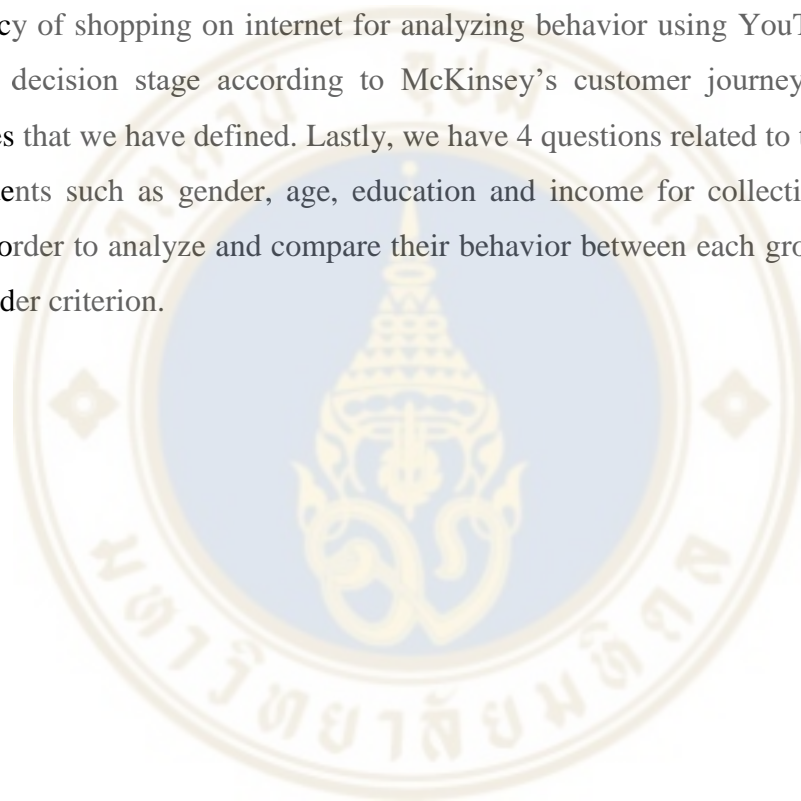
To collect data, we use the survey method as a tool. The survey method can help to collect big and wide data by using questionnaire. The method of survey can be described as follows:

3.3.1 Sample Size

Data for the study was collected in July 2018, in total 115 participants of the social network by sent messages through the social media platform – Facebook inviting different members of the net (from the circle of friends and acquaintances of the researchers) to participate in this study and requesting them to access the questionnaire through a link and, if possible, to share the invitation with their friendship network. We request to the respondents to use the characteristics of watching YouTube in general and specific field to answer the questions.

3.3.2 Develop Questionnaire

Then, we performed a survey through social media by using Google form with 12 questions about their behavior using YouTube platform and their purchasing behavior for identifying potential variables that influence the consumer behaviors encouraged by influencers via reviews. Another section of questionnaire consists of 10 more questions related to the behavior of respondents in term of YouTube watching behavior in general for example frequency of use, purchasing product category and frequency of shopping on internet for analyzing behavior using YouTube platform in making decision stage according to McKinsey's customer journey to support the variables that we have defined. Lastly, we have 4 questions related to the profile of the respondents such as gender, age, education and income for collecting demographic data in order to analyze and compare their behavior between each group by using age and gender criterion.



CHAPTER IV

DATA ANALYSIS

In this section, we describe the results of our literature review. According to our developed classification framework, we concentrate on the frequently examined factors influencing consumers' behavior engaged by influencers on YouTube via reviews. For each factor, we illustrate the conceptualizations used in the literature and we list the factor's impact on other factors and on the related outcome variables.

First, we highlight the main characteristics of the 115 participants of the study. Concerning gender, 14 are men (15.1 percent), 78 are women (83.9 percent) and 1 is other (1.1 percent). The predominant age range is concentrated between 25 and 34 years (57 percent) and between 18 and 24 years (20.4 percent). As to family income range concentrates between 15,000-25,000 Baht (34.4 percent) and more than 35,000 Baht (27.9 percent). In relation to schooling, 67.7 percent has completed bachelor's degree and 26.9 percent master's degree.

Besides these characteristics, we included some questions related to the habits of use and perceptions in relation to the YouTube and reviews. The majority of the respondents (80.9 percent) accesses YouTube and have watched YouTube reviews within six months, taking as a preference the YouTube platform (96.8 percent) and Facebook Live (54.8 percent).

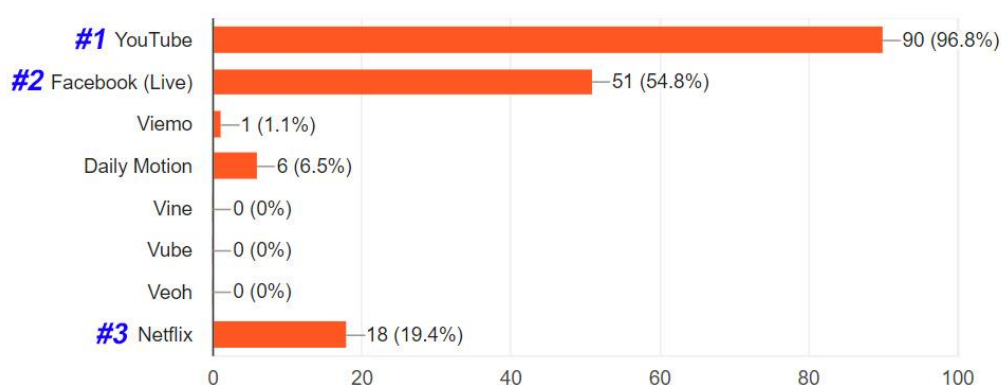


Figure 4.1 Most accessed video-sharing platform

Then, this study reveals that all the five factors (Trust, Information Quality, Influencers, Purchase Intention and Perceived Entertainment) in influence value plays an important role in helping customers with enhancing brand awareness when watching YouTube reviews and subsequently forming purchase intention. The results indicated the trust, the purchase intention and the information quality are the strongest positive drivers of influence value, which supports previous studies (Maia et al., 2017; Dehghani et al., 2016; Friedrich,2015).

According to the classification of variables, credibility and reliability of products and brands is related to trust factor, which gained the highest priority in purchasing via reviews as ‘very important’ factor (27.8 percent) including credibility and reliability of influencers (20.8 percent). Previous research has suggested that a good reputation has a positive effect on the relationship between a company and consumers (Maia et al., 2017). Price (27.8 percent) and usefulness of the products (25.2 percent) which is related to purchase intention (22.6 percent) – they already had demand in product and expect that products can help them solve their pain points, but the price and the usefulness should be reasonable. In addition, usefulness of additional information gained from reviews (23.4 percent) which is included in the information quality factor, also effect to consumer behavior in the customer decision journey.

Table 4.1 Potential factors by age group

Factors Age (years old)	Products and brands Credit	Price	Usefulness of products	Usefulness of additional info.	Purchase intention	Influencers Credit
18-24	6.9	7.8	5.2	4.3	4.3	6
25-34	18.2	18.2	17.3	17.3	16.5	13.9
34-45	1.7	0	0.8	0	0.8	0.8
Over 45	0.8	1.7	1.7	1.7	0.8	0
Total	27.8	27.8	25.2	23.4	22.6	20.8

We analyze deeper by gender in order to contrast the findings obviously. Women tend to focus on credibility and reliability of products and brands (23.4 percent) while men mostly concentrate on price (5.2 percent) more than credibility. We might

consume that men making decision based on reality and tangibility that is differentiated from women, based on emotions, feelings and intangibility.

Table 4.2 Potential factors by gender

Factors Gender	Products and brands Credit	Price	Usefulness of products	Usefulness of additional info.	Purchase intention	Influencers Credit
Male	3.4	5.2	4.3	4.3	3.4	2.6
Female	23.4	22.6	20.8	19.1	18.2	17.3
Other	0.8	0	0	0	0.8	0.8
Total	27.8	27.8	25.2	23.4	22.6	20.8

As the potential factors table, price is one factor that impact to consumer behavior. The predominant price range that consumer mostly rely on review is more than 10,000 Baht (21.7 percent) as presented in the table 3. Furthermore, we deeply classified by gender in table 3.1, the potential price range for male is 500-1,000 Baht (3.4 percent) which is contrasted from female, resulted as more than 10,000 Baht (20 percent).

Table 4.3 Price range by age group

Price Range Age (years old)	Less than 500 Baht	500 – 1,000 Baht	1,001 – 5,000 Baht	5,001 – 10,000 Baht	More than 10,000 Baht
18-24	3.4	0.8	2.6	0	0.8
25-34	11.3	6	10.4	11.3	17.3
34-45	0.8	0.8	0.8	0.8	1.7
Over 45	1.7	0.8	1.7	1.7	1.7
Total	17.3	8.6	15.6	13.9	21.7

Table 4.4 Price range by gender

Price Range Gender	Less than 500 Baht	500 – 1,000 Baht	1,001 – 5,000 Baht	5,001 – 10,000 Baht	More than 10,000 Baht
Male	2.6	3.4	1.7	1.7	1.7
Female	13.9	5.2	13.9	12.1	20
Other (LGBT)	0.8	0	0	0	0
Total	17.3	8.6	15.6	13.9	21.7

In term of product category people most watched the reviews, Cosmetic, beauty products and personal care gained the highest score (33 percent), Smartphones, Tablets and Laptops are second rank (32.1 percent), Restaurants, Shopping Stores and travel locations (30.4 percent), IT Gadget (26 percent) and vehicles (21.7 percent) respectively.

Table 4.5 Product category by age group

Category Age (years old)	Cosmetics	Smartphones	Places	Gadgets	Vehicles
18-24	6.9	6	6	4.3	1.7
25-34	21.7	21.7	18.2	16.5	14.7
34-45	3.4	2.6	5.2	2.6	4.3
Over 45	0.8	1.7	0.8	2.6	0.8
Total	33	32.1	30.4	26	21.7

Regarding the YouTube demographic usage by gender, product category of watching is a bridge the gender divide. We can see the contrast between men and women in the table below. Female mostly are interested in cosmetics, beauty products and personal care (30.4 percent) while men are interested in IT products such as smartphones, tablets, PC and laptops (8.1 percent). Our findings related to YouTube statistic usage in 2015, makeup and cosmetics are the majority of viewers in in 90 percent of female. Women are into makeup and skin care; men are into sports and gaming (Blattberg, 2014).

Table 4.6 Product category by gender

Category Gender	Cosmetics	Smartphones	Places	Gadgets	Vehicles
Male	1.7	8.1	4.3	6.9	5.2
Female	30.4	23.4	26	19.1	15.6
Other	0.8	0.8	0	0	0.8
Total	33	32.1	30.4	26	21.7

The majority of watching YouTube reviews indicated that the user experience in realistic (49.5 percent) is the most important reason, which supports the information quality factor, consumer actually do the research about products by themselves both in men and women (8.6 percent and 40 percent). They also try to find an additional information about product and brands in their consideration set (41.7 percent). In addition, this information can be the supporter to guarantee about products, which consumer use for making decision (33.9 percent).

According to previous research, an effect between product or price with recommendations, as higher the price the consumer expects to pay, the more they will consider the presence of positive recommendations at the purchasing decision as well as if the product price was lower, the association between using recommendations will be lower (Maia et al., 2017).

Table 4.7 Reason of watching YouTube reviews by age group

Age (years old) \ Reasons	Experience from real users	Additional info. about products and brands	Supporter for purchasing decision
18-24	8.6	6.8	6
25-34	31.3	25.2	20.8
34-45	5.2	5.2	3.4
Over 45	4.3	4.2	3.4
Total	49.5	41.7	33.9

Table 4.8 Reason of watching YouTube reviews by gender

Gender \ Reasons	Experience from real users	Additional info. about products and brands	Supporter for purchasing decision
Male	8.6	6	6
Female	40	34.7	29.5
Other (LGBT)	0.8	0.8	0.8
Total	49.5	41.7	36.5

The extent that people watch YouTube reviews to support their reasons about needing experience from real users and additional information about products and brands. According to the scale in survey, we divided into five scales (Not at all, A little, Neutral, Somewhat and Very). However, we would focus on 'somewhat' level because

the result in 'very' level is quite low to use for analysis. Consumer try to increase interest in products (46.9 percent), increase confidence in products (44.3 percent) and increase potential in purchasing products (39.1 percent).

Table 4.9 Extent of watching YouTube reviews by age group

Extents Age (years old)	Increase interest	Increase confidence	Increase likelihood
18-24	12.1	9.5	8.6
25-34	27.8	24.3	20.8
34-45	4.3	6	5.2
Over 45	2.6	4.3	4.3
Total	46.9	44.3	39.1

Regarding gender criterion, there are the differences between male and female in the watching YouTube review's extents. Women watch YouTube reviews to increase interest in products (40.8 percent) while men watch it to increase confidence and likelihood to buy products (both 6.9 percent).

Table 4.10 Extent of watching YouTube reviews by gender

Extents Gender	Increase interest	Increase confidence	Increase likelihood
Male	6	6.9	6.9
Female	40.8	37.3	32.1
Other (LGBT)	0	0	0
Total	46.9	44.3	39.1

As the frequency of people who have watched YouTube within six months, they sometimes or occasionally watch YouTube reviews when they need to buy something (60.2 percent), this referred to the result of frequency in purchasing according to YouTube reviews which is 61.3 percent making a purchasing when they occasionally need something. Some of them frequently watched without purchase intention (16.1 percent) including people who usually watch (14 percent), and the total in the frequency in making decision according to YouTube review is rarely (30.1) percent which come from people who usually watch and often watch without any purchase intention.

Table 4.11 Frequency of people who have watched YouTube reviews by age group

Age (years old) \ Frequency	Frequency of purchasing	Frequency of watching
18-24	10.4	8.6
25-34	26.9	29.5
34-45	6.9	5.2
Over 45	5.2	5.2
Total	49.5	48.6

Men usually buy more than watch, but women usually buy less than watch. Six percent of men watching YouTube reviews and there is an increasing of purchasing according to YouTube reviews (7.8 percent). On the other hand, purchasing according to YouTube reviews in women decreased (40.8 percent) from watching behavior (42.6 percent). Then, we can consume that reviews provide both positive and negative effect on consumer's decision making.

Table 4.12 Frequency of people who have watched YouTube reviews by gender

Gender \ Frequency	Frequency of purchasing	Frequency of watching
Male	7.8	6
Female	40.8	42.6
Other	0.8	0
Total	49.5	48.6

The majority of people who watch YouTube reviews, according to the survey results indicated that watching YouTube reviews is somewhat important (45.2 percent) before making decision in purchasing. In addition, most of them is somewhat trust or believe in YouTube reviews they had watched (39.2 percent).

Table 4.13 Important and belief in YouTube reviews by age group

Attention Age (years old)	Important of watching	Belief in Reviews
18-24	9.5	9.5
25-34	29.5	23.4
34-45	2.6	0.8
Over 45	3.4	1.7
Total	45.2	39.1

However, when we classified as gender, women pay attention in watching reviews (40.8 percent) but 33 percent of them believes in reviews they have watched while men believe in reviews (6 percent) more than paying attention in watching it before making decision. It's quite complicated to explain and ensure that why they believe without attention.

Table 4.14 Important and belief in YouTube reviews by gender

Attention Gender	Important of watching	Belief in Reviews
Male	3.7	6
Female	40.8	33
Other	0.8	0
Total	45.2	39.1

From the results in the frequency of purchasing according to YouTube reviews and attractiveness related to perceived entertainment variables which can answer our objective, we assume that the YouTube reviews not increased the potential of consumer to buy products attracted by influencers and reviews on YouTube platform because most people who watch the reviews already had purchase intention before watching it. However, the attractiveness such as video, sound, titles or effects can encourage people to watch reviews which is fourth rank in the reason of watching YouTube review (not presented in the table).

However, the influencers impact to consumer behavior by providing additional information about products and brands what they are looking for. The consumers may use the information that gains from influencers to support their buying

reasons and help them for making decision that products can actually help them in order to solve their pain points.

To answer the objective, in term of potential product people mostly consume by relying on reviews and influencers. According to the finding, most participants in the survey are female that contribute the highest score in cosmetics, beauty products and personal care category (30.4 percent). Woman always care about appearance and beauty then they might need an additional information about products in their consideration set from real users as beauty blogger or beauty gurus to support their thoughts. In present, being a YouTubers is very easy and simple, especially beauty bloggers because woman, beauty and cosmetics are inseparable. While men mostly concentrated on IT products such as smartphones, tablets, PC and laptops (8.1 percent) which is their physical interest.

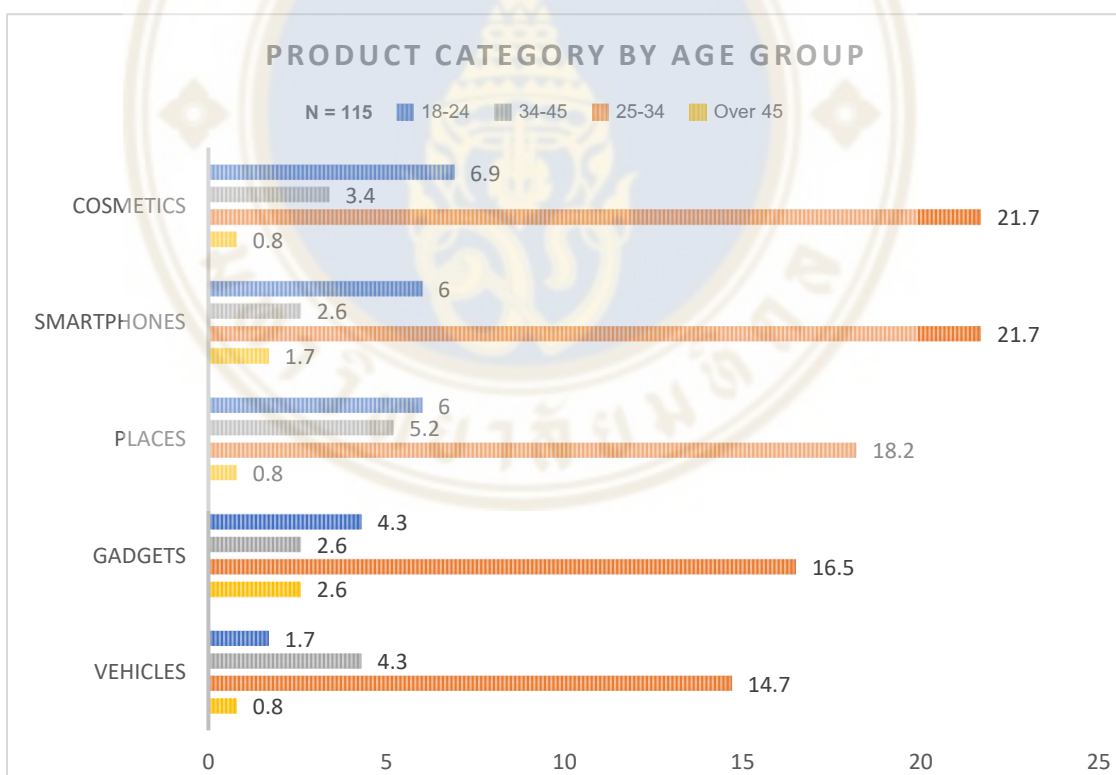


Figure 4.2 Product category by age group

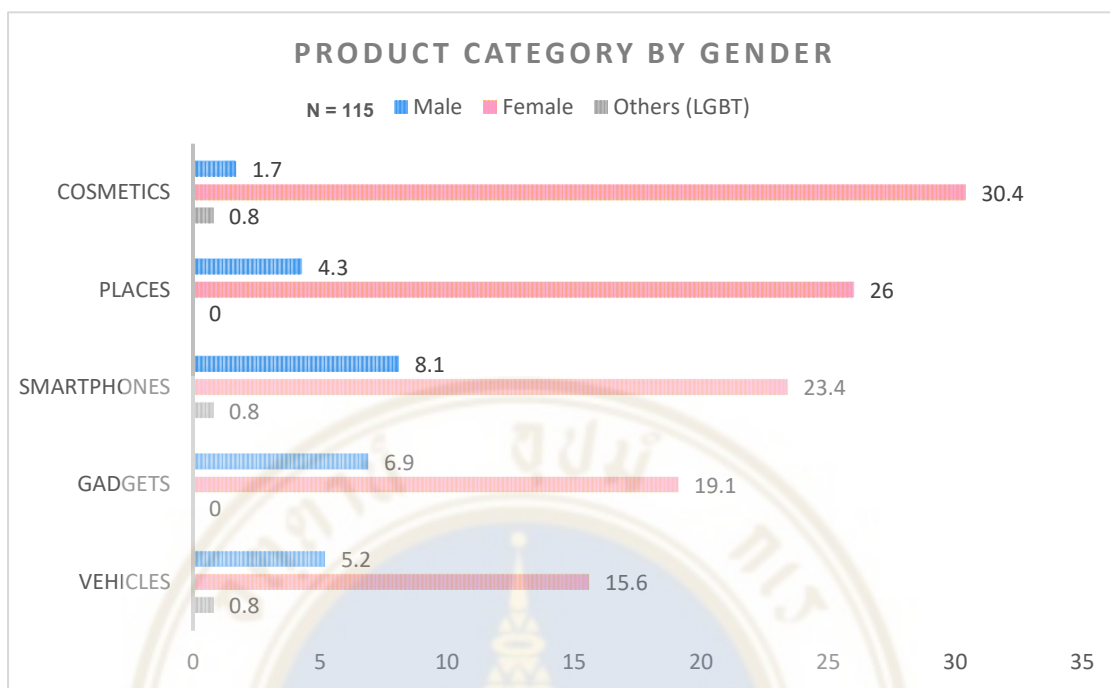


Figure 4.3 Product category by gender

Regarding the result of price range, is related to second rank as smartphones, tablets and laptops including IT gadgets which are high value products, even the results by gender presented both male and female are concern about high price (more than 10,000 Baht). People need to ensure that money they spend on this category is worthy and valuable enough because the higher price is the higher risk. Except vehicles because the price is too high for using YouTube reviews in making decision to buy, people familiar to go to a showroom for testing drive and perceiving real products. Lastly, Restaurants, Shopping Stores and Travel Locations which become more and more famous on this day via travel bloggers. The recommendations of new interesting places can attract people to watch the contents and people want to see their interested places as a motion pictures or video for increasing the potential of visiting, and this type of review also can guarantee how good the places are.

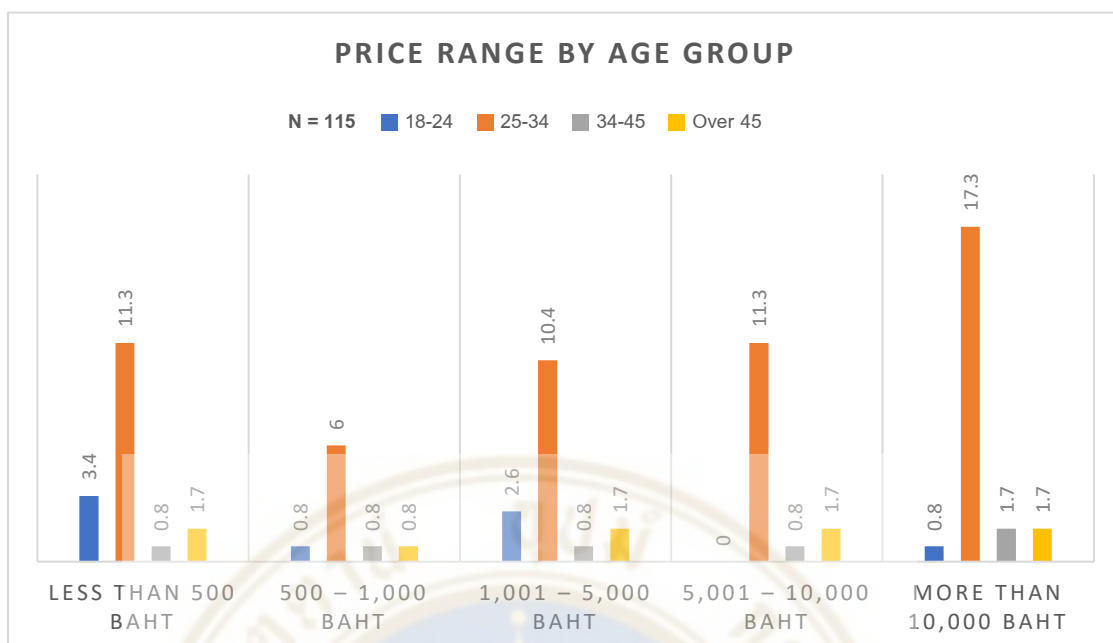


Figure 4.4 Price range by age group

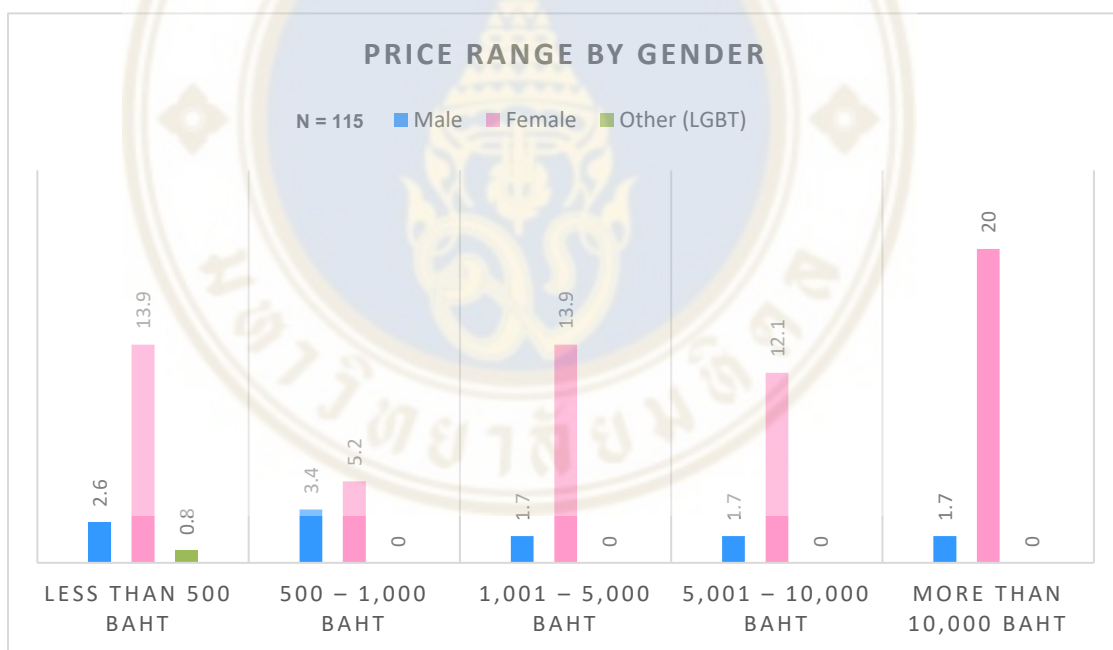


Figure 4.5 Price range by gender

As the factors which impact consumer behavior via reviews encourage by influencers on YouTube platform, from the finding there are six sub-factors as the following: Usefulness of additional information gained from reviews, Price, Credibility and reliability of products and brands, Usefulness of the products, Usefulness of additional information gained from reviews, Purchase Intention and Credibility and

reliability of influencers which gained score respectively, then these sub-factors induced to three main factors which are Information Quality, Trust and Purchase Intention as the classification variables, we identified in methodology.

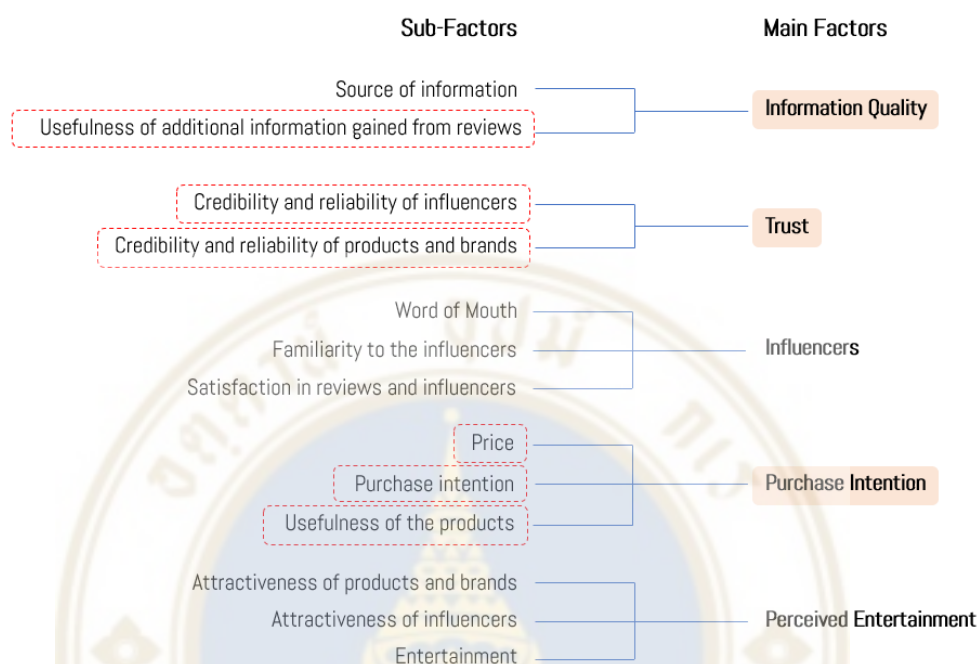


Figure 4.6 Finding of variables classification

The first important factor is **trust** consists of two sub-factors: **Credibility and reliability of influencers** and **Credibility and reliability of products and brands**. Total result of trust is 48.6 percent, half of participants inferred trust as a very important factor that they need to consider firstly. Pavlou (2003) found that trust has a direct effect on the online purchase intention and risk reduction on e-commerce websites. In addition, a lack of trust can be an often barrier to the consumers purchase engaged by influencers, until they acquire necessary knowledge to develop enough trust to recommend or buy products. However, measuring the results exactly is difficult because trust has been conceptualized in different ways. Furthermore, evidence is given that trust is influenced by many other factors. For example, trust is positively influenced by source of information, WOM and Satisfaction in reviews and influencer.

Regarding **the purchase intention** factor, is used as a combination of Price, Purchase Intention and Usefulness of the products are a very important to participants which gained total 72 percent. The more usefulness of products with reasonable prices

that can induce the more purchase intention. Previous research has indicated that purchase intention is the most noteworthy indicator of advertising effectiveness (Wu, 2006).

The information quality – the usefulness of additional information gained from reviews, which is 22.5 percent of participants as very important sub-factors, consumers search for comments and complaints before the purchase decision. From the study, Gilling and Fellow (2008) indicated that the top criteria for determining the relevance and potential influence of a blogger or podcaster is quality of content because it provides a credibility and reliability for consumer gain more confidence about products and brands that they are interested at that moment.

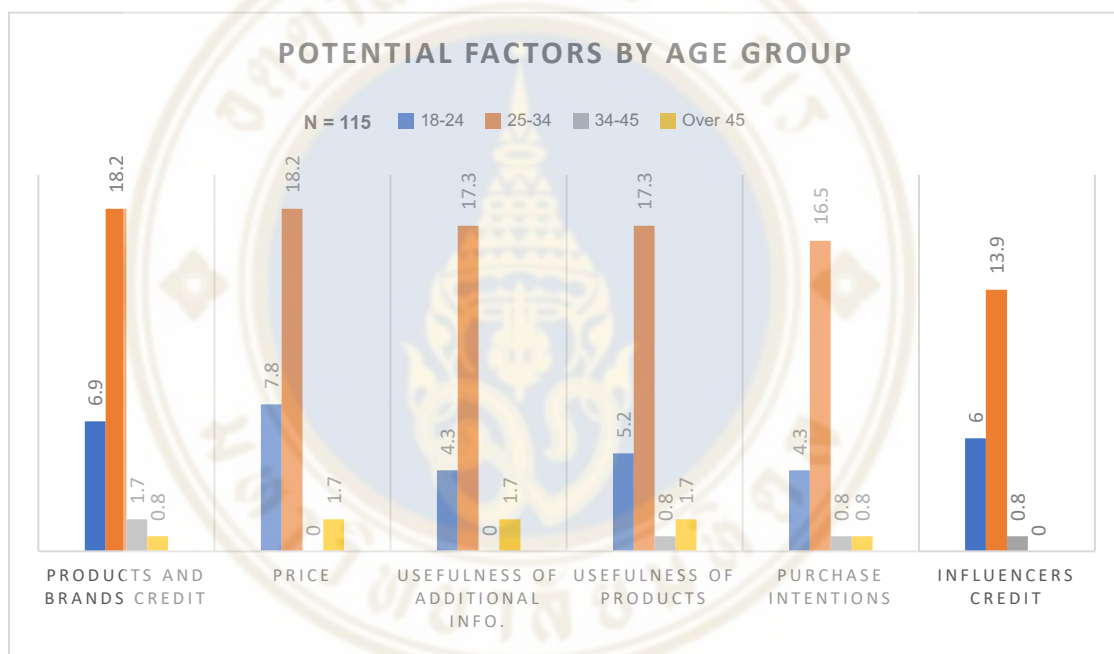


Figure 4.7 Potential factors by age group

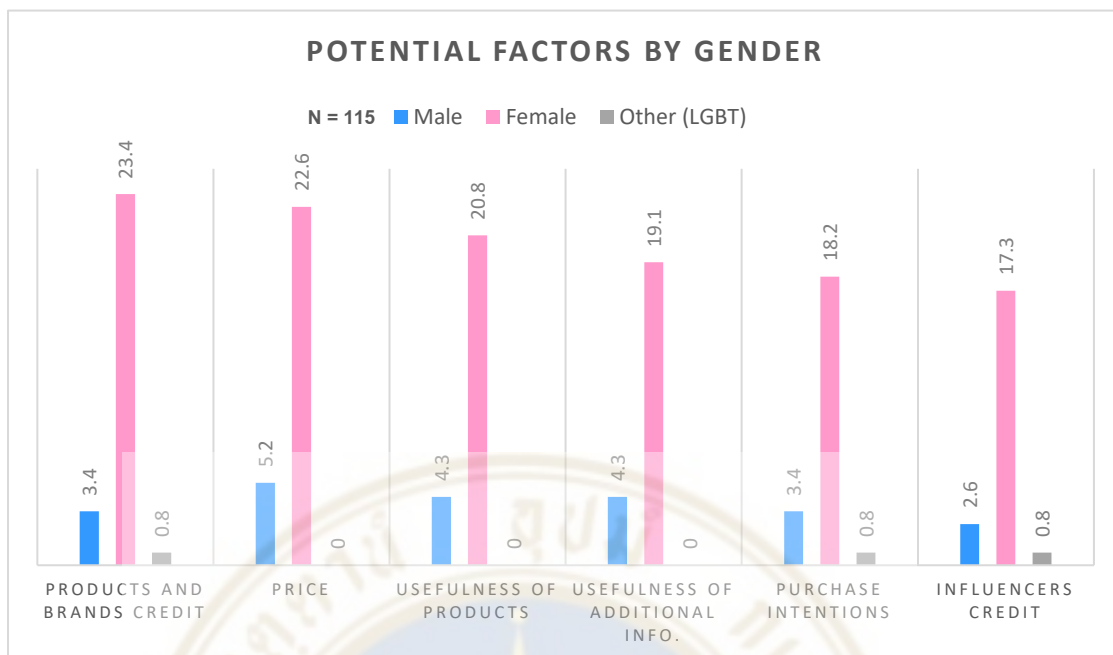


Figure 4.8 Potential factors by gender

These factors increase purchase intention and opportunity to buy products because they perceive usefulness of the product from the real users who represent as influencers via YouTube reviews.

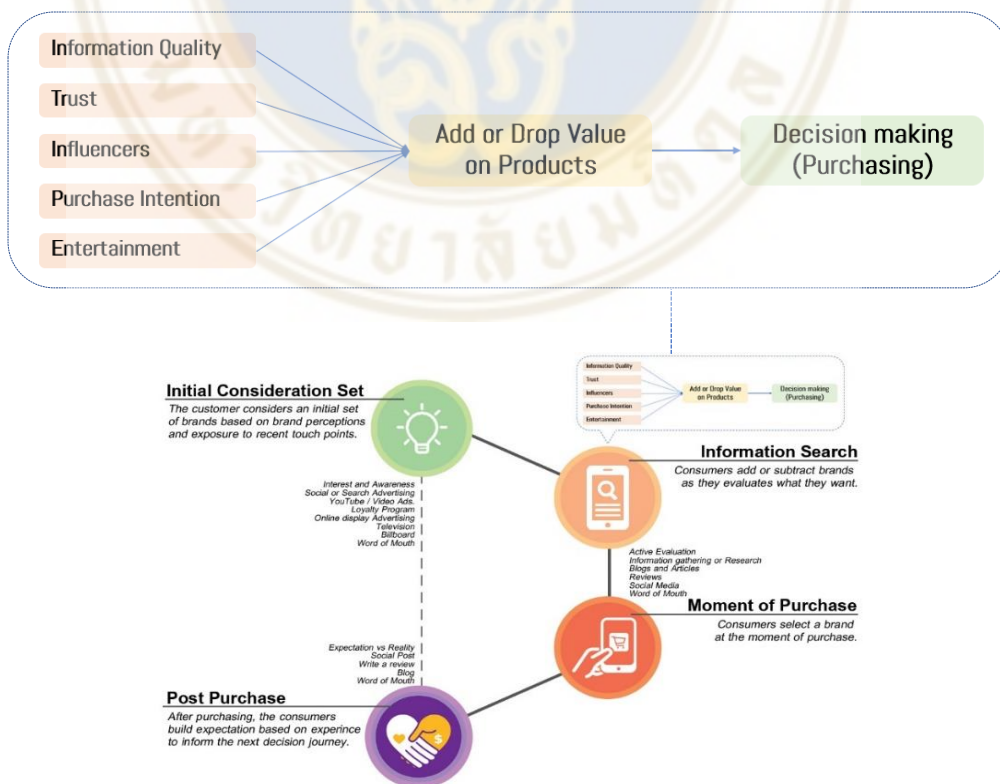


Figure 4.9 Developed customer decision journey

Furthermore, according to literature review we had studied – customer decision journey, customer starts to search when they are interested. The potential factors effect to product values by increasing positive or negative values into particular products after customer have watched any reviews which related to their decision in the end.



CHAPTER V

RECOMMENDATIONS AND CONCLUSION

5.1 Conclusion

The main goal of this study was to specify the factors affecting the consumer behavior encouraged by influencers on YouTube platform, in addition to link the consumer's perception to the decision making. In our study, we have defined the potential variables from literature reviews. Constructing the survey and inviting respondents who had watched YouTube reviews within six months to participate in the survey and requested them to use the characteristics of watching YouTube in general and specific field. Consequently, we analyzed the behavior watching YouTube reviews and the impact on consumer behavior in term of customer decision journey. Finally, the results demonstrate that the potential factors have effect on consumer behavior. Therefore, it can be concluded that our principal research question “What are the important factors that impact consumer behavior via reviews encouraged by influencers on YouTube platform” has a confident answer.

We highlight trust, information quality and purchase intention as the most influencing factors of the consumers' motivation in reviews by influencers. In addition, more expensive products and products. This fact supports the research literature that online recommendations or (positive or negative) WOM influence the consumers purchase behavior, reducing uncertainties about the products and increasing credibility and trust. According to the results, we try to concentrate on 25-34 years old of age group that is 80.8 percent of respondents who have watched YouTube reviews within six months. Regarding the YouTube statistic usage in 2018, found that 95 percent of YouTube users aged 25 to 34 years (We Are Flint 2018).

Based on the age group between 25-34 years old, when we analyzed the price range of the products purchased or searched as well as the kind of products. The result of price range that consumer rely on reviews is more than 10,000 baht (17.3 percent from overall is 21.7 percent) then we identified that more expensive products

have higher average use of reviews than products with lower price, even researching and purchasing computer products and electronics (Smartphones and IT Gadgets) also seem to use social networks more intensively than search for products such as books and stationary, clothes and fashion, tools and equipment. Except cosmetics and beauty products which has significant in gender of respondents, mostly is female.

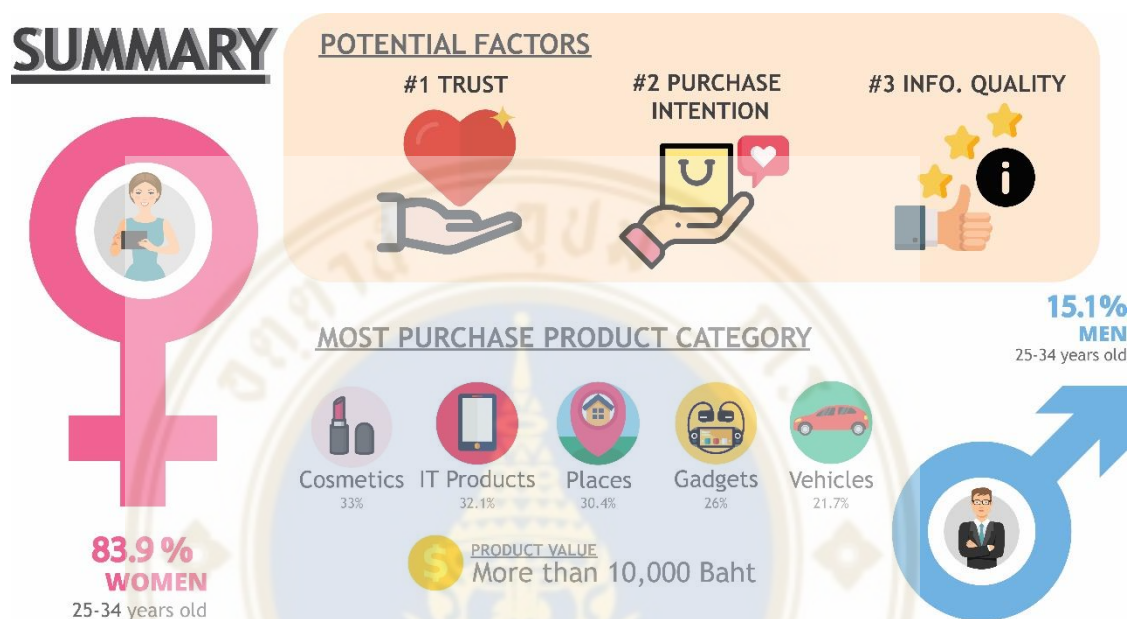


Figure 5.1 Summary of data findings

Regarding the different characteristics related to the respondents and the kind of products purchased or searched associated with a greater use of recommendations and reviews by the influencers, we found that consumers who make use of these resources perceive greater confidence in the purchasing of the product. In addition, the age range between 25 and 34 years (57 percent), people in this range is Millennials which everyday life close to technology and internet. Millennials grew up in an electronics-filled and increasingly online and socially-networked world. They are the generation that has received the most marketing attention. Then, this age range is the most use of social media in term of YouTube reviews according to the results. It should be considered as the most effective target or potential target when planning marketing strategies.

The results of our literature review demonstrate that research on influence's factors are still in an early stage. To support companies in their social marketing plans, it is necessary for analysis to further use the factors that influence

consumers to purchase products. We deeply studied in term of customer decision journey from the first stage – Initial consideration sets which consumers start to interest in products and brands, then continue to seek additional information. At this stage is very important to drive customer motivation to make decisions in purchasing, so we concentrated at this stage in term of the important factors influenced consumer behavior. Therefore, according to our results that we had disused in finding are demonstrated as well. Finally, this study proposes that there is an opportunity for businesses and marketers to better understand influence value's factors and effective target by age group in the YouTube environment and apply to marketing strategic plans.

5.2 Recommendations

From the managerial point of view, this study is valuable for businesses and companies investing in YouTube reviews by influencers. Companies making use of the YouTube video reviews as part of their promotional strategy to increase brand awareness and credibility. They can collaborate with advertising agencies in order to plan strategies and campaign by using this type of marketing – influencer marketing.

Influencer marketing can be more efficient and effective in terms of costs and outcomes compared to traditional advertising because in today's world people would rather never see the ads, they use online platform more than offline platform. Most online platform is available without charge including YouTube platform then costs are lower than traditional advertising and outcomes are better as well. For example, producing as a cooperation between a company and a YouTube content producer, it is well known as Sponsored Content that doesn't explicitly promote a brand, but is intended to stimulate interest in its products or services. Company should invest or consider this type of marketing as their strategic plans.

The companies can leverage the trust that the influencers have and let them speak on behalf of them. Plus, the customers trust the third party more than the company. When followers see influencers that they admire, using a certain product it sparks an interest or want for that specific product. Based on our results, thirty-nine percent of respondents somewhat trust the influencers. However, the customer may

consider other factors as well, they are not one hundred percent trust influencers or reviews they have watched. In term of customers direction, they should have the discretion in watching reviews. For example, you should consider that the content is a sponsored or no sponsored content. If it is a sponsored content, you should perceive it carefully because what the influencer says maybe not true and actually it is an advertising by using influencers marketing. If it is not a sponsored content, influencer will talk in another term of using products, such as pros and cons in realistic from their real experience as recommendations more than advertising. Then, consumer need to carefully take these contents by using their discretion to make any decision in purchasing after watching reviews.

However, the findings such as potential factors can relate to other social media platform which has influencers because it is a similar strategy but on different platform including results maybe same as our experiment in this research except marketing strategies because each platform has unique selling point and features. Then, influencers should be familiar to platforms for better results.

Lastly, Social media is rapidly becoming a core channel for disseminating information. YouTube, Facebook and Twitter are the most popular social media that are widely used by the companies and the advertising agencies in promoting their brands and products. Forty-five percent of this group of watching YouTube reported that they watch YouTube every day which means social media tools especially YouTube platform are becoming more valuable to their daily life activities, while 18 percent reported that they watch YouTube almost every day. With the number of users rising each day in YouTube, Facebook and other social networking sites, it is bound to bring in more customers for the business and much more promotions and marketing thus making social media, the better platform for marketing. In summary, social media is an important core element of communications strategy.

3.3 Limitation and Future Research

Finally, some limitations of this research should be considered. First, in this study, sample size could not completely apply to the whole population of YouTube' users as we conducted the research based on small number of populations.

Most respondents are female unexpectedly then collecting data from only 115 participants does not cover the all range of YouTube users, which limits the generalizability of the findings and relates to women more than men, so we could not measure the certain values between men and women. Future research using various samples that cover other segments is necessary. Furthermore, another limitation deals with factors especially trust, measuring the results exactly is difficult because trust has been conceptualized in different ways. There are other factors that impact to consumer behavior but in this paper focus on five most effective factors. In addition, factors might study deeper in term of positive or negative including direct or indirect factors to expand the findings.

However, the findings can relate to other fields such as e-tail marketing because of the consequence from influencers, due to the present is digital transformation then, all is based on internet and online more than offline. The findings will be useful in any fields in term of influencer marketing for analysis and utilization.

Lastly, this study relied on judgmental quota sampling and across, which makes it difficult to generalize the findings for changes that occurred in the behavior and attitude of all consumers. Thus, more research should evaluate the usage motivations associated with reviews on YouTube in order to provide empirical data with relation to the media's use motivations.

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Appendix A: Questionnaire

Part 1: YouTube Review Watching Behavior

1. Which are video sharing websites you often visit? (Can choose more than one) (If doesn't select YouTube as a choice can go to the end of the survey)

- YouTube
- FB (Live)
- Netflix
- Viemo
- Daily Motion
- Vine
- Twitch
- Vube
- Veoh

2. Frequency of YouTube watch

- Everyday
- Almost everyday
- 3 times a week
- At least one time a week
- Occasionally

3. Which type of device you use to watch YouTube? (Can choose more than one)

- Smartphones
- Tablets
- PC, Notebook, Laptop

4. The category of channels you watch (Can choose more than one)

- Education, Learning and Tutorials
- Travel
- Lifestyle
- Music
- Variety shows and TV shows
- Dramas

- Movies
- Sports
- News
- Arts and Design
- Beauty
- Fashion
- Health
- Recipes and cooking
- Gaming
- Religion
- Geography
- Philosophy and Psychology

5. The length of the video you usually watch

- 0-5 mins
- 5-10 mins
- 10-20 mins
- 30 mins
- More than 30 mins but not up to 60 mins
- More than 60 mins

6. The reason why you watch YouTube (Can choose more than one)

- Relax and entertain
- Learn and study
- Listen to music
- Watch instead of TV
- Update news
- Find information
- Find something to do

7. How probability to share an interesting video on YouTube with your friends through your social media channels?

- Very Unlikely
- Unlikely
- Neutral

- Likely
- Very likely

8. Have you subscribed to any Youtubers?

- Yes
- No

9. How many YouTubers you subscribe?

- Nobody
- 0-3 persons
- 3-5 persons
- 5-10 persons
- 10-20 persons
- More than 20 persons

10. Do you subscribe to a same YouTubers in their other channels also?

- None
- Subscribe some of them
- Subscribe half of them
- Subscribe for all

11. Category of YouTubers you subscribe to?

- Gurus, Tutors, Educators
- Reviewers
- Travelers
- Vloggers
- Trainers
- Singers and actors
- Entertainers
- Artist and designers
- Athletes
- Chef
- Psychologists
- Priests
- Companies (Brands)
- Others

12. Gender of YouTubers you subscribe to?

- Female
- Males
- All gender

13. How strong the important to watch the reviews before making any purchasing?

- Not at all
- A Little
- Neutral
- Somewhat
- Very

14. How strongly do you trust the reviews in YouTube platform?

- Not at all
- A Little
- Neutral
- Somewhat
- Very

15. To what extend did you watching the YouTube video (Review contents).

Please give the rate. (0 = Not at all, 1 = A little, 2 = Neutral, 3 = Somewhat, 4 = Very)

Extent	Not at all (0)	A little (1)	Neutral (2)	Somewhat (3)	Very (4)
Increase interest in the product					
Increase your confidence in the product					
Increase your likelihood to buy the product					

16. When you watch the review without purchase intention before, how do you feel about the product?

- Would not consider
- Might or might not consider
- Definitely consider

17. How often you watch YouTube reviews in any product before making a purchasing decision?

- Rarely
- Sometime or Occasionally – When need to buy something
- Frequently
- Always

18. How often you make the purchasing according to the reviews you have watch?

- Rarely
- Sometime or Occasionally
- Frequently
- Almost always

19. Which is the price rate of product you often purchase by using reviews to make a decision? Please give the rate. (0 = None, 1 = Low, 2 = Moderate, 3 = High)

Price Range	None (0)	Low (1)	Moderate (2)	High (3)
Less than 500 Baht				
500 – 1,000 Baht				
1,000 – 5,000 Baht				
5,000 – 10,000 Baht				
More than 10,000 Baht				

20. Please give the rating about product category you need to watch reviews before purchasing. (0 = None, 1 = Low, 2 = Moderate, 3 = High)

Product Category	None (0)	Low (1)	Moderate (2)	High (3)
Gadgets (IT)				
Smartphones, Tablets, Laptop				
Cosmetics, Beauty Product and Personal Care				
Vehicles				
Food and Beverages				
Clothes				
Jewelry				
Drug and supplements				
Books and stationary				
Furniture and architectures				
Household appliances				
Tools and Equipment				
Restaurants, Shopping Stores and travel locations				

21. What are the reasons you watch the reviews? Which are the reasons you agree with to watch the reviews? Please give the rate. (0 = None, 1 = Low, 2 = Moderate, 3 = High)

Reasons	None (0)	Low (1)	Moderate (2)	High (3)
Attractiveness (video, sounds, titles, influencers)				
Creativity in content presentation (influencers)				
Entertainment and enjoyment				
Product and brand intentions				
More information about products and brands				
Experience from real users				
New products updating				
New perspective and technology				
Supporter for purchasing decision				
Like to find interesting things to share with friends				

22. Please rate (0-6) what are the important factors for you to buy any products via reviews? (0 = Not at all important, 1 = Slightly important, 2 = Moderately Important, 3 = Important, 4 = Very important)

Factors	Not at all important (0)	Slightly important (1)	Moderately important (2)	Important (3)	Very Important (4)
Source of information					
Word of mouth					
Credibility and reliability of influencers					
Credibility and reliability of products and brands					
Attractiveness of influencers					
Attractive of products and brands					
Familiarity to the influencers					
Purchase intentions					
Usefulness from the products					
Price					
Satisfaction					
Entertainment					

Part 2: Demographics**1. What is your gender?**

- Male
- Female
- Other

2. What is your age?

- Under 18 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45 years or older

3. What is the highest degree or level of school you have completed?

- Less than a high school diploma
- High school degree or equivalent
- Bachelor's degree
- Master's degree
- Doctorate

4. Which monthly income group does your fall under?

- Less than 5,000 Baht/month
- 5,000-10,000 Baht/month
- 10,000-15,000 Baht/month
- 15,000-25,000 Baht/month
- 25,000-35,000 Baht/month
- More than 35,000 Baht/month