



VYTAUTAS MAGNUS UNIVERSITY

FACULTY OF ECONOMICS AND MANAGEMENT

MARKETING DEPARTMENT

Tamar Baramidze

**THE EFFECT OF INFLUENCER MARKETING ON CUSTOMER  
BEHAVIOR. THE CASE OF YOUTUBE INFLUENCERS IN MAKEUP  
INDUSTRY**

Master Diploma Paper

Programme: Marketing and International Commerce, State code 621N50003

Study Field: Marketing

**Advisor:** Assoc. Prof. Dr. Miglė Šontaitė-Petkevičienė .....  
(signature) (date)

**Defended:** Assoc. Prof. Dr. R. Bendaravičienė .....  
Dean of the Faculty of Economics and Management (signature) (date)

Kaunas, 2018

# CONTENTS

<b>SANTRAUKA</b> .....	3
<b>ABSTRACT</b> .....	4
<b>GLOSSARY OF TERMS</b> .....	5
<b>INTRODUCTION</b> .....	7
<b>I. THEORETICAL ANALYSIS ON INFLUENCER MARKETING EFFECT ON CUSTOMER BEHAVIOR</b> .....	9
<b>1.1. Influencer marketing definition</b> .....	9
<b>1.2. Types of influencer marketing</b> .....	12
<b>1.3. Creating the strategy and choosing the correct influencers</b> .....	13
<b>1.4. The effect of influencer marketing towards customer behavior</b> .....	20
<b>1.5 Concluding notes on theory</b> .....	23
<b>II. EMPIRICAL RESEARCH ON INFLUENCER MARKETING EFFECT ON CUSTOMER BEHAVIOR IN MAKEUP INDUSTRY</b> .....	25
<b>2.1. Research methodology</b> .....	25
<b>2.2. Popularity of YouTube influencers? in Georgia and Lithuania</b> .....	27
<b>2.3. Qualitative analysis results</b> .....	28
<b>2.4. Survey Results</b> .....	34
<b>2.5. Concluding notes on the empirical research</b> .....	40
<b>III. RECOMMENDATIONS TO THE BRANDS AND INFLUENCERS WHO TARGET GEORGIAN AND LITHUANIAN MARKETS</b> .....	43
<b>3.1 Problematic aspects of the influencer marketing in Georgia and Lithuania</b> .....	43
<b>3.2 Recommendations for the makeup brands that target Lithuanian and Georgian markets</b> .....	45
<b>3.3. Recommendations for Georgian and Lithuanian YouTube influencers</b> .....	52
<b>3.4. Concluding notes on the recommendations</b> .....	56
<b>CONCLUSIONS</b> .....	58
<b>REFERENCES</b> .....	63
<b>ANNEXES</b> .....	70

## SANTRAUKA

Baigiamojo darbo autorius:	Tamar Baramidze
Pilnas baigiamojo darbo pavadinimas:	Ižymybių marketingo įtaka pirkėjų elgesiui. YouTube kanalo makiažo industrijos ižymybių atvejis
Baigiamojo darbo vadovas:	Assoc. Prof. Dr. Miglė Šontaitė-Petkevičienė
Baigiamojo darbo atlikimo vieta ir metai:	Vytauto Didžiojo universitetas, Ekonomikos ir vadybos fakultetas, Kaunas, 2018
Puslapių skaičius:	68
Lentelių skaičius:	0
Paveikslų skaičius:	8
Priedų skaičius:	26

Šio darbo tikslas yra teikti rekomendacijas ižymybėms, darančioms įtaką „YouTube“ Sakartvele ir Lietuvoje bei prekių ženklams, kurie orientuojasi į šias rinkas, remiantis „YouTube“ ižymybių teorine analize, apklausa ir kokybine analize.

Darbą sudaro trys pagrindinės dalys: teorinės, empirinės ir rekomendacinės dalys. Pirmoje dalyje apžvelgiama literatūra, susijusi su ižymybių rinkodara, jos naudojimo būdais, pranašumais, kuriuos ji gali suteikti prekiniam ženklu ir su jos poveikiu auditorijai. Antroji dalis skirta empiriniam tyrimui: kokybinė vienos labai didelės ižymybės makiažo industrijoje analizė, vienos Lietuvos ižymybės su didžiausiu sekėjų skaičiumi šioje šalyje, šioje pramonėje analizė ir vienos Sakartvelo ižymybės, turinčios didžiausią prenumeratorių skaičių toje šalyje, toje pramonės šakoje. Antrame skyriuje taip pat pateikiami jų darbo palyginimai ir išvados. Trečioje dalyje dėmesys sutelkiamas į probleminius „YouTube“ ižymybių rinkodaros aspektus Sakartvele ir Lietuvoje ir pateikiamos praktinės rekomendacijos prekių ženklams ir ižymybėms.

## ABSTRACT

Author of diploma paper:	Tamar Baramidze
Full title of diploma paper:	The Effect of Influencer Marketing on Customer Behavior. The Case of YouTube Influencers in Makeup Industry
Diploma paper advisor:	Assoc. Prof. Dr. Miglė Šontaitė-Petkevičienė
Presented at:	Vytautas Magnus University, Faculty of Economics and Management, Kaunas, 2018
Number of pages:	68
Number of tables:	0
Number of figures:	8
Number of appendixes:	26

The aim of this diploma paper it is to provide recommendations to the YouTube influencers in Georgia and Lithuania and to the brands that target those markets, based on the theoretical analysis, survey and qualitative analysis of the YouTube influencers.

The paper consists of three main parts: theoretical, empirical and recommendations parts. The first part looks into the literature related to the influencer marketing, it's methods of use, the benefits that it can deliver to the brands and the effect of it towards the audience. The second part is devoted to the empirical research: a qualitative analysis of one macro influencer in the makeup industry, one Lithuanian influencer with the biggest number of followers in the country within the industry, and one Georgian influencer with the largest number of subscribers in the country within the industry. In the second chapter, there are also presented the comparisons of their work to each other and the conclusions. The third part focuses on highlighting the problematic aspects of the field of YouTube Influencer marketing in Georgia and in Lithuania and providing practical recommendations to the brands and the influencers.

## GLOSSARY OF TERMS

**Electronic word of mouth (eWOM)** – 1. Sharing of opinion between consumers about experiences; 2. In the content sharing process opinion leaders have an influential role. 3. Includes interaction through different online platforms. 4. It is network-based. 5. It is directed to numerous people. 6. eWOM interaction is not constrained by time and space. 7. Can be anonymous. 8. There might complications in case of credibility, because of online environment. 9. eWOM is still present in consumers’ decision-making process (Breazeale, 2009); “any degree or combination of positive, negative, or neutral comments, recommendations, or any statements about companies, brands, products, or services discussed or shared among consumers in digital or electronic formats.” (Wang & Rodgers, 2011).

**Word of mouth (WOM)** – “Oral or written recommendation by a satisfied customer to the prospective customers of a good or service. Considered to be the most effective form of promotion, it is also called word of mouth advertising which is incorrect because, by definition, advertising is a paid and non-personal communication.” (BusinessDictionary.com).

**Follower** – a person who supports the influencer. In this case, a person who watched their videos or follows an influencer on social media – devotee, fan.

**Influencer** (beauty guru, beauty blogger, beauty YouTuber) - Individuals who are able to affect others’ purchase decisions, because of different reasons: their knowledge, position (real or perceived) authority, or relationship. In consumer spending, members of a peer group or reference group can act as influencers. In business to business (organizational) purchase decision-making, internal employees (engineers, managers, purchasers) or external consultants can act as influencers (BusinessDictionary.com)

**Micro-influencer (long-tail influencer)** – in this case a YouTube influencer with 1000-100.000 subscribers (Holmes, 2018).

**Macro-influencer (short-tail influencer)** – in this case a YouTube influencer with over 100.000 followers (Mediakix, 2017).

**Influencer marketing** - incorporating influencers into company's marketing strategy to help execute broader marketing visions (Carlson, 2016).

**Influencer marketing strategy** - Influencer marketing strategy utilizes the experts of the subject matter to communicate a message that the brand is trying to deliver to a particular market segment. The experts are the opinion leaders that the people trust and their recommendation is taken as a friendly advice (Matveeva & Yevseitseva, 2016).

**Affiliate marketing** – “an endorsement marketing strategy that pays affiliates (the content publishers) money when users click on their customized URLs” (Mathur, Narayanan, & Chetty, 2018).

**Influencer vetting** – a way of determining whether the influencer's following is legitimate. Usually by checking the engagement rates according to different metrics: like count, comment count and subscriber count (Koslow, 2017).

**Elaboration Likelihood model:** a theory which leads to understanding the persuasion process, including the attitude and behaviour change as well as the decision-making process (Petty & Cacioppo, 1986).

**Central route to persuasion:** when the information receives processes the information with high involvement – understands the quality of the content and the logic of the message (Petty & Cacioppo, 1986).

**Peripheral route to persuasion:** when the persuasion depends on the non-message factors, the ones that do not involve logic of the message and quality of the arguments, but involve source attractiveness, stimuli that form the context of the message, number of arguments and other (Petty & Cacioppo, 1986).

# INTRODUCTION

Nowadays social media and digital ways of marketing are widely used for promoting different products and in this case makeup. Companies not only advertise their products on social media but they also sponsor bloggers/social influencers for testing and using products in their videos or posting pictures on social media and in general - mentioning them.

Influencers have a very large following; on YouTube beauty influencers can have millions of subscribers. For example, a beauty channel with the most subscribers (8.8 million) is Michelle Phan, but there are lots of other channels with millions of subscribers. Therefore, this can be a very beneficial marketing tool for promoting products.

There are certain brands that only exist through influencers' promotion. They do not use any other marketing tools. For example, Colourpop, Morphe (Morphe Brushes), and other brands which are even owned by influencers (Jeffree Star, Huda Beauty and other).

Beauty influencers (beauty gurus) manage to persuade their followers into purchasing the products that they promote. Therefore, all of those brands that do not use other marketing tools manage to be successful.

The research problem is to highlight and explore the content of a macro influencer and observe how the YouTube influencers persuade followers into buying certain products. How they present their selves as reliable and credible sources. Also, to study how Lithuanian and Georgian markets accept their influence, in order to find out whether it is an effective strategy to leverage the influencers if the brands are targeting the mentioned markets. Therefore, the **problem** of this research is how influencer marketing effects customer behavior.

## **The Object**

The object of the research is influencer marketing effect on customer behavior.

**The aim.** The aim of the research to provide recommendations for influencer marketing based on the theoretical analysis and empirical research results.

## **Objectives:**

- To conduct theoretical analysis on influencer marketing.
- To conduct qualitative and quantitative research in two markets, based on the prepared methodology.

- To analyse research results and make necessary conclusions.
- To provide recommendations for influencer marketing.

**Hypothesis:**

- Respondents from Georgian and Lithuanian markets have different requirements towards the YouTube influencers.
- Usage of central and peripheral routes towards the persuasion both play a role in developing an influencer.

**The sequence of the paper**

The paper consists of three main parts: the first part focuses on the literature review, discusses what scientific research has discovered. The second part presents the methodology and the results of qualitative analysis of YouTube influencers in makeup industry and a survey among Georgian and Lithuanian students. The third part discusses the recommendations for the influencers as well as the companies that target the mentioned markets. Finally, the paper ends with the main results and the conclusions of the research.

**Research methods:** The literature review is conducted using scientific journals, databases, researches and books. The primary qualitative and quantitative data has been collected using an online questionnaire for the survey and MS Excel for the analysis of the results. For the qualitative data, the YouTube videos of the influencers were analysed. Projection method is used in the third part of the paper.



# **I. THEORETICAL ANALYSIS ON INFLUENCER MARKETING EFFECT ON CUSTOMER BEHAVIOR**

This section of the paper focuses on analysing scientific literature about the influencer marketing. First of all, it discusses the definition of influencer marketing, what it is and what it is not, what types of it exist and what are the possible methods of it that the companies can turn to. Also discusses how the influencers can be incorporated in the marketing strategy and how the brands should choose which influencers to cooperate with. Finally, it focuses on the effects that the influencers have on their followers and therefore, on the target markets of the companies.

## **1.1. Influencer marketing definition**

Influencer marketing refers to targeting specific individuals who are popular in the target group instead of targeting the latter directly. This way the companies get high-quality reach to the target audience that is interested in their products, through the people who are passionate about the topic, the brand and the products. The customers in the end are more receptive to the brand, because of their trust in the influencer. Influencers are similar to the celebrities and are an inspiration to their followers (Brown & Hayes, 2008). Influencer marketing can also be defined as digital word-of-mouth marketing that focuses on the main leaders present on social media channels to drive the brand message to a large market (Byrne, Kearney, & MacEvilly, 2017). It is “the process of identifying, researching, engaging and supporting the people who create high-impact conversations with customers about your brand, products or services” (Traackr.com, n.d.). 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. Though it has to be said that social media and content marketing are not synonymous to influencer marketing, though they often go hand-in-hand.

According to Pophal (2016), who cites Abramson, influencer marketing can also be defined as “reaching the right audience in a choreographed manner so the story, positioning, and messaging of the client—company, product, service, personality, property, etc.—is able to be

told, quickly understood, and retold to others as if you told it yourself. This retelling is also described as amplification by some and results in more of the right people understanding the story correctly.” The stories should be built on 4C’s, which means that they should be concise, credible, compelling and contagious. The latter is the most important according to the author because that is what predicts how far the story can be retold and reached.

Sometimes word-of-mouth marketing and influencer marketing are being used interchangeably, but there is a difference between them. While WOM marketing does not have to be driven by key individuals, whereas influencer marketing leverages exactly them. It has to be mentioned that by nature WOM is included in influencer marketing, they are not synonymous (TapInfluence, 2018).

Also, influencer marketing can be similar to advocate marketing, neither are they the same. Advocate marketing focuses on the individuals who are already the customers of the brand, they are being encouraged to share their positive opinions about the brand. On the other hand, influencer marketing focuses on finding the opinion leaders, who do not necessarily have to be the customers of the brand but they have to be willing to spread the message. They usually get benefit from the brand, either payment, free products or other, whereas advocate marketing sets customer loyalty as its goal which increases the number of brand advocates (TapInfluence, 2018).

The uniqueness of influences marketing is that it appeals to the influencers’ needs, instead of those ones of the customers. The companies have to form organic relationships with the influencers, for example, giving them the access to the new products before everyone else, inviting them to events and other. But also, it is less controllable compared to traditional marketing. The influencers can lose credibility, which will negatively impact the products that they support. They can also misrepresent or reject the brand or the product, which will also have to be dealt with by the brand (Marketing-Schools.org, 2018).

Influencer marketing is not a new trend, it has been around for years. Celebrities, experts, other endorsers who have the ability to make people form their opinions in a certain way can be considered as influencers. Although this paper is to discuss social media – YouTube influencers, vloggers, who are also celebrities, but not in a traditional context: movie stars, athletes, musicians and so on. With the increased usage of social media, any person can become a celebrity if they have what it takes. They can build engaged audiences on social media, like

YouTube, Instagram, Facebook, and their influence on their audience is similar to the one of traditional celebrities (Sammis, Lincoln, & Pomponi, 2015).

The difference between now and years ago is that the mass media was that the public opinion was dominated by the experts and professionals who targeted their audience from mass media channels, when the communication used to be more one sided. The audience would agree or disagree with what they would hear on mass media channels, but they would express their opinion with relatively small groups of their relatives or friends. But the growing use of internet and social media helped in diversification of public opinion formers, while giving every user the opportunity to voice their opinions and have a chance of going viral. Therefore, at the moment there is no monopoly in opinion forming and more and more people can lead the public opinion (Geiser, 2017), thus creating more and more influencers.

The traditional model of advertising has become old and in need of modifications. If ten years ago on average four exposures to the advertisement were enough for a person to take action and make a purchase, nowadays the number has grown to sixteen. It takes at least sixteen exposures to an ad for a person to take some sort of action (Song, 2017).

Influencer marketing can be more efficient and effective in terms of costs and outcomes compared to traditional digital advertising. In today's world people would rather never see the ads. According to Pagefair (2017) every year the number of users who block ads is increasing: in 2016, there were 275m mobile users and 216m web users who blocked the advertising, and in 2017 the numbers grew to 380m mobile and 236m web users, which is a 30% growth in one year in all demographics. That is not all, some websites use adblock walls, which make the user turn the blocker off to view the content. In such situation 74% of adblocker users leave the website altogether. Almost three fourth of people would rather not see the content in order to avoid the ads. According to the same source, Google lost about \$6.6 billion because of Adblocks just in 2014 (PageFair, 2015). In comparison the users do not block the influencers, instead they watch them and follow them not only on one but even on several social media channels.

The people not only block the online ads, but there is also a phenomenon “banner blindness” – “the tendency of web visitors to ignore banner ads, even when banners contain information visitors are actively seeking” (Marketngterms.com). It was discovered as early as in 1998 by Jan Panero Benway and David M. Lane in their study “Banner Blindness: Web Searchers Often Miss Obvious Links” (1998).

Brands need the trust of the customers, and it lies in the influencers. According to Twitter and Annalect 40% of the survey respondents had purchased a product, because they saw it from an influencer. Also, the influencers choose which brands they want to endorse and they have the power and leverage over the brand image (Independent.co.uk, 2016). By influencer marketing 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. Therefore, having the influencers on the companies' side can be beneficial.

Influencers can offer the companies rapid sharing of the information. If a user follows an influencer on their social media, it is most likely that they are actually interested in the topics that the influencer covers, making it more likely that the follower might also share the post, thus creating more buzz around the brand or product. 20% of followers do share the influencers' posts (Independent.co.uk, 2016).

Also, the brand can receive extra attention. The prospective customers are more likely to pay attention to your brand because the influencers that they trust make the brand stand out. They are receiving the reference from the source that they believe in (Blake, 2017).

## **1.2. Types of influencer marketing**

According to Sudha and Sheena (2017) influencer marketing can be broken down into two main versions: paid and owned. It can be owned if it comes from unpaid relationships with the influencers, or pre-existing relationships. It can be done by an influencer in order to further their growth, improvement of their channel, receiving more exposure and so on. The other way is paid influencer marketing, which can take the form of sponsorship, testimonials, pre-roll advertising and other.

There are several paid ways that vloggers and brands can cooperate. Bladow (2018) describes affiliate marketing as the subsection of influencer marketing. Affiliate marketing usage lets brands keep track of the ROI of working with the influencers. When each partner influencer has their own affiliate link, the brands can monitor how many purchases were made through each link, hence, enabling the brands to monitor the performance of each influencer. Affiliate partnerships are more beneficial for companies, because they have to pay the influencers

according to the numbers of their sales. This process can be managed by the brand and by working with the affiliate networks – companies that connect the brands and the influencers.

Another way of incorporating the influencers according to Bladow (2018) can be sponsoring their posts or videos. Usually the influencers are present on different social media channels: YouTube, Instagram, Facebook and etc. They use and leverage their followings across these and other platforms. “An influencer with three to seven million followers can earn on average \$75,000 per Instagram post”. Of course, the pricing changes according to the number of an influencer’s following and other factors. Top influencers can generate millions by sharing sponsored posts and videos and even the influencers with smaller following can accumulate income of high six figures, letting them have a full-time job of an influencer.

It is possible to negotiate what message the influencers should spread about the brand, what terminology to use and other conditions. However, it can be a slippery slope, because they are effective because they know how to connect with their audiences. The more intervention the brand will implement, the less effective the campaign will be. The more freedom the influencer will have to share the brand message, the more the message will resonate among the followers. (Sammis, Lincoln, & Pomponi, 2015).

### **1.3. Creating the strategy and choosing the correct influencers**

According to Berger (2017) during the creation of the influencer marketing strategy, there are several key steps that brands must take:

1. Definition of the brand’s goals and key performance indicators (KPI):
  - The goal can be generation of interest or buzz around the brand or products, raising awareness or knowledge about those and other.
  - KPIs can be the number of sales, the level of engagement, improvements in the numbers of followers to the brands social media accounts and other.
2. Mapping out the segments of the influencers. In order to implement the mentioned step, the brand needs to know:
  - where do the conversations about their industry take place;

- whether the activity is concentrated within a small group of influencers or it is more scattered;
  - how do the influencers get motivated to create buzz about the brand's topic;
  - who are the popular influencers;
3. The next step is to build the influencer strategy along with content promotion, goals and key performance indicators.

Different segments can be leveraged at different times and the reactions from one segment can have influence over the other segments

4. Finding and researching the influencers.

There are different options of searching the influencers. Of course, the search engine is one of them, but it is more difficult and time consuming than the special tools like Buzzstream Discovery, for example. (<https://idb.buzzstream.com/>, n.d.).

5. Before you ask, build relationships.

If a brand wants the influencers to share their content, it is much more productive to involve them with the brand in advance. Nowadays, bigger influencers receive more and more content to promote or share and having a relationship with a brand can be one of the factors that will make them cooperate with a brand (Berger, 2017).

It has to be noted that aligning the influencer strategy with the overall brand marketing strategy is crucial. Influencer marketing is one element of a larger process of marketing strategy implementation. In order to better understand how everything fits together Pophal (2016) cites Martin, who suggests to use PESO (paid, earned, social, owned) method. According to him “Communication strategies have to live across those channels, and true influencers tell stories across all of those channels.”

Pophal (2016) also states in her article what Martin points out that influencer marketing is part of pull strategy and not push. Although a lot of companies that concentrate on influencer relation programs use it as push strategy, partner with numbers of influencers who have the reach to the consumers. But ultimately consumers are in charge of who they will be influenced by. They voluntarily go into the purchase journey, after they become aware of a product. Therefore, companies should engage the right influencers through earned tactics, so that the engagement is authentic and consumers believe in it.

Social media influencers can be considered as the third-party endorsers who help in shaping audience's attitudes and feelings towards a brand or a product, through blogs, YouTube, Twitter and other social media. On the one hand they may be viewed as unfriendly sources to companies (Gorry & Westbrook, 2009), but they also can be viewed as possible contributors in company's success.

According to Forbes (2017), influencers must have three main attributes: salesmanship, reach and contextual credibility. Depending on how high these factors are, the level of potential influence of a person varies.

Reach is the number of people that receive the information from an influencer. The more the reach, the more people are being exposed to the information. Though this is not the only attribute that has to be taken into consideration (Dada, 2017).

Contextual credibility is the level of authority that the influencer has in the eyes of their audience. In other words, how competent is the influencer in their audience's opinion. They can have different level of credibility in different domains. For example, a makeup artist's credibility in makeup is much higher than in nutrition (Dada, 2017).

Salesmanship refers to the ability of the influencer to persuade people that their point of view is correct. People who have the power to convince others with confidence (Dada, 2017).

According to Matveeva and Yevseitseva (2016), which influencers to choose can be determined by the goals of the company. There are different types of influencers that can serve different purpose. There are the eight primary types of influencer behaviors.

1. The Megaphone. These are the influencers which will spread the word to their audience.
2. The Reporter. These are the ones who will cover your events like journalists.
3. The Face. Such influencer will become your brand's spokesperson.
4. The Connector. They'll introduce your brand on social platforms and serve as bridge connections.
5. The Creative. They'll produce content for your brand.
6. The Designer. They'll contribute in coming up with new products/services for your brand.
7. The Neighbor. They'll trigger and enable discussions in your brand's online community.
8. The Defender. They'll be backing your brand whenever there is a PR issue.

Once the goals are clear, influencers can be chosen by companies according to their popularity, their main target audience, number of followers, number of daily views of the post etc. But, since there is no accurate data concerning the influencers' audience, most marketers assume that the number of followers should be as high as possible. The assumption that the number of followers determine whether the person is the opinion leader that is going to attract the right audience is being used (Utz, 2010). If an influencer has more following he/she can be considered as trustworthy and therefore the one that is going to reach more engagement from the audience (Graham, 2014). Still, the question remains, what is more important - quality or quantity? While it is crucial to have a large network to spread a message to a large quantity of people, it is also important to have a smaller - more concentrated network of the most narrowly targeted audience (Basille, 2009).

It is actually more beneficial for a company to target that small population, who are more likely to purchase their products, it is more important to find out what those customers like to watch, read, spend their time on and communicate the brand to them and only them. Quality of the campaign is more important than the quantity of views, but still for brand awareness numbers are important (Straley, 2010).

Interesting fact is that, the more follower an influencer has the less the engagement rate. Therefore, brands have to decide what is more important to them - reach or engagement. (Zietek, 2016). But, still, small portion of big number of followers can still be more than big portion of a small number of followers, but the prices will also be different, so the brand should decide not only because of the number of followers but however it will be effective for them.

Paying attention beyond the number of followers is the correct start of the strategy though. According to Adweek (2017), there are five aspects to consider when identifying talent for the influencer marketing campaign:

1. Big names should be avoided unless a brand is looking for a long-term brand ambassador.

Such influencers are high in demand and they can command the premium. Also, they usually have agents, managers and other people working for them, which makes it harder to communicate with them directly and to engage them fast.

Mid-tail influencers are easier to cooperate with and in case of costs and operational viewpoint. They also have higher engagement rate than short-tail influencers, as said



before. Therefore, they generate more value on CPM – cost per thousand impressions and CPE - cost per engagement. They should be incorporated in the campaign if the goals are reach, views and engagement.

Long-tail (micro) influencers are good for small indie brands, with small budgets, who are trying to gain presence in the world of influencers. They have the highest CPM and CPE in comparison with short and mid-tail influencers. Also, it is possible that they might sign off of usage right for little to no additional compensation, which will make them more favourable for the initiatives that need the creation and ownership of the usage rights to a large amount of content.

2. Pick the influencer that sincerely align with the brand.

There should be cohesion between the influencer and the brand. For example, if a brand is in makeup industry, the influencer should also be focused on this topic and not fashion. There can be some cohesion between such influencer and the brand but, the more the better.

3. Psychographics are more important than demographics.

Yes, the brand should pay attention to demographics, but they should not miss the psychographics. Customers' interests, attitudes and aspirations are more important than their demographic attributes. After considering psychographics, the message can be tailored more effectively.

4. Focus on engagement rather than reach.

The influencer may have millions of followers, but if the audience is wrong, they will not be interested in such content, thus causing lower rates of engagement.

5. Contextual engagement is also important.

For example, if the makeup brand is vegan and they work with a makeup influencer, but on that specific video the engagement rate drops, it means that he/she is not the correct influencer for this brand. (Dahan, 2017)

After choosing the influencers and cooperating with a number of them, there might be the ones who give negative reviews to a brand; in these cases, it is better to study the influencer before coming up with a response. A positively perceived, credible influencer should receive

different response than the one without those qualities (Freberg, Graham, McGaughey, & Freberg, 2011).

According to Booth and Matic (2011) in recent years many bloggers have been creating content, identifying the ones with relevant influence as mentioned before is not an easy task. In order to simplify the inquiry and help marketers choose the key relevant bloggers, there has been created an algorithm. By using it the practitioners can decide which influencer to use their campaign and which not, depending on the objectives of campaign influencers will change. The influencer index, also known as valuation algorithm pursues to measure bloggers' connections to determine their influence. The tool identifies key influencers; aids marketers recognize how they influence other audiences, who might also be their target; moreover, it helps in founding new approaches to reach these key influencers. The method assesses a set of variables, while exemplifying a methodology for engaging these influencers in supporting brand-affecting communications objectives.

In the set of variables, there are included:

- Viewers per month (vpm). The number of visits to the blog per month.
- Linkages. The popularity of inbound and outbound blog post links.
- Post frequency. Number of posts during specific time.
- Media citation score. Number and level of media that cites the influencer.
- Industry score. Number of industry guru points based on events in the industry, for instance, key notes, acknowledgements and panel contribution.
- Social aggregator rate. Level of participation in the social networks (e.g. Twitter, YouTube, Facebook, LinkedIn, etc.).
- Engagement index. Viewer response and the number of comments on the post.
- Subject/topic-related posts. Number and immediacy of posts that are related to subject/topic.
- Qualitative subject/topic-related posts. Qualitative analysis of posts that are related to subject/topic.

All mentioned above make the index score - identification and rank of a blogger in the social networks based on mentioned variables. It is an average weighted score of the results in mentioned variables. To compute the index score, each variable is being measured on a scale of

1-5 for poor, fair, good, very good and excellent. Plus, the mentioned research uses the monitoring services of social media, manual identification and sellers of the blogger authority.

Booth and Matic (2011) state that after the research the bloggers can be classified into different tiers:

- Tier A: they have a very high following and their content tends to be more news oriented. They are not very social and they do not have a specifically targeted audience. They accept advertisements; their topics have a wide context and can be expanded. This description can be applied to online news outlets.
- Tier B blogs have fewer followers than Tier A ones, but they are more fixated on a specific topic, providing understanding and information occasionally found nowhere else. These bloggers are considered as experts by their followers. They are often on the edge of immense recognition, trying to search for ways how they can monetize their popularity.
- Tier C blogs often have the least volume of traffic but are often the most influential outlets due to their exceptionally specific topics. They are the devotees searching for the story, topic, to make it more visible for the public eye and because of this reason. Often, Tier C bloggers provide frank and detailed product reviews, and give a starting point to discussions (Booth & Matic, 2011).

Finally, it all goes back to general marketing principles, which are – audience, behavior and content. A marketer determines who he/she wants to reach, what they care about, and how the brand can provide a value for them. The overall vision of the brand should be determined and then the story should be presented to the right audience. (Pophal, 2016)

Koslow (2017) states that, there is one problem that may arise when a brand is searching for the influencers. Whether they are legit or not, whether they have true followers or bought ones. Therefore, the marketers should ensure their legitimacy by vetting them out. While vetting the influencers, the marketers should pay attention to the following:

1. A large number of followers and low number of engagement is a sign of a fake influencer. But focusing on engagement as a whole might be misleading. They can also buy likes but comments are harder to buy. Therefore, each indicator of the engagement should be tested separately. There are also services that offer the audit of influencers, for example FollowerCheck.

2. There are agencies that specialize in vetting out the influencers. They can ensure that the brand is working with a real influencer, with the real following, so working with the agencies can be a solution to the problem.
3. There are the platforms that check the influencers, what they do and how they work and it can be cheaper to find the right influencers in this way, but analysis done by people are required to ensure that the values of the brand are aligned with the influencers' and latter is trustworthy.
4. Also, social media channels are taking steps to crack down the fraud and marketers should only expect this trend to grow. (Koslow, 2017)
5. According to Comcowich (2018), examining the influencers' other branded posts is also beneficial. If an influencer posts too many sponsored posts, then the sponsorships might get lost in the stream.
6. Whitelisting, or collaborating with a limited number of trustworthy influencers is also beneficial, since it helps in protecting the reputations.
7. Writing agreements with the influencers is also a good way to ensure that both parties understand and agree on the terms about disclosure, compensation, content type and so on.
8. Checking on the influencers during the campaign is also important. After posting the sponsored video/posts, the brand should analyze if the sales of the mentioned products are increasing, which influencers work better for the brand and etc (Comcowich, 2018).

It is more beneficial to find the influencers that can be trusted instead of controlling their videos or posts. Therefore, vetting the influencers should be considered as highly important step in the influencer campaign (Comcowich, 2018). Although there are issues with influencer marketing, brands should still keep it in the marketing mix and integrate it with their core campaign. It is an opportunity to boost the brand awareness, communication with the audience and conversation along with the sales.

#### **1.4. The effect of influencer marketing towards customer behavior**

Social Media influencer marketing has been developed recently and is being used in promoting different products brands and etc. Social influencers are available in different industries and in the US in online marketing in 2014 the beauty industry was the fourth leading industry with the reach of influencers (Statista, 2014). Also, in 2017 use of influencer marketing is increasing (Agrawal, 2016), and it can be an effective marketing technique.

According to a survey by BrightLocal (2016), 91% of consumers look through online reviews of brands and products before they purchase them, and every year the number of people who do so is increasing. For example, in 2014 (BrightLocal) it was 88% compared to 85% in 2013. In 2016 according to the same source, 91% of customers pay attention to online reviews (BrightLocal, 2016). Therefore, product review by a third party plays an important role in customer decision-making process. The influencers also review different products and deliver their opinion about them to their followers, who are the target market.

When a person wants to receive some service or product, they usually ask it to family members, relatives, friends; they also turn to search engines and social media, therefore it is important to use key influencers as brand ambassadors. Influencers can be third party validators of the brand and they can also generate conversations about the brand (Weiss, 2014).

Therefore, Schaefer in the interview with Bell (2012) suggests that ignoring the ability of using influencers in order to promote your brand or products can be viewed as “ignoring the existence of television” and the businesses should understand it as soon as possible because there is a “high premium in the digital space for being first “.

For this reason, this marketing method has taken off and has become one of the very popular ways of advertising the brands. It has become one of the strategies that brands use more and more. In 2018, according to the survey conducted by Linqia (2017) 86% of marketers said they had used influencers in their strategy and 92% said it was an effective campaign.

39% of marketers were planning to increase their budgets for the influencers in 2018, planning to accumulate \$25 000-50 000 for the campaigns they were planning to leverage a multi-faceted influencer strategy (Sweeney, 2017).

Also, a joint research study in 2016 found favourable results from influencer marketing campaigns, namely, annually it generated 11 times more return on investment than other forms of advertising (Kirkpatrick, 2016). Which was measured by reach, engagement and sales.

Moreover, 70% of millennial consumers buying decisions are influenced by their peers. 30% of state that they are more likely to make a purchase because of a non-celebrity blogger recommendation. In comparison, just 3% of customer are influenced by celebrities. The consumers relate to bloggers, more than to the celebrities and their opinion has more value. 40% of them also feel that Youtubers understand them more than their friends. The same research also shows than 22.8% of men are influenced by YouTubers compared to 13.9% of women (Vaughan, 2016). But YouTube in general is dominated by male audience - female users are 38% and male users are 62% (Danny Donchev, 2018).

Is it true that influencer marketing delivers eleven times the return on investment (ROI)? Though it is not always true, influencer campaign is still a valuable tool for companies. It has to be said that every campaign should have realistic expectations, but 11 times the ROI is certainly reachable via influencers (Pavlika, 2018). Influencer marketing is quickly turning into brands' go-to choose for talking to customers in an authentic manner. It is thought by several marketers as the good option to boost reach and relevance, however within the extremely measurable world of digital, they usually fail to identify the directly ascribable ROI of programmatic and paid social media posts. Even more interesting is the fact that 38% of marketers are unable to identify whether or not the influencer activity truly drives the sales. Moreover, 86% do not understand the ways that the influencers calculate their fees. The results are from the survey conducted by Rakuten Marketing among two hundred marketers (Rogers, 2017).

For this reason, influencer campaigns are becoming more and more popular. But it is necessary to understand how to use the mix of different types of influencers, strengths of different types of content and how to increase the ROI.

The research also shows that, paying the influencers does not weaken the impact of their relationships. As long as they keep their transparency and provide the content that is engaging, the audience will still have positive reaction on it. Building a brand for the influencers also takes time and a lot of effort. Honesty is one of the reasons why the followers trust them and the influencers know it. Also, if they keep their content high quality even the sponsored content can be useful for the audience (Pavlika, 2018).

According to Rogers (2017), therefore, it is understandable that during the past years the brands have spent over a billion USD only on Instagram influencers according to Mediakix

(2017), who also expects that the number will be twice more by 2019. The influencers can get paid tens or even hundreds of thousands of dollars for the sponsored content. Of course, it depends on an influencer, but their prices can get almost as high as the prices of the celebrities. By the same research 23% of marketers are going to increase their spending by 30-50% in 2018. The figures could rise even more if the influencers can be more transparent about their contributions to sales. But for now, it still remains an issue.

Federal Trade Commission obliges the influencer to disclose if their content is sponsored. Also, it should be stated clearly and conspicuously, so that the readers understand that it is a sponsored piece of content. The research conducted in the USA in 2017 among 2000 consumers shows that 34% do not mind the sponsored content and 33% feel neutral about it. In total 67% of the audience can accept the sponsored content as long as the content is high quality and entertaining (Pavlika, 2018).

## **1.5 Concluding notes on theory**

After theoretical analysis it is necessary to conclude that influencer marketing focuses on the key individuals who influence the taste and the purchasing behaviors of a company's target audience. These individuals are passionate about their chosen topic, are credible and trusted among their followers. The bigger organic following they have the higher social capital they possess. Influencer marketing can be similar to word-of-mouth marketing but in this specific case the information is being spread not by regular people who tried the brands or products, but by the individuals with large following.

The influencers can be micro (long-tail), medium size and macro (short-tail). The categorization is made according to the number of following they have on their social media channels. The research shows that the engagement rates go down as the following increases, though the same cannot be said about the reach. Therefore, depending on what the brand is trying to increase: reach, engagement, conversions and so on, they should decide accordingly who to partner with.

It is necessary to conclude, that deciding who to partner with can be done by turning to an influencer marketing agency that can offer the credible influencers with organic following or by the brand's own resources. Then the issue arises: is the influencer

real or is her/his following fake? The question can be answered by vetting the influencer, by analyzing whether the engagement rates that she/he generates are relevant to the follower count.

Of course, the pricing of the posts/videos increases as the number of followers of an influencer increases. For this reason, it becomes unclear whether the ROI would be positive and the investment would be returned to the brand. Although it is problematic to define what the ROI of the influencer marketing is, if a brand uses affiliate marketing with the influencers the process becomes clearer.

But, in conclusion, there is no doubt about the fact that the influencers are trusted by the followers and a significant number of them purchase the products according to their recommendations. Therefore, leveraging their influence more often than not drives the brand's sales and revenues and ignoring such opportunity can be compared to "ignoring the existence of television".



## **II. EMPIRICAL RESEARCH ON INFLUENCER MARKETING EFFECT ON CUSTOMER BEHAVIOR IN MAKEUP INDUSTRY**

This part of diploma paper describes the methodology of the research: the goal, object, objectives, sampling and data collection methods. It presents the results of qualitative analysis of several YouTube beauty influencers – beauty gurus and the results of the quantitative survey among Georgian and Lithuanian students.

### **2.1. Research methodology**

**The goal.** The goal of the research to compare students from Georgian market with the Lithuanian in terms of the level of acceptance of social media influencers in make-up industry and, to determine what are the cues that make an influencer successful. Also, to provide recommendations for influencer marketing based on the theoretical analysis and empirical research results.

#### **The Object**

The object of the research is the effect of influencer marketing towards customer behavior in makeup industry.

#### **Objectives:**

- To conduct theoretical analysis on influencer marketing.
- To conduct qualitative and quantitative research in two markets, based on the prepared methodology.
- To analyze research results and make necessary conclusions.
- To provide recommendations for influencer marketing.

#### **Hypothesis:**

Respondents from Georgian and Lithuanian markets have different requirements towards the YouTube influencers.

Usage of central (cognitive) and peripheral (non-cognitive) routes towards the persuasion both play a role in developing an influencer.

**Research type.** One part of the research is descriptive and is conducted using qualitative research method – qualitative analysis because it is to be determined what exactly the influencers do in order to be credible and reliable and what type of videos they upload, which can be achieved through observing their behavior. YouTube influencers are studied, what kind of videos they upload, what they do in videos, what brands they are mentioning and etc.

The second part of the research is a comparative customer survey. There were students from Georgia and Lithuania. An online questionnaire was used to collect the data and the research went on for a week in March 2018.

**Sampling.** The respondents were selected using convenience sampling because of the lack of possibility of tracking a publicly available questionnaire. There was a two-step process of choosing who would fill in the whole questionnaire. The filter question was whether or not the respondent watched YouTube influencer videos. Altogether there were 354 Georgians and 447 Lithuanians, from whom the entire questionnaire was filled in by 246 Georgians and 352 Lithuanians.

For the qualitative analysis, one macro influencer was selected based on:

- The frequency of her activity on YouTube – she uploads videos regularly, almost every day;
- Subscriber count – she has up to 4 million subscribers;
- Her dedication and focus to one niche – makeup;
- Owns her own brand;
- Is highly credible within the community.

Also, there were one influencer from Georgia and one from Lithuania with the most subscribers analyzed.

### **Data collection**

The survey data was collected using the online questionnaire and the platform used was Google Forms, which gives a user-friendly interface, possibility to use different types of questions, open ended, multiple choice, checkbox, and other.

For the Lithuanian students the questionnaire was sent to their Vytautas Magnus University emails. Whereas for Georgian students the questionnaire was posted in various Facebook groups related to Georgian universities, faculties and subjects within the universities.

The questionnaire was in English language for Lithuanians and in Georgian with English translations in brackets for Georgians. This way the survey was relatively standardized, and not to lose the meaning in translation. Since the target groups were students, there was little to no language barrier, since most of them they do know English. Also, a lot of the terminology that is being used in the YouTuber community, for example the names of video types are not available in Georgian language and they would have to be written in English anyway.

### **Limitations of the survey**

The main limitation of the survey is that there was no possibility of controlling the number of females and males that filled in the survey, causing uneven numbers of them and a significant difference between them. Also, for the same reason there is a difference between the number of Lithuanian and Georgian respondents. Because of the limitations in time and financial resources the numbers of respondents were not made even.

However, since the paper discusses makeup industry, which is dominated by the females, the data collected is still relevant for the paper even though it is not representative of general population.

In the future research the quantitative data can be collected only from the respondents who watch makeup related YouTube influencer videos and the research should also focus on other social media channels that the same influencers use, usually: Facebook, Instagram, Snapchat and Twitter. Also, for the future research it will be interesting to compare customers with different social status and purchasing power, which this research lacks: it is done only among students who are mainly in the same age category.

## **2.2. Popularity of YouTube influencers? in Georgia and Lithuania**

Lithuania and Georgia both are relatively small markets and therefore the channels who target those audiences cannot have millions of subscribers. In Lithuania, according to Socialblade (2018), the most subscribed YouTube channel has 729,398 subscribers and 371,759,427 video views on March 11, 2018, but only 15 channels have over 200 000 subscribers. In Georgia 1,274,714 subscribers and 151,624,333 views, but only 9 channels have over 200 000 subscribers (Socialblade, 2018). So, in these two markets we mostly encounter micro or medium size influencers. Although if we consider the number of population in these

two countries, and number of population who has access to the internet, 200 000 subscribers is a significant amount. In Georgia over 2 million people have access to the internet (Internet Live Stats, 2016) and in Lithuania there are up to 2.2 million users of internet (Internet Live Stats, 2016). 200 thousand is about 10% of the population of internet users, which is a significant number for one YouTuber. Although in general 200 thousand subscribers make a person a middle range influencer, in these markets it is very hard to have more subscribers, almost impossible. Therefore, the YouTubers who have 200 thousand subscribers or more can be considered as the most influential YouTubers within the country.

In the beauty industry however, in Georgian there is one main YouTuber: Tako Sazina with 17 000 subscribers. In Lithuania, there are more YouTube influencers in beauty sector, for example, Chanelette with 60 000 subscribers, but her videos are in English, Hello Ruta with 22 000 subscribers and there are several others with about 5000 subscriber range. It is understandable that they do not have hundreds of thousands of subscribers. Their language is spoken by about 3-4 million people in the world, they are focusing on a niche market – people who use makeup and watch such videos, which almost entirely eliminates the male gender. YouTube is generally dominated by the males – 62%, so the population that they are targeting is smaller in general. Also, they have to compete with English or other language speaking well established YouTubers, with millions of subscribers, more partnerships with the brands, better equipment and more experience, so for them there is a tough competition.

Thus, here mainly we see micro influencers in beauty industry and in smaller numbers. Because of the mentioned situation the attention from the makeup brands towards them, even simply sending some products for free can be valuable, gaining some more exposure from makeup brands' YouTube channels can also be interesting and overall, it is worth giving a try to leverage their influence, with small incentives.

## **2.3. Qualitative analysis results**

### **Analysis of YouTube Influencer's main video series – the case of Tati.**

Tati created her channel in 2010 and since then she has uploaded 1307 videos by March 2018. She has up to 4 million subscribers and over 796 million video views. She uploads 5 videos per week and all of them are about 10-15 minutes long – medium size videos.

She also has Facebook, Twitter, Instagram and Snapchat accounts, with the followers between 300 000 and 1.2 million on different social media channels.

Her main video series are:

WTF Reviews – Worth the Price?

She has 116 such videos by March 2018. In such videos she usually buys a very expensive makeup or skincare item, for example a lipstick for 90\$ (Tati, \$90 LIPSTICK WTF? | First Impressions, 2015) which was her first video from these series and thanks to these series her channel really took off and started receiving more and more views and subscribers. See Figure 9 in the Annexes.

She tests out whether it is worth the money or not. She does a review of a product from top to bottom:

- packaging,
- the smell of the product,
- swatches,
- application methods,
- what shades she used,
- close ups of the product
- how it looks after the application,
- check-ins during the day
- evaluation of the products.

OMG!!! Beauty video series

In such videos Tati reviews strange beauty products, for example powder lipsticks, peel off brows and so on. They can be of different prices, these series do not focus on a specific price range, but for sure there are usually no products that are considered as high end of the high end (Tati, POWDER PUFF LIPSTICK??? ... OMG, 2018). Such videos also have the element of creativity, because they discuss the products that are unusual, interesting and novel.

What's New at Sephora/Drugstore – Hot or Not

In such videos she showcases new makeup products from Sephora or from the drugstore and explains how to use them, whether she liked them or not. In such videos she does not show the wear tests, but she just talks about her experience with mentioned products. Also, she shows swatches of the products (Tati, NEW AT THE DRUGSTORE | Hot or Not, 2018).

Favorites and Hate its/Best products/Worst products

This video is similar to Hot or Not videos but she discusses the products she liked or disliked during the month or during the year (Tati, FAVORITES & HATES ITS, 2018).

Also, she occasionally does the video tags that are going around in the community, for example in February 2018 a lot of other influencer did videos about mixing all of their highlighters and checking how it would look in the end (Tati, MIXING ALL MY LIQUID HIGHLIGHTERS, 2018).

### **Types of Partnerships – Analysis of Tati**

There are several ways vloggers and makeup companies can cooperate, here are the ways that were observed from Tati's videos. She does not necessarily do all of those partnerships, but a person can observe that these can be the ways from her videos.

Having YouTubers or companies' PR list: Sending free makeup products, giving them insight about the date when the product will be available, where it will be sold, for what price. Tati is on the PR list of several different companies. She does unboxing videos about once a month, where she shows what companies sent her, in a lot of cases it might be the entire new line of products, or one main product and other (Tati, FREE STUFF BEAUTY GURUS GET | Unboxing PR Packages ... Episode 10, 2018).

Collaborations: Tati once collaborated with Birchbox with their first makeup brand LOC – Love of Colors, it happened in 2015, since then she has not accepted such partnerships (Tati & Birchbox, 2015). She took part in developing the shades of the products. There were three shades of lipsticks, 5 shades of shadow sticks and a sharpener. She made a detailed review and explanation of the products and how they can be used. The video was uploaded on the Birchbox's YouTube channel.

Affiliate codes: Tati usually does not have promo codes, or the affiliate links, the only code found was by Clarisonic, which she had only a handful of times (Tati, \$1 MAKEUP TRY-ON HAUL! Mind Blown!!, 2017).

Sponsored videos: Sometimes makeup companies, or other companies sponsor the influencers to make videos and say certain things about the brand or products or to review the products without any bias. In case of Tati, she never uploads sponsored videos. There is no doubt that an influencer of her rank is receiving several offers for the sponsored videos and she can

certainly earn more by accepting those. But she has said before that her channel is about honesty and she will not let the companies sway her opinions.

### **The Influencer's Beauty Brand – Halo Beauty by Tati**

On February 21, 2018 Tati wrote in the description of one of her YouTube videos (Tati, RIDE OR DIE MAKEUP BRUSHES ..., 2018) “BIG BIG BIG Announcement coming soon, Stay Tuned!” and her subscribers started to speculate what it would be. A lot of people thought it would be her makeup or skincare brand. Afterwards on February 27 she uploaded a video on YouTube, where she answered some questions about her brand, but she did not expose what products it would be, but she said there would be international shipping, no private labeling, she is not sharing a factory with any other brand and etc (Tati, 20 QUESTIONS about my Brand ..., 2018).

Then on February 28 she announced her brand and her first product (Tati, MY BRAND ANNOUNCEMENT ... xo's, 2018). It turned out to be neither makeup, nor skincare. It is a hair, skin and nails booster vitamins. She says that after taking two of those capsules per day the consumer should see the results within 3 weeks and she herself saw the results in two weeks. The ingredients that she uses are vegan, gluten free, soy free, cruelty free, sugar free, it contains Ceramide RX, which is the most expensive ingredient in the formula. 30-day supply of the vitamins costs 39.95USD and is sold exclusively from the brand's website. She said that she wanted to make the brand all inclusive, so that every person could find the product useful and it would work for her every subscriber. The product is not FDA approved, because FDA does not approve vitamins, but the factory works according to the FDA guidelines, which is a must in the USA.

The fact that she came up with the vitamins caused a lot of controversy. On March 26 2018, there are 10900 videos on YouTube about the brand. Tati had to disable comments on mentioned videos and instead she decided to upload a video response to the questions and concerns that her fans had. One of the main concerns was an ingredient saw palmetto, that may reduce the effect of birth control pills.

Tati in her respond video which is 52 minutes long, one of the longest videos she has ever uploaded, explained that she is very passionate about the product, and her formula was tested by medical professionals to make it safe and effective for most people, but before taking the supplements, everyone should consult their doctor. She also addressed an issue that her

subscribers were “attacking” her family members and saying that her mother is scientologist, she said it is untrue and she expressed her disappointment in the mentioned video.

She did not expose the names and surnames of the doctors that have worked on the product, because of their desire to keep their names from publicity. Also, she was disappointed by other people who addressed her brand and put the address online, when in reality the address of the brand is public information usually.

She also said that she had been working on the brand for 2 years. She designed and built everything about her product and she spent a lot of time and resources on it. Ceramide RX is the ingredient that differentiates her product from others, the ingredient costs 2500\$ per kilogram and they trademarked the ingredient (Tati, RESPONDING TO QUESTIONS, CONCERNS and ACCUSATIONS, 2018).

She did not send any products for PR to any other influencers, which never happens in the community. Usually the influencers support each other’s brand and products.

In conclusion Tati did receive a lot of controversial responses about her brand and the product, but her subscriber count is still high, and is growing. But it is interesting that the view count has a decline in February in comparison with January 2018 (Socialblade, Tati - GlamLifeGuru). See Figure 10.

In conclusion, it has to be said that even as a beauty guru, who rarely accepts any sponsorships or partnerships and uploads almost every day, is active, and works hard can receive negative publicity and can lose credibility in some people’s viewpoint. But in the mentioned situation Tati’s channel is still growing, her subscriber count is still growing, therefore I think that for her channel this controversy did not bring a lot of harm, at least according to Socialblade statistics by March 2018.

### **Presentation of an influencer’s YouTube channel– Chanelette**

Chanelette is a YouTube influencer from Klaipeda, Lithuania. She has about 61.00 subscribers in April 2018, therefore she can be considered as a micro influencer. She has the most subscribers from Lithuanian influencers in beauty section. Her videos mainly are in English, occasionally she has videos in Lithuanian too.

She focuses not only on makeup but also on skincare, haircare and fashion and she also uploads vlog type videos occasionally.



She receives PR packages from the brands and she is open about it in her videos, though the affiliate links that she has in the description box are not disclosed to be earning her commission. They are affiliate links, because after clicking them the customer is being taken to rstyle.me website – which offers affiliate service and then to the online shop.

She uploads videos 4-6 times a month and it does not happen on specific days every week. There is no specific system to when she uploads what types of videos, whereas Tati has a day of the week when she uploads a specific video from her different series.

Her main video types are the following:

- Vlogs: Where she usually speaks about different topics, it can be about shopping, pr packages, her life, behind the scenes and so on (Chanelette, Weekly Vlog: LIFE UPDATE, PR PACKAGES & VICTORIA'S SECRET HAUL!, 2018).
- Makeup tutorials (Chanelette, 2018)
- Monthly favorites: though not every month (Chanelette, 2018).
- Get ready with me: where she shows her outfits, makeup and how she achieved her entire look.
- Hauls: she shows what she purchased lately: fashion, makeup, skincare and other (Chanelette, 2017).
- Makeup declutter: she decides what items she wants to keep or get rid of and provides mini reviews/recommendations of those items (Chanelette, 2018).

Since she does not focus on the same types of videos, she also has occasional videos out of beauty context, for example, about home decor (Chanelette, 2017).

Her videos are available in HD and depending on the type of videos they can be edited or not.

She had a collaboration with Stiliusbox (Chanelette, 2017) which is a subscription box which comes with different beauty products. It is similar to Birchbox with which Tati had a collaboration with.

Finally, she has the same types of partnerships with the brands and Tati has, which is the indicator or the fact that the methods the brands can utilize while working with influencers are consistent across different countries and across different kinds – micro and macro influencers.

### **Presentation of an influencer’s YouTube channel – Tako Sazina’s advices**

Tako Sazina is a Georgian YouTube influencer with about 17.000 subscribers in April 2018. She also has Facebook and Instagram pages. She is the biggest influencer in beauty section in Georgia on YouTube.

Her videos are in Georgian language, and are high quality, well edited content.

Her main and almost only type of videos are tutorials: makeup tutorials (თავო საზინას რჩევები, 2017), skincare (თავო საზინას რჩევები, 2018), haircare (თავო საზინას რჩევები, 2018), nailcare tutorials (თავო საზინას რჩევები, 2017).

She has never had a collaboration with any brands and she never discloses if the video is sponsored or not, whether the products that she is showing were bought by her or not, so it is impossible to say whether she partners with the brands. But vast majority of the products that she lists in the description box are from two sources and if they are not listed the are still exclusively sold by one of the same sources.

## **2.4. Survey Results**

The survey was conducted among 447 Lithuanian students and 354 Georgian students. From which 352 and 246 respectively filled in the entire questionnaire, next sections cover only those who filled the entire questionnaire.

Most of the students were within the age range of 18-26 – 95.32% as expected. See Figure 1.

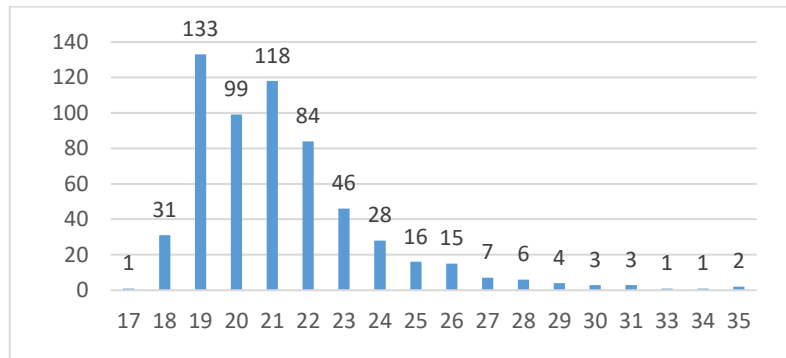


Figure 1 - Age Distribution in the Survey

In Georgian market females were 73% and in Lithuanian 76%. It was mainly caused by the lack of control over who would fill in the questionnaire. But since the paper is about makeup industry, it is dominated by females, therefore the results of research still provide beneficial information about the market.

The first question was a filter and in case of a negative answer the survey ended. The survey showed that 78.8% of Lithuanians and 69.5% of Georgians do watch YouTube influencer videos. Which is the clear indicator of the fact that incorporation of the influencers in the marketing campaign would at least raise awareness about the products or brands. Students watch the influencers and if a company is targeting them it will be beneficial even in Lithuania and Georgia (Figure 2).

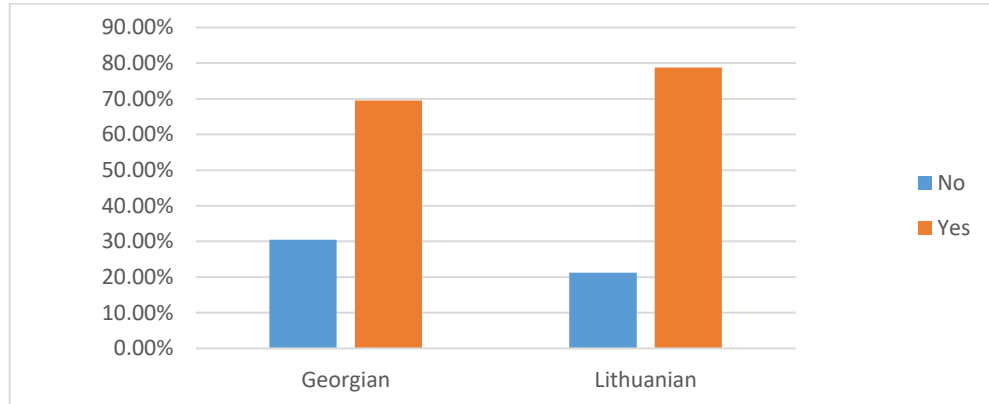


Figure 2 - Do you ever watch YouTube influencer videos?

When asked how often they watch the influencer videos, 30-45% (30% of Lithuanian females, 31% of Georgian females, 33% of Georgian males and 45% of Lithuanian males) depending on gender and nationality do so multiple times a day. 14-23% depending on the gender and nationality watch the influencer videos once a day and so the numbers are declining while the frequency of watching the influencer videos is decreasing. See Figure 3.

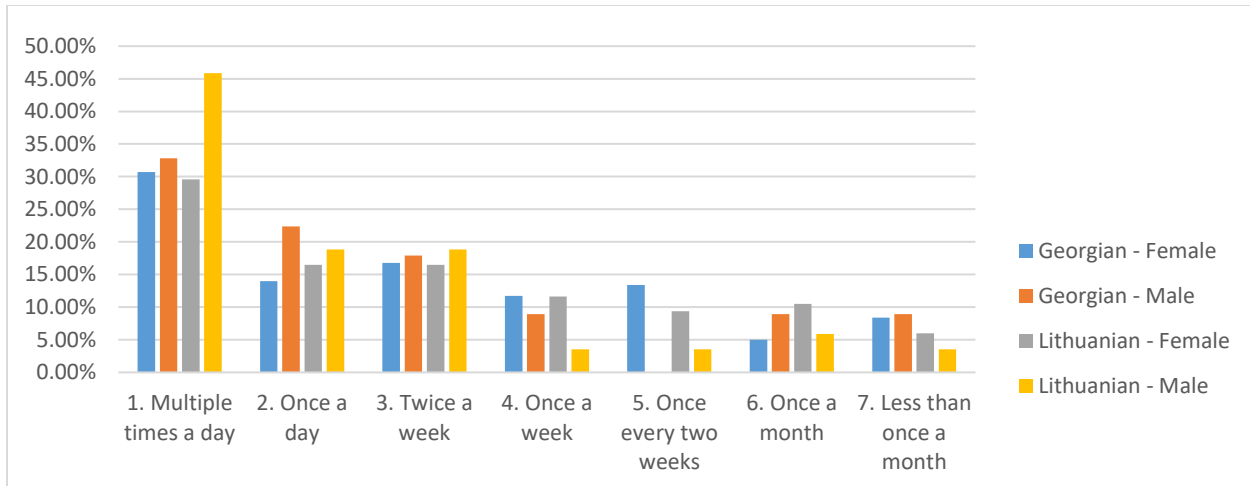


Figure 3 - How often do you watch the influencer videos?

They usually watch the videos each time for less than an hour – 68% of all respondents or up to two hours - 23%. There is no significant difference between gender or nationality. Less than an hour might seem like a short time, but if we consider that it happens multiple times a day or once a day by up to 50% of respondents, then the overall time spent watching the influencer videos is significant.

The most watched types of videos are vlogs, comedy/entertainment, tutorials and educational, and reviews. As it was expected makeup related videos are mostly watched by females and almost by zero males in the mentioned markets.

The video does not have to be long, 47 to 53% of respondents from each segment consider it very unimportant (Figure 15). But it is important that the video was HD (Figure 18) – especially for Georgian females: up to 65% of them consider it to be very important, up to 50% of Georgian males think the same way and respectively 41% and 38% of Lithuanian males and females. Though it might seem like for Georgians it is more important that the video was HD, big portions of Lithuanians also evaluate the mentioned attribute with grade 4, where 1 means unimportant and 5 means very important. After summarizing the numbers of respondents who indicated 4 or 5 in the mentioned question, the difference between the nations becomes smaller and smaller. Moreover, if we consider the possibility of standard error in the survey the differences are diminishing even more. Generally, it can be said that most of the individuals from both markets consider the quality of the video to be important or very important.

Editing of the video is also crucial. 84% of Georgian females and 78% of males indicated either 4 or 5 on the 5-point scale, where 5 means very important. In case of Lithuanians, 81% of females and 74% of males indicated the same answer (Figure 19). Which is a clear indicator of the fact that in both markets the quality of the videos is valued. If a person is trying to become an influencer he/she should deliver high quality videos, with good editing.

Since entertaining videos are one of the most watched ones, it is no surprise that both markets pay attention to it (Figure 21). Creativity is also important for both markets. 78%-83% depending on the mentioned segments indicated either 4 or 5 on the mentioned 5 point Likert scale (Figure 20).

Another attribute that all mentioned segments consider to be important or very important – evaluated as 4 or 5 on the Likert scale, is informativeness. 79% of Lithuanian females value this attribute, which is the lowest number from the available segments. 96% of Georgian males indicated the same points, which is the highest number from the segments, but overall, it can be said that both markets consider informativeness as one of the crucial factors (Figure 22).

Both markets agree on these attributes of the videos. There are minor differences across gender and nationality but, overall all responders agree on it. If we take a look at the videos of the vlogger of the analysis – Tati, her videos mostly match with these criteria and her channel took off when she came up with luxury product reviews, which no one else did then.

For Lithuanian students, relatable videos are more appealing than to Georgian students (Figure 23).

Also, for the male students the videos being short is less important than for the female students (Figure 17).

Overall there are no clear views about medium length videos from the respondents, which would could be the best option for an influencer, if he/she is targeting this age group (Figure 16).

Also, the student care less about the influencer's look (Figure 4), compared to their intelligence (Figure 27), dedication to their topic of interest (Figure 28), humor (Figure 26) and personality (Figure 24).

But it has to be noticed that the influencers' looks are the most important for Georgian females and the least important for Georgian males, whereas in the Lithuanian segment there is no clear preference towards this factor (Figure 4).

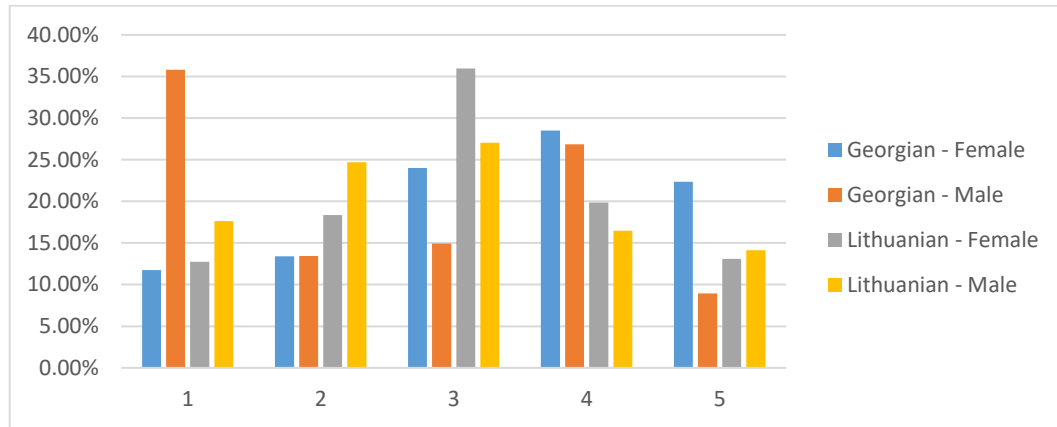


Figure 4 - The influencer should look good

What should be interesting for brands is that, both markets are not against sponsorships, they also do not have a clear view about the disclosure of sponsorships. Especially Georgian students do not mind if the influencer does not disclose the partnership, 66.5% of Georgian females rated from 1 to three the importance of disclosure, meaning that it is unimportant or moderately important. About 77.8% of Georgian males expressed the same opinion. From Lithuanians the numbers were 62.2% of females and 75.3% of males (Figure 30).

64.8% of Georgian females, 77.61% of Georgian males, 62.17% of Lithuanian females and 75.29% of Lithuanian males rated 1 to 3, meaning that it is unimportant or moderately important that the influencer does not upload sponsored videos (Figure 5). Therefore, even if the YouTubers disclose it, they do not mind it. As long as the video is high quality: it is well edited, HD, creative, the YouTubers personality is favourable and so on, for the students it is still acceptable to watch the influencer videos. This specific result was also true from the literature analysis, therefore for the brands it should be the green light to start partnering with the influencers.

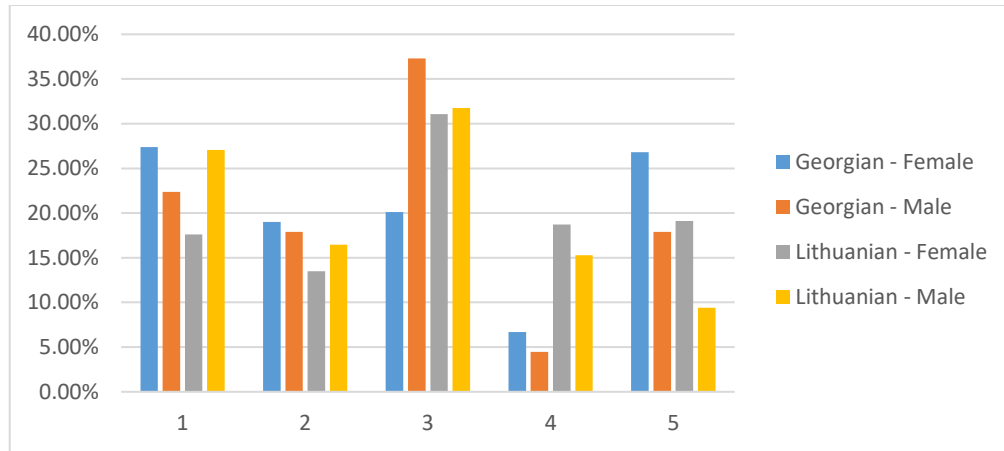


Figure 5 - The influencer does not upload sponsored videos (5=very important, 1=unimportant)

Moreover, the students do pay attention to what the YouTubers recommend. From Georgians, over 83% of women and over 58% of men stated that they at least sometimes pay attention to those and From Lithuanians 86.4% of women and 78.82% of men pay attention to the YouTubers' recommendations. Making influencer marketing favourable way of raising awareness and knowledge about the brand or the products (Figure 31).

Females are more likely to trust the YouTubers' recommendation than men. In both markets, 35.2% of Georgian and 19.9% of Lithuanian women rated 4 or more in case of trust towards the YouTubers and about 17.9% of Georgian and 20% of Lithuanian males from both markets rated 4 or more (Figure 6). Though it has to be said that none of the markets really trust the influencer recommendations. They are more neutral towards those, meaning that incorporation of the influencers would not necessarily raise conversions and sales of the products which are high in awareness and knowledge. But unknown new products would be introduced to the markets and therefore indirectly the sales can be affected.

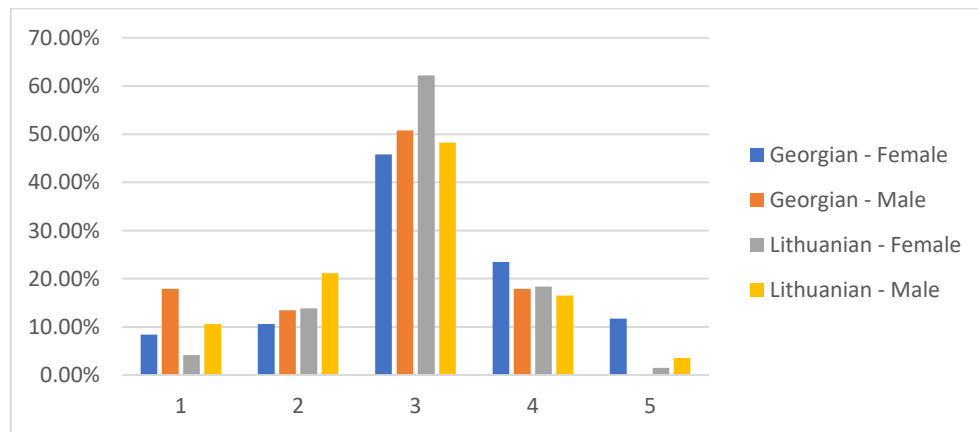


Figure 6 - To what extent do you trust your favorite YouTubers' recommendations of products?

In case of engagement, about 30% of respondents never like, share or comment on the videos, and about 16% of them are highly unlikely to take any action, no matter how good the video is, or how they agree with it (Figure 33). Reminders from the YouTubers to engage with them and take some kind of action are highly ineffective for the Georgian and Lithuanian student markets. Over 72.7 per cent strongly disagree with the statement that they would take action if the influencer would remind them to do so. It is interesting, because the standard outro of the influencer videos usually encourages people to engage (Figure 34).

Even controversial videos do not make Georgian and Lithuanian students to comment and voice their opinion. Same goes for the shock factor, which works for the small portion of Georgian students, only about 31-33 % of them are likely or highly likely to engage (Figure 36).

What will make them engage in some way is if they genuinely like the content, if they want to support the YouTuber or take part in giveaways, also they might like a video to save it in the liked videos playlist. Sharing happens more with close acquaintances with private messages. Also, if they learn something new and the video entertains them, while commenting usually happens if they find an interesting comment thread and they want to help other people with their answers.

The students state that if the video is inappropriate, has too many ads, or the title is misleading and the video does not answer the title it is likely that they will dislike it.

About 60% of Georgians and about 33% of Lithuanians check online reviews of any products that they get interested in buying. And about 30.5% of Georgians and 33% of Lithuanians never check online reviews. The product price is not a good predictor whether a person will check online reviews or not. It depends more on the interests of the students.

## **2.5. Concluding notes on the empirical research**

The qualitative analysis showed that there are no significant differences between the partnerships that macro and micro influencers can get from the USA and Lithuania but in Georgian situation it is unclear since the biggest and almost the only influencer never discloses whether the products she uses were sent to her, or whether her videos are sponsored or not. Usually the brands and the YouTube influencers can work together in the following ways:



having sponsored videos, having affiliate links, coming out with a collaborated product or just being on a brands' PR list and receiving free products.

Also, YouTube influencers are also present on other social media channels, so it is safe to say that they are not only YouTube, but generally social media influencers on different platforms.

The macro influencer analysed is a clear example of the fact that creativity is important for becoming a successful influencer. She was the first person who started video series where she reviewed luxury makeup products and her channel took off more and more since then. Also, her videos are very informative, in depth, very high quality and very well edited. In her videos she does not only focus on the brands and products but she connects with the audience and tells about her day.

The Georgian influencer is more different in terms of the types of videos, she almost exclusively has tutorials, whereas other two influencers have more variety.

Regarding the influencers within Georgia and Lithuania, can be said that there are not many of them and mainly they are micro-influencers. With the subscriber count of maximum 60 000 in Lithuania and 17 000 in Georgia. Though it does not mean that Georgian and Lithuanian people do not watch and follow the influencers, they do as the research showed, but they do not necessarily have to be from the same country as they are. It means that even if a makeup brand invests in influencer marketing and targets the influencers who speak widely known language, like English, they can not only cover the English-speaking countries, but also the ones with another native language.

The survey showed that 78.8% of Lithuanians and 69.5% of Georgians do watch YouTube influencer videos. About half of the respondents watch the YouTube influencer videos at least once a day.

The most watched types of videos are vlogs, comedy/entertainment, tutorials and educational, reviews. As it was expected, makeup related videos are mostly watched by females and almost by zero males in the mentioned markets.

The respondents value informativeness, creativeness and quality of the videos, but they pay less attention to the influencers' look, instead they consider the influencers' personalities, intelligence and passion to their topic of interest as more important. There are small differences

between genders and nationalities, but overall in most variables all segments agree. The differentiating variables can be the following: Lithuanians like relatable personalities more than Georgians. Georgian females pay more attention to the influencers looks than other segments.

The important part of the survey for the brands is that the respondents do not mind sponsored videos, they also do not have clear views about the disclosures of the sponsorships. Especially Georgian students do not mind if the influencer does not disclose the partnership. This specific result was also true from the literature analysis, therefore for the brands it should be the green light to start partnering with the influencers.

Moreover, the students do pay attention to what the YouTubers recommend making influencer marketing favourable way of raising awareness and knowledge of the brand or the products. Though, both markets state that they are more neutral towards influencer recommendations, 33% of Lithuanian females stated that, which was the highest number from the survey and 13% of Georgian males, which was the lowest number. It means that incorporation of the influencers would not necessarily raise conversions and sales of the products which are high in awareness and knowledge. But unknown and new products, which are just entering the market would be introduced to the segments and therefore indirectly the sales can be affected.

In conclusion, the first hypothesis was not approved. There were no significant differences between Georgian and Lithuanian markets. There were minor differences, but mostly their attitudes are similar.

The second hypothesis was approved. Central and peripheral routes to persuasion both play a role in the success of the influencer and they are important for the viewers.

### **III. RECOMMENDATIONS TO THE BRANDS AND INFLUENCERS WHO TARGET GEORGIAN AND LITHUANIAN MARKETS**

This part of diploma paper gives recommendation to the brands and the influencers based on the research results and the summary of the problematic aspects of the influencer marketing in Georgia and Lithuania. The mentioned field is analysed using the SWOT method and there are recommendations about which stages of the hierarchy of the effects model are more likely to improve while incorporating the influencer marketing.

#### **3.1 Problematic aspects of the influencer marketing in Georgia and Lithuania**

As showed in the research results, in Georgia and in Lithuania the influencer marketing is not as developed, which is understandable, since Georgian and Lithuanian markets are much smaller than the market of English speaking people, which was also discussed in the literature review. Also, there are already several macro influencers on YouTube and other social media channels and therefore, the influencers from the mentioned countries still have to compete with them. Also, if the language used by the influencer is not as widely spoken, the people who do not understand it are automatically being excluded from their market, which becomes narrower. Therefore, it can be challenging to become a macro influencer and to have YouTube as a full-time job in the mentioned countries. It can be a factor that will reduce the motivation of the influencer to commit to YouTube. Consequently, partnerships with brands should be desirable for the influencers in the mentioned countries.

Another problem especially in Georgian market is the lack of the influencer who have a significant number of following. There are a handful of influencers with more than 1000 followers, and there are also a few number influencers in general within the industry. The YouTuber with the most number of subscribers has 17 000 of them, therefore she is a micro influencer, but within the country she is the biggest. Also, she never indicates whether the video is sponsored or if she received some products for free from the brands, which either means that

she does not has any partnerships, or that she does not disclose them. If the latter is the case, then I would recommend her and to other YouTubers that acceptance of partnerships is not an issue from the eyes of the followers. The literature review and the survey, both showed such results. Therefore, there is nothing to hide and being open and transparent with the followers will result in more benefits, than losses, since the survey showed that likeable personalities drive more following and engagement and being honest is a virtue in any society and is an integral part of likeable personalities.

She also only focuses on one type of videos – tutorials, which are one of the most watched types of videos, but her channel lacks systematization which does not let her loyal followers wait for her videos on specific days and her channel lacks a variety – which does not let her experiment and analyse what kind of videos give the more reach, engagement and growth of the channel.

In Lithuania the influencer who has the most following within the industry has 60 000 subscribers, she is also a micro influencer, but is the biggest in the country. She is open about what items were sent to her and is more open towards her subscribers. Her channel also has a variety of videos, she does not focus only on one type, but she also does not focus only on one topic, except for makeup, skincare and haircare she also has vlogs, fashion and even home décor, which increases her possibility to experiment, but decreases the level of dedication that she has to her topic of interest, which makes the channel more random instead of focused. Her channel also lacks systematization, but she does upload more often than the Georgian influencer that was discussed.

As the literature review showed, there is no clear way to measure the return on investment of the influencer marketing, one way is to use affiliate marketing elements and let the influencers have affiliate/discount codes and count the number of sales implemented with their individual codes, but overall the issue remains. Some say the ROI can be as much as 11 times the investment and others say the number is smaller. Though there is no clear way to measure it. It might be the reason why Georgian and Lithuanian brands might hold back and not try incorporating the influencers in their marketing strategies. Also, it is possible that the brand might not receive the increase in sales immediately, but instead they can experience the growth of their social media channels, or more traffic on their website, more awareness and knowledge in the audience. How is it possible to measure whether the value that the brand received from the

influencer was adequate to the investments made? This question also exists and there is no clear answer to it. It is possible to experience the growth of the social media channels and after a certain amount of time the increase of the sales, and how is it possible to determine whether it is because of the influencer, or because of the reasons independent from this strategy? Also, the raise in awareness does not necessarily mean that there was a raise in brand liking too. It can happen that after sending the products to the influencer for the review purposes, the brand might receive some negative exposure too, which might have an impact on the level of liking of the brand. Therefore, it cannot be said that incorporation of the influencers is always a beneficial strategy. It should be determined what are the goals of the brand and what are the KPI's before starting the influencer marketing program. If the brand is trying to improve their reach or engagement, relevant factors should be controlled and measured. If they are trying to improve their number of sales, again, the affiliate strategy can be incorporated. Though, it remains a challenge to determine the ROI of influencer marketing programs.

Another problem that might arise is the legitimacy of the influencer's following. It is always possible that the influencer does not have the legit followers, and instead she/he has purchased them. The problem is possible to be solved, though, it is something to consider and low trust levels towards the sphere of the influencers from the brands can also be a problem, though it can be a topic of the further research, since this paper does not focus on it.

### **3.2 Recommendations for the makeup brands that target Lithuanian and Georgian markets**

In order to form the recommendations to the brand about using the influencer marketing, we need to systematize the value that it can provide and its drawbacks, which is possible by presenting the SWOT analysis (Figure 7):

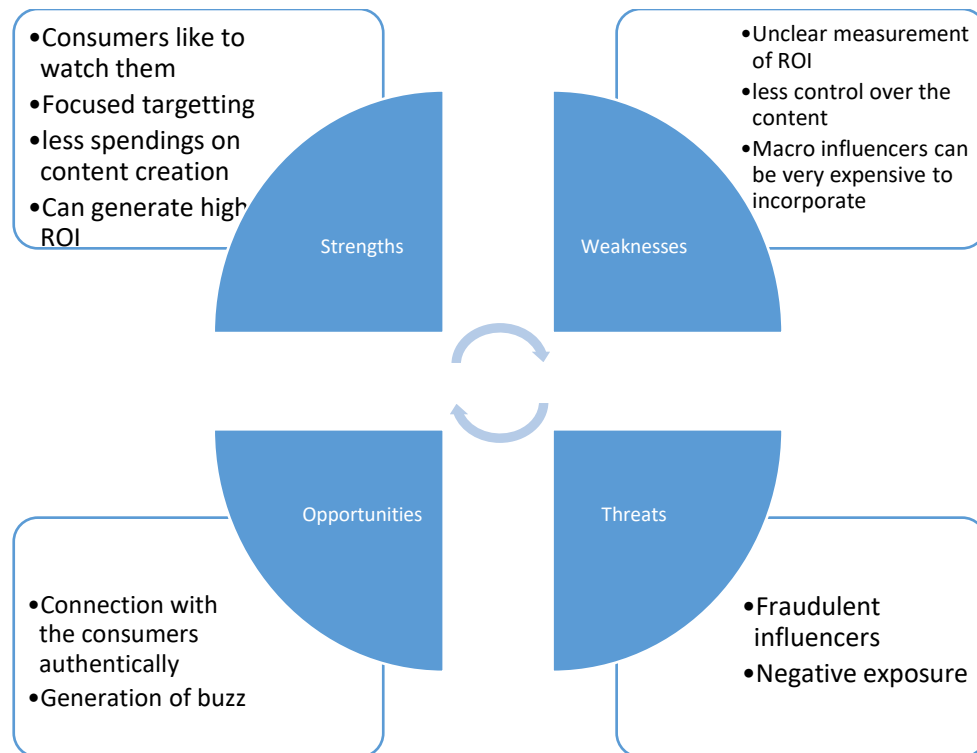


Figure 7 - SWOT analysis of the influencer marketing

The strengths of the influencer marketing are the following:

- In contrast with online ads, influencer videos are willingly watched and believed by the consumers.
- By focusing only on the key individuals, the brands can target bigger audiences.
- The brand does not need to spend resources on content creation, the influencers do it instead.
- Can generate very high ROI

The weaknesses are the following;

- ROI is hard to measure; how does a person determine which influencer delivered the most revenue? Or what is the value of other variables that can increase?
- Also, the brand has less control over the content. Sometimes the influencers decide what to say in the video and sometimes the brand curates what has to be mentioned, but overall in comparison to other forms of advertising it is less controlled.

- Macro influencers can charge premium, often their rates can go up almost as high as the rates of celebrities.

The opportunities are the following:

- Influencers give the opportunity to the brands to communicate with the audiences authentically which is something that usual advertising lacks.
- By collaborating with one influencer, it is possible to engage other influencers too, and their followers. The influencers are supportive, they watch each other's videos and are being influenced by each other. Having several influencers speaking about the brand can engage other influencers too and therefore their audiences thus creating the buzz around the brand.

Though, there are always threats remaining:

- There are fraudulent influencers with fake following and it is necessary to learn the influencers, before collaborating with them.
- Also, it is possible that the influencer might not like the brand or their products and might cover them in negative context, thus diminishing the liking of the brand within the audience.

So, as every other strategy, influencer marketing also has its advantages and disadvantages and the brands should decide according to their goals whether it is favourable for them or not. Though overall, if the brands choose the correct influencers and negotiate a better deal for themselves, the value that can be provided can supersede the risks and efforts.

As it was indicated in the literature review nowadays, the number of people who use the ad blockers on their devices is growing, the websites who request disabling the ad blocker in order to show the content are receiving less traffic, because the users would rather not go to the website at all instead of disabling the ad blocker. On the other hand, the influencers are watched by people willingly. They enjoy following them and they trust them. Therefore, promoting the products through the channels that are willingly paid attention to by the consumers is beneficial.

But as stated in the previous chapter, there will be the problems that will arise, how to plan the strategy, how to choose the influencers, how to determine and measure whether the program was successful and so on. According to the literature review the brands should know the following:

- Who are their customers and where they are, which influencers they follow, who are the key individuals within the target audience.
- What are the goals of the campaign? Increasing reach, engagement or conversions, etc.?
- What are the KPI's? What statistics should a brand focus on when evaluating the performance of the campaign?
- What tier influencers should they work with?

It depends on how much they are willing to spend on the campaign and what outcomes they should expect. For example, according to the literature review, micro influencers can be good for the engagement, since they have higher rates of it and are cheaper to work with. But macro influencers have far better reach and are expensive to work with and harder to approach.

- Should they seek out the influencers their selves or should they turn to an influencer marketing agency?

It is possible to find the influencer without having any third party involved, it can save the costs and give the brand full control over who to choose. While choosing them, they can use the influencer index to decide who exactly are the best fit to their campaign, who align the most with the brand, who are going to provide the most benefits to the brand and so on. They should pay attention to the views per month that they receive, post frequency, their contribution to the industry, level of participation in social media, engagement rates, number, quality and the context in which they cover the subject and other.

But in this case another problem might arise:

- How to check the influencer's credibility and legitimacy?

There are legit influencers and fraudulent ones. It is possible that they have bought the followers but they can be vetted: the brand can check whether the following and the engagement rate is relevant to each other. While taking into account not only likes and dislikes but also comments on the videos.

- What type of partnerships should they have?

There are several opportunities:



- sending free products regularly and earlier than they are available publicly;
- sponsoring the entire video;
- partnering with the influencer to have more mentions in her/his videos;
- Turning the influencers into affiliates;
- Making a product in collaboration with the influencer.

Depending on what the brand is trying to achieve, different methods can be applied. But overall, before starting the implementation of influencer marketing, the brand should know the answers to the mentioned questions.

As the research showed, majority of students from the both markets watch the YouTube influencer videos, which means that companies can receive exposure to the prospective customers through the influencers in Georgia and Lithuania too. Therefore, incorporating the YouTube influencers from these countries can have a positive effect on brand awareness and knowledge. But it has to be mentioned that the most accepting of the influencers' recommendations are Lithuanian female students, though the students from both markets are relatively neutral to YouTubers' product recommendations. It also has to be stated that about 30% Lithuanian female respondents stated that they have purchased an item because an influencer endorsed it. It is a significant number which indicates that incorporation of the influencers helps brands in sales and it certainly effects the level of awareness and knowledge of the products.

If we take into account the hierarchy of effects model (Lavidge & Steiner, 1961) presented below in the Figure 8, we can describe when the incorporation of the influencers in the mentioned markets would be the most effective, according to the survey results.

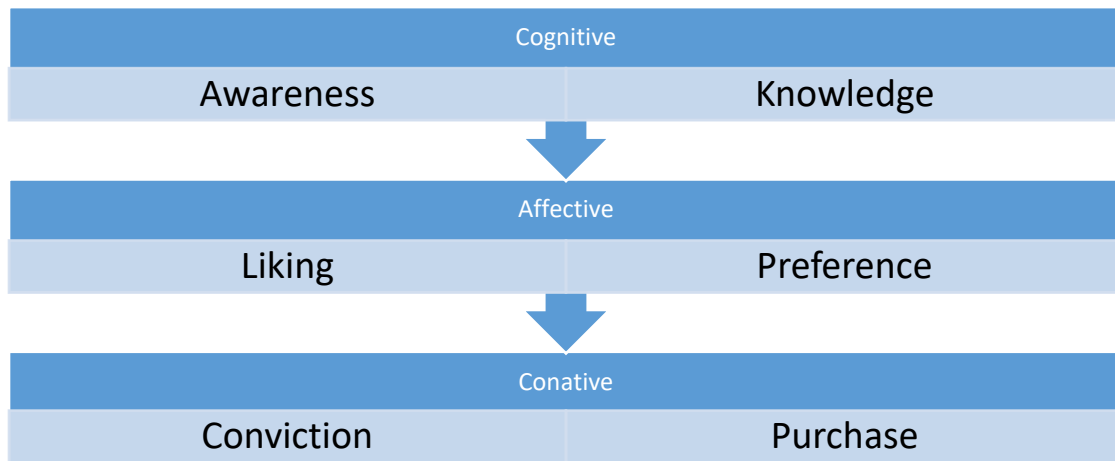


Figure 8 - Hierarchy of effects model

The first stage in the hierarchy of consumer buying behaviour is cognitive, which consists of awareness and knowledge. The second is affective, which consists of liking and preference and third is conative: conviction and purchase. In this specific model post-purchase behaviour is not taken into account but it is a classic model.

According to the survey, 86% of Lithuanian and 83% of Georgian females at least sometimes pay attention to the YouTube influencers' recommendations. (Figure 31). Since according to the survey makeup industry is dominated by the females in this case these segments are more relevant. If they do pay attention to the recommendations, it means that they are exposing their selves to the brands and products that the YouTubers mention. Thus, they become aware of the brands and products. For this reason, even mentions of the brands and products will raise the awareness. There is a wide variety of types of YouTube videos that can be used for this task – unboxings, tutorials, reviews, hauls and other.

Tutorials are one of the main types of videos that the influencers offer. They even provide mini tutorials during the reviews or other type of videos. In these videos the customers can gain knowledge about the products, how to use them correctly, what effects those will provide and what is the value in them. Additional value can be the following: if the follower is learning how to use the makeup and wants to recreate the same looks that the influencers show, they might also want to buy the same makeup pallets and brushes instead of using other ones. During the reviews with comparisons to other brands the consumers who watch the YouTube

influencers' videos can compare them to the competitors' options. So, for this stage incorporation of the influencers is favorable.

The next stage in the hierarchy of effects is affective. The influencers can cover the main features of the products, especially during the in-depth reviews and showcase the performance of the products which will also let the consumers check whether they like it or not. And, since the comparisons with other brands is also usual step in the in-depth review videos it can work on the preference too.

The last stage is conative, which consists of conviction and purchase. Lithuanian and Georgian females are more receptive and trusting towards the influencer recommendations than males, but the majority of them is still neutral towards them. Still there is a significant number - 33% of Lithuanian and 25% of Georgian females have made a purchase because the YouTube influencer that they like to watch positively mentioned the products. So, on this stage although incorporation of the influencer marketing strategy will not be as effective as for the cognitive stage, the sales still should increase. Although one third or one fourth of the population is a minority, it is a significant number. Since this is the last stage of customers' buying behavior it is expectable that not all customers will reach it. Also, it is possible that they do not make a purchase necessarily because of the influencers endorsement, but because they themselves liked and preferred the products over others when they saw the swatches, or the demonstration of the usage of the product. It is possible that they did not necessarily trust the judgement of the influencer, but they saw that the product performed well, or other products by the brand performed well. There can be other reasons why a consumer might purchase the product that they have knowledge of, than trust of the YouTube influencers' judgement, so the sales can still grow because of these reasons. The buying behavior can be encouraged through providing affiliate codes with or without the discount, convenience of online shopping will not only increase the availability and options of purchasing behavior but will also provide a way to track the return on investment of the influencer marketing activities. If the brand is partnering with several influencers, it will also provide the way to check who provides the most value and increases the revenues to the brand.

Overall, influencer marketing strategy can be beneficial on several different stages of the hierarchy of the effects model. Especially on the cognitive stage since the majority of the respondents from the both markets do pay attention to the products that the influencers mention.

For this reason, the research of the market situation, on which stages are the customers or the prospective customers is crucial. After the research and knowledge of the customers it will be easier to decide which marketing methods to incorporate, whether it will be the influencers or other. For the new brands or products, the influencer strategies are beneficial, especially if they sell online too, in which cases they will be able to turn the influencers into affiliates and track their performance and ROI.

It was not researched in the current study, but it is logical to say that from both markets since the local YouTube influencers do not have big followings, the students also watch the influencers from other countries, who produce the videos in different languages. Therefore, the brands that are internationally targeting the customers and use the influencer marketing strategies are affecting the markets in Lithuania and Georgia too as well as other target markets. Though in the future research, it will be interesting to find out which influencers they prefer, the ones from their countries, or the ones who produce videos in international languages.

### **3.3. Recommendations for Georgian and Lithuanian YouTube influencers**

Since in these cases the influencers will mainly be targeting Georgian and Lithuanian markets which are not big, it will be very hard for makeup/beauty YouTube influencers to become macro influencers. Most probably they will stay as micro influencers and therefore their income from AdSense will not be high or enough for living. If they do want to have YouTube as their full-time job, they will need partnerships with the brands. Since none of these markets are against sponsorships and even non-disclosure of the sponsorships, it can be recommended that they do accept those. Also, to partner with the influencer marketing agencies, to be available for different options of the partnerships.

Sponsorships are not the only aspect that the both markets agree on. Although in most of the questions the responses are not identical or almost identical, the trends are the same, Georgian market in most cases delivers more radical responses, and Lithuanian one less so, but overall the trends remain the same. Therefore, there are numerous similarities between the markets and few differences. For this reason, the most recommendations are meant for the influencers which target either of those markets.

Another recommendation can be the availability in an international language. There are brands who target international audience as well as Lithuanian and Georgian. Also, since English, for example is widely known it lets them be available for bigger markets while simultaneously staying relevant for the local market, because of the products they will mention. Chanelette is a Lithuanian influencer who has the largest following in the country, within the beauty section. She produces videos in English. If the local influencers will produce videos only in local languages, in the small population countries like Georgia and Lithuania they have little to no chance of becoming macro influencers no matter how good their content is.

The content, the videos must be HD and well edited. All segments in the markets agree on it and since the aesthetics of the videos are important having an aesthetically pleasing background, colours, lightning and overall feel should be as pleasing as possible.

Since, the aesthetics are important it should be expected that the influencers look should also be aesthetically pleasing, since they are the main focus in the videos. But the research did not show that it is one of the most important factors. It might have happened because it is more socially acceptable if a person looks beyond outside looks and pays more attention to the inner personality, or it might be that they really do not consider it to be crucial. Though it is questionable since the aesthetics of the video are clearly very important for each and every segment of the survey.

Long videos are the least attractive for the respondents. So, it is more favourable for the influencers to keep them less than 20 minutes. Between short and medium length videos, medium ones are the most favourable, so, keeping them 4-20 minutes long is the best strategy.

What all segments agree on, is that the videos should be creative, informative and entertaining. All segments agree on it, though all of these attributes are more important for the Georgian segments. For this reason, having a variety in the videos and experimenting with different types of content should be favourable for the influencers. Also making the videos entertaining and humorous are a good strategy. Entertaining videos are one of the most watched ones, so such appeal is an option. Though educational videos are also favoured, so tutorials should be detailed and should provide educational value.

Lithuanians also like relatable videos, so if the influencer keeps the conversation friendly and from the perspective of a normal person, she/he will be more appealing to the audience. Therefore, for a Lithuanian influencer keeping the videos casual can be recommended.

Since the influencers' personality is highly valued by every segment and especially by the females, showing the personality and not focusing only about the products or the information is a good strategy. Connecting with the audience will not only make the YouTuber more appealing to the audience, but it will also increase the engagement rate, since liking an influencer is almost the only factor that the respondents agreed upon that is important. Another factor is liking the video content, but the influencer herself/himself is the main focus of the video, so it is safe to say that the person herself/himself is part of the content, so being liked as a person is crucial.

Humour and intelligence and two other factors that all markets consider very important, especially the Georgian market. Humorous appeal to the videos makes them entertaining and more appealing. But the question is how is it possible to show the general intelligence of oneself? To answer this question, we need to define intelligence and there is not one but several definitions. In this case the definition of Cambridge Dictionary is used: "the ability to learn, understand, and make judgments or have opinions that are based on reason" (Cambridge Dictionary, 2006). So, the influencer should be able to present herself/himself as a person who can learn and understand the topic, in this case makeup products, the best ways of their usage, should be able to correctly judge whether the products are worth recommending and state opinions based on reasons that she/he can articulate with the audience. So, articulation of the arguments that are based on true facts and judgements is important. Except that their ability to acquire skills in doing makeup and present their knowledge not only by articulating but also by showing is necessary.

Also, since the respondents value the influencers' dedication to their topic of interest, investing enough time, effort and energy in providing quality content for them is also important. The macro influencer whose activity was discussed in the paper uploads videos almost every day. It is her full-time job and it is clear that she takes the responsibility to deliver the high-quality content almost every day.

Moreover, running a channel systematically is vital - uploading content every week on specific day or days. Determining which days are the most favourable can be done from YouTube channel analytics by checking whether the upload date and time make a difference in terms of view count or engagement and other metrics. Having video series that can be reviews, vlogs, tutorials and other can also give the influencer the idea about which types of videos are the

most popular and what they should focus on. Also, by experimenting with various content about the topic of her/his interest can let her/him come up with one video series which will boost the channel's popularity, like it happened in Tati's case.

Driving engagement is another important aspect of being an influencer. Since the research shows that the respondents value to see the inner personality and get connected with them in order to take some action: like, comment, share or subscribe. There are significant numbers of respondents who never engage, no matter what happens. But the ones that do, mostly do it because they like the influencer, they like the video and want to save it and so on, mainly in order to show the appreciation to the influencer they like. So, connecting with people and presenting one's selves as likeable personalities is crucial.

Helpfulness is another attribute that the respondents value. The video should provide the new and useful information to them. Which cannot be provided without the knowledge and skills of the influencer. Therefore, it can be recommended to the YouTuber's that providing valuable information will bring them success.

We need to consider Elaboration Likelihood model developed by Richard E. Petty and John Cacioppo (1986), which focuses on central and peripheral routes to persuasion. Under the central route, individuals carefully consider the merits of the information, there are a number of cognitive responses generated to the communication. Also, it focuses on central ideas and the data supporting them directly, and upon the arguments presented in the message. Peripheral route to persuasion refers to the type of persuasion when attractiveness and expertise of the source are important. Also, number of arguments and not the quality of them or the stimuli and the context within which the arguments were presented, for example with the types of music and visual effects.

The survey results show that both – central and peripheral routes play a role in followers' attitudes. While informativeness, creativity are parts of central routes to persuasion, the attractiveness of the video: HD, well edited, or attractiveness of the person, their humor and personality are more peripheral routes.

Although, the influencers' looks are not regarded as an important attribute, other peripheral factors are considered as important. For example, visuals of the video, humor, relatability, personality of the person and so on. Therefore, to the influencers it can be recommended that they pay attention to peripheral routes of the persuasion too. For example, by

presenting one's self as a likeable individual, with interesting personality is going to be valued and is going to drive engagement.

The research focused more on the peripheral routes, from which the only attribute was the influencers' looks that was considered as relatively unimportant, the rest of the attributes were mostly highly valued. Therefore, it is safe to say that the respondents pay much attention to the peripheral routes.

Though it has to be mentioned that when we are talking about personality we mean the big 5 personality traits: Openness, extraversion, agreeableness, conscientiousness and neuroticism. Although the research showed that the respondents do want to see more about the influencer, it was not researched in details, which traits are more favorable and which are less favorable, therefore the further research could focus on this topic. Which traits are desirable in order to be an influencer and which are less desirable. Though it has to be said that openness – creativity, creating videos in novel ways, and extraversion – being articulate, along with conscientiousness - systematized channel with a lot of dedication to the topic are favorable.

Informativeness of the video was regarded as some very important aspects of the videos, therefore, central routes to persuasion are also crucial to the both markets. Therefore, the influencers not only have to provide the information but they also need to befriend their audience. For this aim, macro influencers use other social media channels too, when their YouTube channel can be their more official and professional medium, their Snapchat or Instagram account can be friendlier. This fact makes it harder to say whether they are YouTube influencers or generally social media influencers? Are YouTube influencer and social media influencer in our societies synonymous? The answer is yes, if the same individuals work on several different social media channels and use all of the mediums for their businesses, they influence their followers not only from YouTube, which might be their main platform, but also from other mediums. Thus, making them not only YouTube but generally social media influencers.

### **3.4. Concluding notes on the recommendations**

To summarize, in Georgia and in Lithuania there are few YouTube influencers who have over 10 000 subscribers, which is understandable since the markets are small – about 3 million



people in each, therefore it is very complicated to become a macro influencer if a person is targeting the mentioned markets. The biggest influencers in the mentioned markets within the makeup industry are still micro influencers with 60 000 subscribers in Lithuania and 17 000 subscribers in Georgia.

There are other issues too. For example, in the case of the Georgian influencer, it is unclear whether she does not have any sponsored videos or she never discloses, whether she never receives products for free, or she is not open about it. But the literature and the survey, both show that the respondents do not mind sponsorships and they are also neutral towards whether the YouTuber discloses anything or not, therefore it is not problematic for the respondents.

The influencer marketing has its own strengths, weaknesses, opportunities and threats, as it was showed in the SWOT analysis. The main weaknesses are that, it is hard to measure the ROI of the influencer marketing, the different literature indicates different numbers and that the brand loses control over the content often times. But the strengths are that the consumers willingly watch the content and the brand does not need to target big populations, instead, they need to target the key individuals. They also have the opportunity to connect with the audience authentically, but the threat remains that the brand might receive negative exposure and there can be fraudulent influencers with illegitimate followers or subscribers which the paper discussed how can be fixed. It is by vetting and comparing the engagement rate to the number of subscribers.

When planning the strategy, the brands should choose the goals of the campaign and then choose the key individuals that influence the customers. They can choose the influencers of different tiers and check their legitimacy by either turning to the influencer marketing agencies or doing so by themselves. They can also negotiate what type of partnership is acceptable for the influencer.

The influencers can be incorporated into different levels of the hierarchy of the effects model. When it comes to the macro influencer they have the most reach and therefore they can raise especially awareness and knowledge along with other levels. Micro influencers can be good for raising engagement since they usually have more loyal followers who engage and connect with them more.

The Influencers should focus both, on central and peripheral routes to persuasion, though this research mostly focused on peripheral. The videos that they make for Georgian or Lithuanian markets should be medium length and high quality.

The video esthetics are very important, but so are the attributes related to the influencer.

The segments like to see their personality, more than the main focus of the video. Which personality traits they like more than others it was not deeply researched. Though it has to be said that, high conscientiousness and extraversion along with openness is valued by the respondents. They find it important that the influencer was dedicated to the topic of interest and provided creative videos with properly articulated ideas. Humour is another important factor that the respondents like.

Except that it is appealing for the audience to see the intelligence of the influencer. Their skills, their reasoning, judgement and so on.

The engagement is also driven if the influencer is liked by the audience if they want to save the videos and if they want to support the person. the factor of shock or controversy according to the respondents are not the factors that make them engage. Therefore, the influencer should focus on showing these attributes.

Finally, for the respondents, peripheral cues, like the YouTube influencer's personality and intelligence are the main arguments that make them engage or like the influencer, but they also pay attention to the content they provide, which is followed by liking of the influencer. Therefore, providing good content and showing more than that about one's self is the key.

## CONCLUSIONS

After the **literature review**, we can draw the following conclusions:

- Influencer marketing can be defined as targeting specific key individuals of the audiences, the ones that are popular among peers and influence their views. It is also a mix of content marketing and social media marketing where the content is being created not by the brand but by the influencers who operate in social media.

- The attention of the customers has shifted from the advertisements to the online influencers, they pay less attention to the advertising, while they trust the social media influencers. If years ago, four exposures to the ad would make a person take action, now the number has grown to sixteen. There is also banner blindness when the customers do not even notice the banner ads. Every year the number of users of Adblock is growing. There are hundreds of millions of users already and in every demographic segment the numbers are significantly growing each year.
- On the other hand, vast majority of the customers pay attention to online reviews according to the literature review. research shows that customers purchase products because of the influencers endorsement. So, it is a clear example why the vast majority of the marketers who had used the influencer strategies consider the campaign to be successful.
- While creating the strategy the following steps should be taken by the brands:
  - Definition of the goals and KPI's
  - Mapping the segments of the influencers.
  - Deciding which types of influencers, the brand wants to collaborate with. Tier A, B or C? Macro, medium or micro influencers?
  - Picking the influencers that sincerely align with the brand.
  - Deciding the primary behaviour of the influencer which is favourable for the campaign: is it the face, the defender, the megaphone or other?
  - Planning the strategy
  - Finding and researching the influencers
  - Using the influencer index can be beneficial for making decisions.
  - Building relationships.
  - Double checking the influencers and how the campaign is going.
  - Focusing on the contextual engagement rather than reach, if the engagement rate is lower, it can mean that the audience chosen was wrong.

The **empirical research** was conducted with the goal to compare the Georgian and Lithuanian student segments to each other in terms of the level of acceptance of YouTube

influencers and their preferences towards the videos. Also, to determine the differences between a macro influencer and Georgian and Lithuanian influencers.

The qualitative analysis showed the following:

- The same influencers are usually present on more than one main social media channels: YouTube, Facebook, Twitter, Instagram and Snapchat, with the significant amount of following in every medium. Therefore, they are not only YouTube influencers but social media influencer in general. The same can be said about macro and micro influencers.
- Systematization of the channel is essential - having main video series uploaded every week and other types of occasional videos will give an influencer an orderly channel with the ability of variation. Also, the frequency of the uploads is important. The content produced should be in-depth and very informative, very high quality - HD, well edited, high-quality lighting, background and so on. The competition between the influencers is high, therefore differentiation by creativity and systematization of the channel is essential.

There was a quantitative online survey among 354 Georgian and 447 Lithuanian students.

When it comes to the results of the survey:

- The studied markets are very similar in terms of their preferences. mostly Georgian students give more radical answers and Lithuanian less radical, but overall, they have the same trends in most cases: Vast majority of the students from both markets watch YouTube influencer videos: 78.8% of Lithuanian and 69.5% of Georgians. 30-45% of them depending on the segment watch them multiple times a day and 14-23% watch them once a day. They enjoy vlogs, entertainment, tutorials, educational and review videos the most. Makeup related videos are watched by the females almost exclusively, who are also more likely to trust YouTubers' recommendation

From the **recommendations** part we can conclude that:

- Influencer marketing methods have their strengths and weaknesses as well as opportunities and threats. Although the influencers are liked and trusted by the customers and they are the ones who create the content, thus saving the resources

for the brands who would otherwise have to spend on it, in such situations the brands lose the control over the content produced. They get the opportunity to connect with the customers authentically but there is a possibility of receiving negative publicity or that the influencers following is not legit, therefore underachieving on the goal metrics.

- On every stage of the hierarchy of the effects model, influencers can be useful, they can raise awareness, liking and sales of the products.
- The respondents pay attention to the cues of central and peripheral routes of persuasion: informativeness, creativity, personality of the influencer, and aesthetics of the videos, though they pay less attention to the looks of the influencers.
- Finally, it is recommended to the influencers to be systematic, creative, show personality and work with the brands. These factors bring the engagement and liking from the followers and will boost their channel.

The research is **original** because it provides the information about one of the most important segments of internet users in two different countries. Provides recommendations for the influencers as well as the brands. The research looks at not only the customers but also the influencers – micro and macro alike.

It had its **limitations** which **further research** can avoid and fill in the gaps that the study has:

- Because of the lack of financial resources and time there was a convenience sample used, which caused a significantly high number of females. Also, uneven number of Georgian and Lithuanian respondents.
- The qualitative research can also focus on studying more influencers and their other social media channels too, usually: Facebook, Instagram, Snapchat and Twitter.
- The quantitative data can be collected only from the respondents who watch makeup related YouTube influencer videos
- The stratas in the sample can be made various. It will be interesting to compare customers with different social status and purchasing power, which this research

lacks: it is done only among students who are mainly in the same age and purchasing power category.

## REFERENCES

- (n.d.). Retrieved March 23, 2018, from <https://idb.buzzstream.com/>.
- Agrawal, A. (2016, December 27). Why Influencer Marketing Will Explode In 2017. *Forbes*. Retrieved May 23, 2017, from <https://www.forbes.com/sites/ajagrawal/2016/12/27/why-influencer-marketing-will-explode-in-2017/#6315bce520a9>
- Basille, D. (2009, November 5). Social Media Influencers Are Not Traditional Influencers. Retrieved May 31, 2017, from <http://www.briansolis.com/2009/11/social-media-influencers-are-not-traditional-influencers/>
- Bell, G. (2012). Create a buzz around your business through influence marketing: interview with Mark W. Schaefer, author of Return on Influence",. *Strategic Direction*, 28(9), 33-36. doi:10.1108/02580541211256549
- Benway, J. P., & Lane, D. M. (1998). Banner Blindness: Web Searchers Often Miss "Obvious" Links. Houston, Texas, USA: Rice University. Retrieved March 2018, 2018, from [http://www.ruf.rice.edu/~lane/papers/banner\\_blindness.pdf](http://www.ruf.rice.edu/~lane/papers/banner_blindness.pdf)
- Berger, B. (2017). How to Build This Year's Influencer Strategy. Retrieved March 23, 2018, from <https://mention.com/blog/influencer-strategy/>
- Bladow, L. E. (2018, January 1). Worth The Clich: Why Greater FTC Enforcement is Needed to Curtail Deceptive Practices in Influencer Marketing. *William & Mary Law Review*, 59(3), 1123-1164. Retrieved March 20, 2018, from <http://search.ebscohost.com.ezproxy.vdu.lt/login.aspx?direct=true&AuthType=ip,url,uid&db=a9h&AN=128792834&site=ehost-live&custid=ns195314>
- Blake, J. (2017, June 9). 8 Methods For Effectively Using Influencer Marketing. Retrieved March 10, 2018, from <https://www.salesforce.com/blog/2017/06/methods-effective-influencer-marketing.html>
- Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184-191. doi:<https://doi.org/10.1108/13563281111156853>
- Breazeale, M. (2009, April 16). Word of mouse. An assessment of electronic word-of-mouth. *International Journal of Market Research*, 51(3), 297-318. doi:10.2501/S1470785309200566
- BrightLocal. (2014). Local Consumer Review Survey 2014. Retrieved May 23, 2017, from <https://www.brightlocal.com/learn/local-consumer-review-survey-2014/>
- BrightLocal. (2016). *Local Consumer Review Survey*. Retrieved May 23, 2017, from <https://www.brightlocal.com/learn/local-consumer-review-survey/>
- Brown, D., & Hayes, N. (2008). *Influencer Marketing: Who Really Influences Your Customers?* (1 ed.). Amsterdam: Elsevier/Butterworth-Heinemann. Retrieved March 10, 2018, from <https://books.google.co.id/books?id=AgPFDjR6l-8C&lpg=PP1&pg=PR4#v=onepage&q&f=false>

- BusinessDictionary.com. (n.d.). Influencers. Retrieved May 22, 2017, from <http://www.businessdictionary.com/definition/influencers.html>
- BusinessDictionary.com. (n.d.). Word of mouth marketing. Retrieved May 22, 2017, from <http://www.businessdictionary.com/definition/word-of-mouth-marketing.html>
- Byrne, E., Kearney, J., & MacEvilly, C. (2017, June). The Role of Influencer Marketing and Social Influencers in Public Health. *Proceedings of the Nutrition Society*, 76(OCE3), E103. doi:10.1017/S0029665117001768
- Cambridge Dictionary. (2006). Intelligence. Retrieved April 30, 2018, from <https://dictionary.cambridge.org/dictionary/english/intelligence>
- Carlson, K. (2016, February 4). The Definition of Influencer Marketing. *business.expertcity.com*. Retrieved May 22, 2017, from <https://business.expertcity.com/the-definition-of-influencer-marketing/>
- Chanelette. (2017, November 30). COLLECTIVE HOME DECOR HAUL! // Chanelette. Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=t6vsMoQwYfs>
- Chanelette. (2017, October 9). GRWM: WEDDING GUEST // Makeup, Hair, Dress! Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=51CGIG2FFDQ>
- Chanelette. (2017, November 3). MANO GROŽIO DĚŽUTÉ!!! // Stiliusbox x Chanelette. Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=BMD1FS5B2so>
- Chanelette. (2018, April 20). DIOR PINK SPRING MAKEUP LOOK! Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=d9NHiRYPYGg>
- Chanelette. (2018, March 2). FEBRUARY FAVOURITES // Chanelette. Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=8NRuS34sgQ4>
- Chanelette. (2018, April 15). MY MAKEUP DECLUTTER // Part II. Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=jINOYdISuZc&t=257s>
- Chanelette. (2018, April 17). Weekly Vlog: LIFE UPDATE, PR PACKAGES & VICTORIA'S SECRET HAUL! Retrieved April 27, 2018, from <https://www.youtube.com/watch?v=3QBtzj5qla0&t=1507s>
- Comcowich, W. (2018, January 4). How to Vet Influencers for More Effective Influencer Marketing. Retrieved March 25, 2018, from <https://glean.info/vet-influencers-effective-influencer-marketing/>
- Dada, G. A. (2017, November 14). What Is Influencer Marketing And How Can Marketers Use It Effectively? *Forbes*. Retrieved March 17, 2018, from <https://www.forbes.com/sites/forbescommunicationscouncil/2017/11/14/what-is-influencer-marketing-and-how-can-marketers-use-it-effectively/#19996dd223d1>
- Dahan, E. (2017, July 25). 5 Things to Consider When Identifying Talent for Your Influencer Marketing Campaign. *Adweek*, p. 1. Retrieved March 24, 2018, from <http://web.a.ebscohost.com.ezproxy.vdu.lt/ehost/detail/detail?vid=2&sid=12ed7356-a1fb-4c31-ad63->



8ed27883ff11%40sessionmgr4008&bdata=JkF1dGhUeXBIPWlwLHVybCx1aWQmc2l0ZT1laG9zdC1saXZl#AN=124873462&db=bth

- Danny Donchev. (2018, March 11). 37 Mind Blowing YouTube Facts, Figures and Statistics – 2018. FortuneLords. Retrieved March 17, 2018, from <https://fortunelords.com/youtube-statistics/>
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011, March). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92. doi:<https://doi.org/10.1016/j.pubrev.2010.11.001>
- Geiser, F. (2017, June). Social media as a communication channel – Is it possible to build a digital brand and generate revenue streams simultaneously by applying influencer marketing? Stockholm, Sweden. Retrieved March 10, 2018, from <http://kth.diva-portal.org/smash/get/diva2:1116829/FULLTEXT01.pdf>
- Gorry, G. A., & Westbrook, R. A. (2009). Winning the Internet Confidence Game. *Corporate Reputation Review*, 12(3), 195-203. doi:10.1057/crr.2009.16
- Graham, S. (2014, April). More Than Friends: Popularity on Facebook and its Role in Impression Formation. *Journal of Computer-Mediated Communication*, 19(3), 358–372. doi:10.1111/jcc4.12067
- Holmes, T. E. (2018, March 29). Micro-influencers can be small-biz marketing force. Retrieved April 27, 2018, from <http://web.a.ebscohost.com.ezproxy.vdu.lt/ehost/detail/detail?vid=3&sid=24a01745-7cba-4df8-b063-91fe606fcdee%40sessionmgr4008&bdata=JkF1dGhUeXBIPWlwLHVybCx1aWQmc2l0ZT1laG9zdC1saXZl#AN=J0E419213260218&db=a9h>
- Independent.co.uk. (2016, May 12). New data reveals people trust social media influencers almost as much as their own friends. Retrieved March 10, 2018, from <http://www.independent.co.uk/news/people/new-data-reveals-people-trust-social-media-influencers-almost-as-much-as-their-own-friends-a7026941.html>
- Internet Live Stats. (2016). Georgia Internet Users. Retrieved March 11, 2018, from <http://www.internetlivestats.com/internet-users/georgia/>
- Internet Live Stats. (2016). Lithuania Internet Users. Retrieved March 11, 2018, from <http://www.internetlivestats.com/internet-users/lithuania/>
- Kirkpatrick, D. (2016, April 6). Influencer marketing spurs 11 times the ROI over traditional tactics: Study. MarketingDive. Retrieved March 27, 2018, from <https://www.marketingdive.com/news/influencer-marketing-spurs-11-times-the-roi-over-traditional-tactics-study/416911/>
- Koslow, K. (2017, September 28). Fake Influencers are Grabbing Headlines: How to Hire Trustworthy Influencers. *Promotional Marketing*, p. 2. Retrieved March 25, 2018, from <http://web.a.ebscohost.com.ezproxy.vdu.lt/ehost/detail/detail?vid=4&sid=27c8e738-f2e4-4a41-a67d->

a299ccca872f%40sessionmgr4009&bdata=JkF1dGhUeXBIPWlwLHVybCx1aWQmc2l0ZT1laG9zdC1saXZl#AN=125397755&db=bth

- Lavidge, R. J., & Steiner, G. A. (1961, October). A Model For Predictive Measurements of Advertising Effectiveness. *Advertising & Society Review*, 1(1). doi:10.1353/asr.2000.0008
- Marketing-Schools.org. (2018). *Influencer Marketing: Explore the Strategy of Influencer Marketing*. Retrieved March 17, 2018, from <http://www.marketing-schools.org/types-of-marketing/influencer-marketing.html#link1>
- Marketngterms.com. (n.d.). Banner Blindness Definition. Retrieved March 17, 2018, from [https://www.marketingterms.com/dictionary/banner\\_blindness/](https://www.marketingterms.com/dictionary/banner_blindness/)
- Mathur, A., Narayanan, A., & Chetty, M. (2018, March 22). An Empirical Study of Affiliate Marketing Disclosures on YouTube and Pinterest. Princeton, New Jersey, USA: Princeton University. doi:arXiv:1803.08488
- Matveeva, A., & Yevseitseva, O. (2016). *Influencer Marketing. How To Find The Best Influencer?* Kyiv Natioanal University of Technologies and Design. Retrieved March 22, 2018, from <http://ir.nmu.org.ua/bitstream/handle/123456789/149349/Matveeva%20.pdf?sequence=1>
- Mediakix. (2017). MICRO INFLUENCERS VS. MACRO INFLUENCERS: WHICH IS BETTER? Retrieved April 27, 2018, from <http://mediakix.com/2017/09/micro-influencers-vs-macro-brand-case-study/#gs.aYfzzgY>
- PageFair. (2015, June 8). Google Losing Billions in Adblocking Devil's Deal. Retrieved March 10, 2018, from <https://pagefair.com/blog/2015/google-losing-billions-adblock-devils-deal/>
- PageFair. (2017). *Adblock Report*. Retrieved March 10, 2018, from <https://pagefair.com/blog/2017/adblockreport/>
- Pavlika, H. (2018, 3 12). Five Misconceptions About Influencer Marketing. Promotional Marketing. Retrieved March 23, 2018, from <http://web.a.ebscohost.com.ezproxy.vdu.lt/ehost/detail/detail?vid=5&sid=46d3b2fa-9ad8-4f99-afee-dbadc41d3f41%40sessionmgr4008&bdata=JkF1dGhUeXBIPWlwLHVybCx1aWQmc2l0ZT1laG9zdC1saXZl#AN=128469305&db=bth>
- Petty, R. E., & Cacioppo, J. (1986). *The Elaboration Likelihood Model of Persuasion*. New York: Springer. doi:[https://doi.org/10.1007/978-1-4612-4964-1\\_1](https://doi.org/10.1007/978-1-4612-4964-1_1)
- Pophal, L. (2016, September 1). Influencer Marketing: Turning Taste Makers Into Your Best Salespeople. *EContent*, pp. 18-23. Retrieved March 25, 2018, from <http://web.a.ebscohost.com.ezproxy.vdu.lt/ehost/pdfviewer/pdfviewer?vid=4&sid=12ed7356-a1fb-4c31-ad63-8ed27883ff11%40sessionmgr4008>
- Rogers, C. (2017, August 30). What's the ROI of influencer marketing? *Marketing Week (Online Edition)*, 4. Retrieved March 24, 2018, from <http://web.a.ebscohost.com.ezproxy.vdu.lt/ehost/detail/detail?vid=10&sid=46d3b2fa-9ad8-4f99-afee->

dbadc41d3f41%40sessionmgr4008&bdata=JkF1dGhUeXBIPWlwLHVybCx1aWQmc2l0ZT1laG9zdC1saXZl#AN=124920051&db=bth

- Sammis, K., Lincoln, C., & Pomponi, S. (2015). *Influencer Marketing For Dummies*. Hoboken, New Jersey: John Wiley & Sons Inc. Retrieved March 10, 2018, from <https://books.google.co.id/books?id=Wgj9CgAAQBAJ&lpg=PA3&ots=TNCFAEI43Z&dq=ROI%20influencer%20marketing&lr&pg=PA8#v=onepage&q=ROI%20influencer%20marketing&f=false>
- Sammis, K., Lincoln, C., & Pomponi, S. (2015). *Influencer marketing for dummies*. Jihn Wiley & Sons. Retrieved March 22, 2018, from <https://books.google.co.id/books?id=Wgj9CgAAQBAJ&lpg=PA3&ots=TNCGBwn25W&dq=influencer%20marketing%20strategy&lr&pg=PA32#v=onepage&q&f=true>
- Socialblade. (2018). TOP 250 YOUTUBERS IN GEORGIA SORTED BY SUBSCRIBERS. Retrieved March 11, 2018, from <https://socialblade.com/youtube/top/country/ge/mostsubscribed>
- Socialblade. (2018). TOP 250 YOUTUBERS IN LITHUANIA SORTED BY SUBSCRIBERS. Retrieved March 11, 2018, from <https://socialblade.com/youtube/top/country/lt/mostsubscribed>
- Socialblade. (n.d.). Tati - GlamLifeGuru. Retrieved March 26, 2018, from <https://socialblade.com/youtube/user/glamlifeguru/monthly>
- Song, K. (2017, April 11). What is Influencer Marketing? RObbins Research International, Inc. Retrieved March 17, 2018, from <https://www.tonyrobbins.com/career-business/what-is-influencer-marketing/>
- Statista. (2014). Reach of influencers in online marketing in the United States in 2014, by industry. Retrieved May 23, 2017, from <https://www.statista.com/statistics/431562/online-influencer-share-by-industry/>
- Straley, B. (2010, April 15). How to: Target social media influencers to boost traffic and sales. Retrieved June 5, 2017, from [http://mashable.com/2010/04/15/social-media-influencers/#k\\_Z5MNmywSqR](http://mashable.com/2010/04/15/social-media-influencers/#k_Z5MNmywSqR)
- Sudha, M., & Sheena, K. (2017, July 1). Impact of Influencers in Consumer Decision Process: the Fashion Industry. *SCMS Journal of Indian Management*, 14(3), 14-25. Retrieved April 26, 2018, from <http://search.ebscohost.com.ezproxy.vdu.lt/login.aspx?direct=true&AuthType=ip,url,uid&db=bth&AN=125470364&site=ehost-live&custid=ns195314>
- Sweeney, E. (2017, December 4). Study: 39% of marketers will increase influencer marketing budgets in 2018. MarketingDive. Retrieved March 17, 2018, from <https://www.marketingdive.com/news/study-39-of-marketers-will-increase-influencer-marketing-budgets-in-2018/512178/>
- TapInfluence. (2018). *What is Influencer Marketing?* Retrieved March 15, 2018, from <https://www.tapinfluence.com/blog-what-is-influencer-marketing/>
- Tati & Birchbox. (2015, October 14). Birchbox's 1st Makeup Brand, LOC: Launch Collection Curated by Tati Westbrook. Retrieved March 27, 2018, from <https://www.youtube.com/watch?v=ocQcinGwr2E>

- Tati. (2015, October 14). \$90 LIPSTICK WTF? | First Impressions. Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=ccYbg7bOo0o&index=116&list=PL-2O9EScQNtvFumo5KVsqoCLt5S2aca>
- Tati. (2015, April 22). Kathleen Lights ColourPop | First Impressions. Retrieved March 26, 2018, from [https://www.youtube.com/watch?v=Ara\\_8kkXEJA](https://www.youtube.com/watch?v=Ara_8kkXEJA)
- Tati. (2017, November 17). \$1 MAKEUP TRY-ON HAUL! Mind Blown!! Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=gsr6yPoBPAA>
- Tati. (2017, July 3). JACLYN HILL MORPHE PALETTE | Worth The Hype??? Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=jG86P8WYMnw>
- Tati. (2018, February 27). 20 QUESTIONS about my Brand ... Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=CEk3j89Qn-8&t=186s>
- Tati. (2018, March 7). FAVORITES & HATES ITS. Retrieved March 26, 2018, from [https://www.youtube.com/watch?v=HBqcoSnG\\_n4&t=28s](https://www.youtube.com/watch?v=HBqcoSnG_n4&t=28s)
- Tati. (2018, January 26). FREE STUFF BEAUTY GURUS GET | Unboxing PR Packages ... Episode 10. Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=CxBj42JhqDI>
- Tati. (2018, February 23). MIXING ALL MY LIQUID HIGHLIGHTERS. Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=Y0QeocGXWpo>
- Tati. (2018, February 28). MY BRAND ANNOUNCEMENT ... xo's. Retrieved March 26, 2018, from [https://www.youtube.com/watch?v=fVo\\_3iEIEKM](https://www.youtube.com/watch?v=fVo_3iEIEKM)
- Tati. (2018, March 8). NEW AT THE DRUGSTORE | Hot or Not. Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=RIHAuXEpQRE>
- Tati. (2018, January 23). POWDER PUFF LIPSTICK??? ... OMG. Retrieved March 26, 2017, from <https://www.youtube.com/watch?v=jNu4Xjb023k&list=PL-2O9EScQNtvDFLqdQCnpvFHCQsocw3-i&index=8>
- Tati. (2018, March 5). RESPONDING TO QUESTIONS, CONCERNS and ACCUSATIONS. Retrieved March 26, 2018, from <https://www.youtube.com/watch?v=pmlpck1QKs0&t=214s>
- Tati. (2018, February 21). RIDE OR DIE MAKEUP BRUSHES ... Retrieved March 26, 2018, from [https://www.youtube.com/watch?time\\_continue=59&v=Z5wNYWctgMg](https://www.youtube.com/watch?time_continue=59&v=Z5wNYWctgMg)
- Traackr.com. (n.d.). *What is Influencer Marketing and Why Does it Matter?* Retrieved March 15, 2018, from <http://www.traackr.com/influencer-marketing>
- Utz, S. (2010, January). Show me your friends and I will tell you what type of person you are: How one's profile, number of friends, and type of friends influence impression formation on social network sites. *Journal of Computer-Mediated Communication*, 15(2), 314–335. doi:10.1111/j.1083-6101.2010.01522.x

Vaughan, C. (2016, March 29). Influencer Marketing Update: Non-Celebruty Influencers 10 Times More Likely to Drive In-Store Purchases. Collective Bias. Retrieved March 17, 2018, from <https://collectivebias.com/blog/2016/03/non-celebrity-influencers-drive-store-purchases/>

Wang, Y., & Rodgers, S. (2011). Electronic Word of Mouth and Consumer Generated Content:. In P. Eckler (Ed.). Missouri, USA: IGI Global. doi:10.4018/978-1-60566-792-8.ch011

Weiss, R. (2014, March 1). Influencer Marketing. *Marketing Health Services*, 34(1), 16-17. Retrieved from <http://web.a.ebscohost.com/ehost/detail/detail?sid=0dd72fd0-ffb9-46c2-99f0-4444fe6d45d5%40sessionmgr4008&vid=0&hid=4206&bdata=JnNpdGU9ZWwhvc3QtbGl2ZSZy29wZT1zaXRI#AN=96053583&db=bth>

Zietek, N. (2016). Influencer Marketing - the characteristics and components of fashion influencer. Retrieved June 5, 2017, from <http://hb.diva-portal.org/smash/get/diva2:972106/FULLTEXT01.pdf>

თაკო საზინას რჩევები. (2017, October 13). როგორ მოვიშორეთ შილაკი სახლის პირობებში. Retrieved April 28, 2018, from <https://www.youtube.com/watch?v=gambvXxPk00>

თაკო საზინას რჩევები. (2017, November 18). სახის კონტური. Retrieved April 28, 2018, from <https://www.youtube.com/watch?v=aYyxzuojob0>

თაკო საზინას რჩევები. (2018, February 21). თმის ლამინირება სახლის პირობებში. Retrieved April 28, 2018, from [https://www.youtube.com/watch?v=T\\_cPFH8N7g4](https://www.youtube.com/watch?v=T_cPFH8N7g4)

თაკო საზინას რჩევები. (2018, January 12). როგორ მოვიშორეთ შავი წერტილები. Retrieved April 28, 2018, from <https://www.youtube.com/watch?v=38BpqxeqwBM>

# ANNEXES

**Tati's YouTube Channel**



Figure 9 - Tati's total Subscriber Gain

Source: (Socialblade, Tati - GlamLifeGuru)

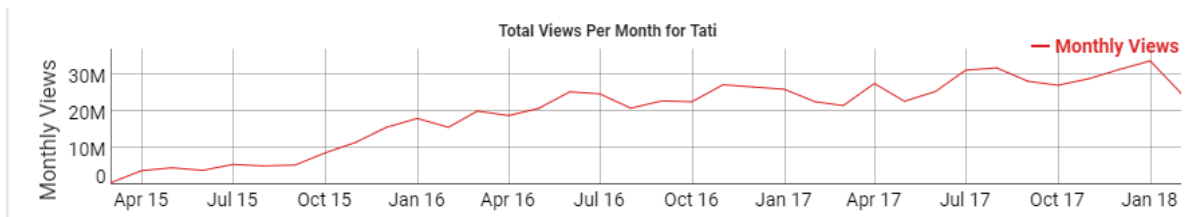


Figure 10 - Total Views Per Month for Tati

Source: (Socialblade, Tati - GlamLifeGuru)

**Research Results**

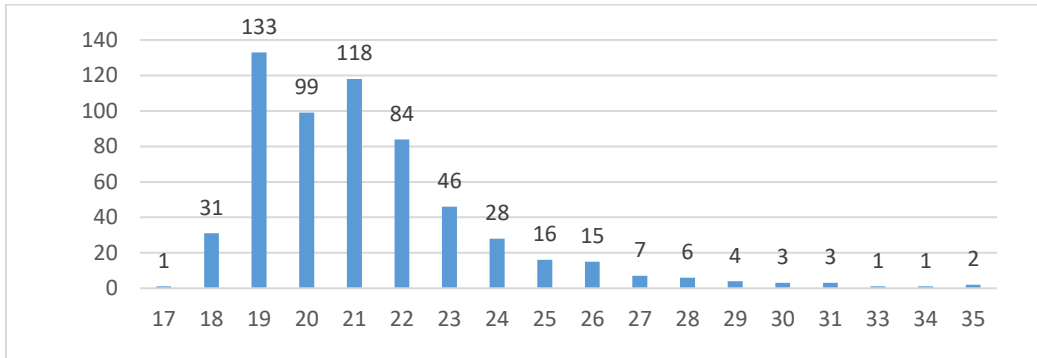


Figure 11 - Age Distribution in the Survey

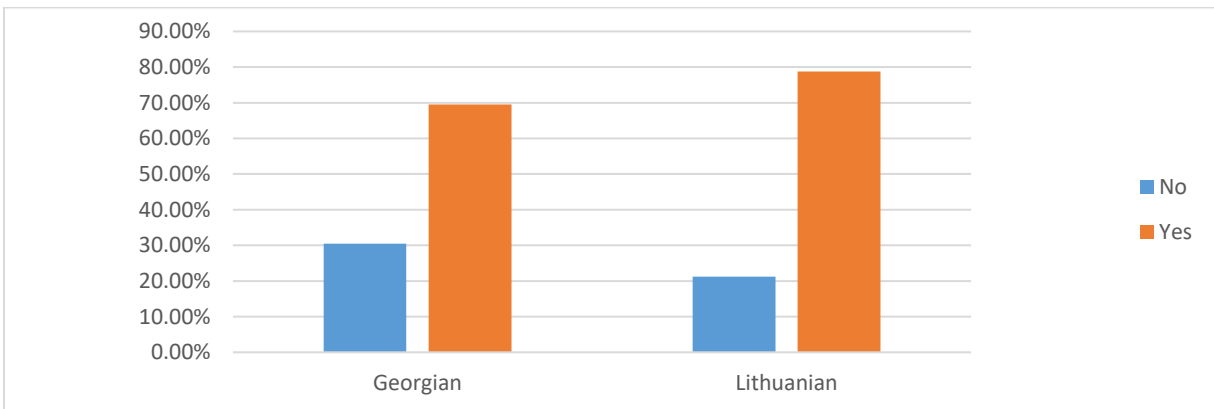


Figure 12 - Do you ever watch YouTube influencer videos?



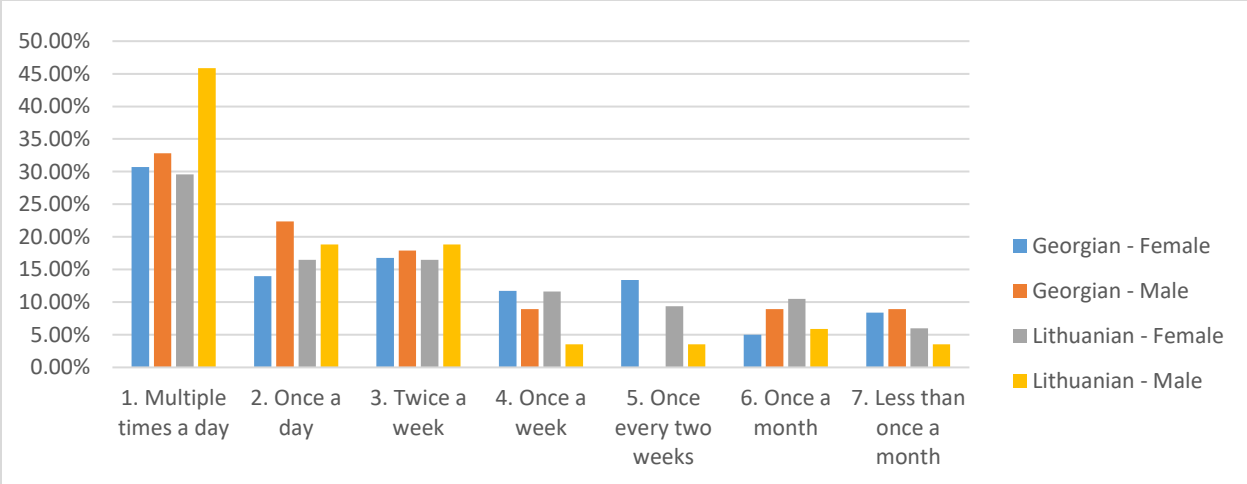


Figure 13 - How often do you watch the influencer videos?

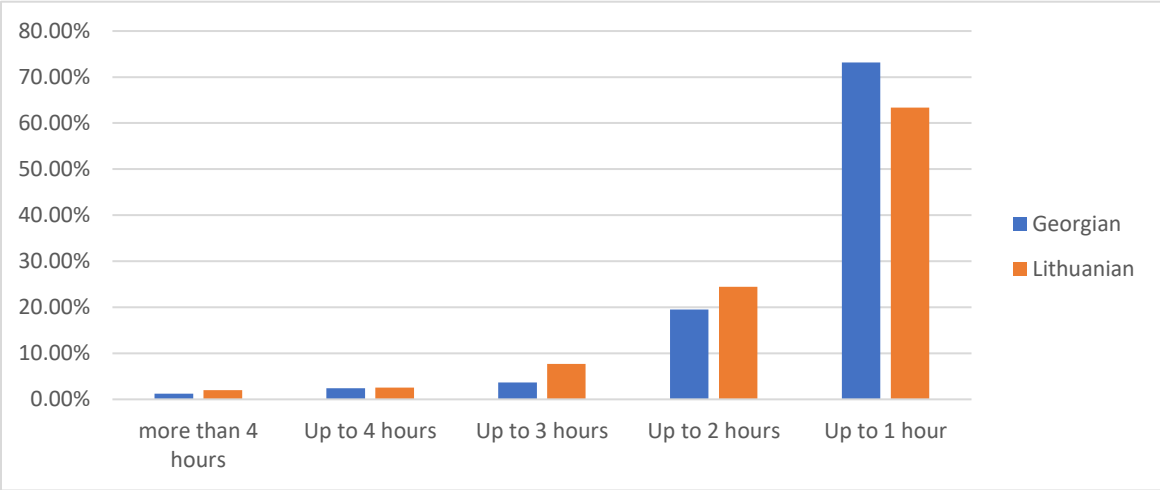


Figure 14 - On average how much time do you think you spend on watching YouTube influencer videos each time?

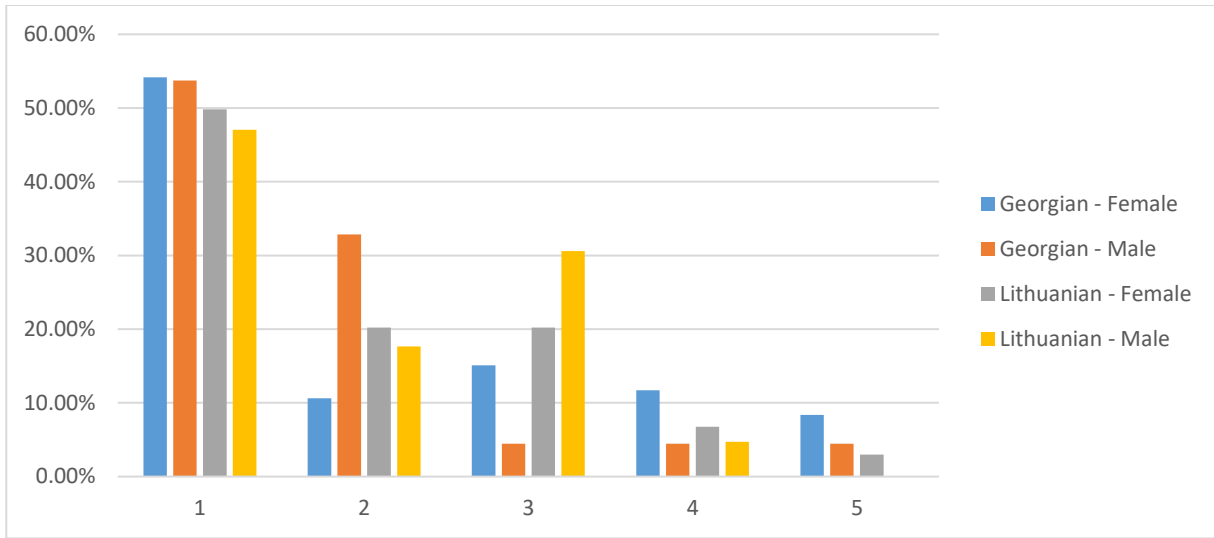


Figure 15 - The video should be long (more than 20 minutes)

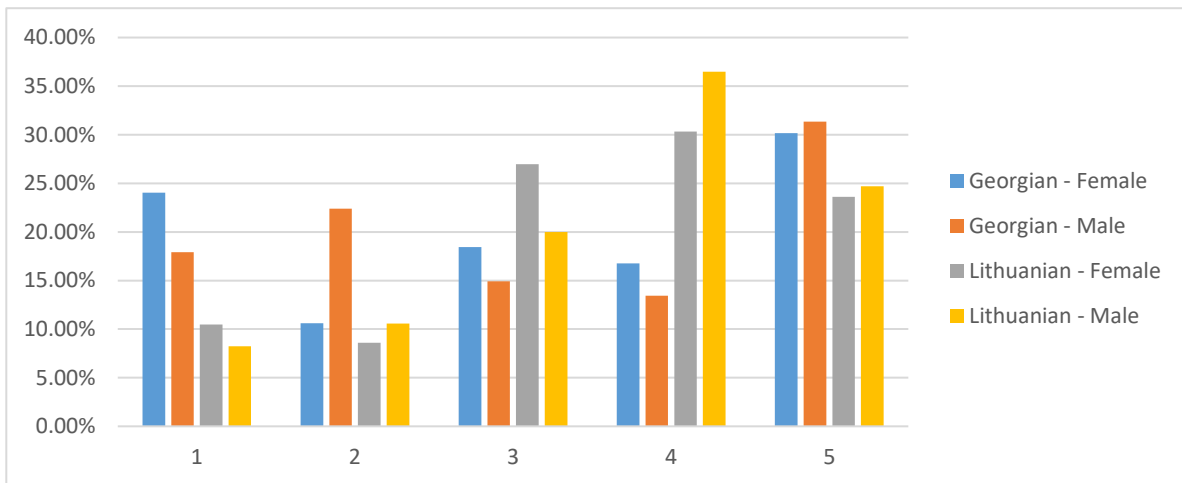


Figure 16 - The video should be medium length

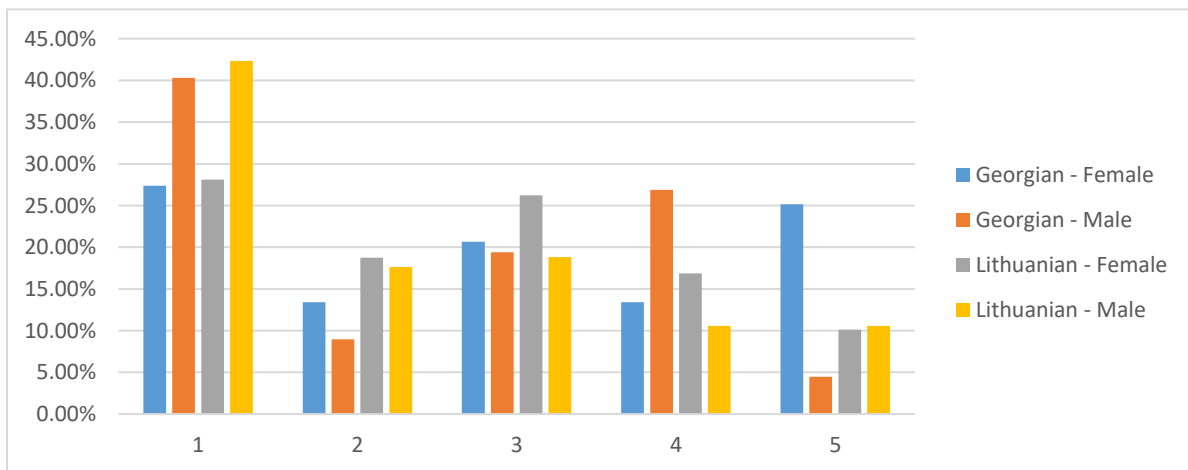


Figure 17 - The video should be short (less than 4 minutes)

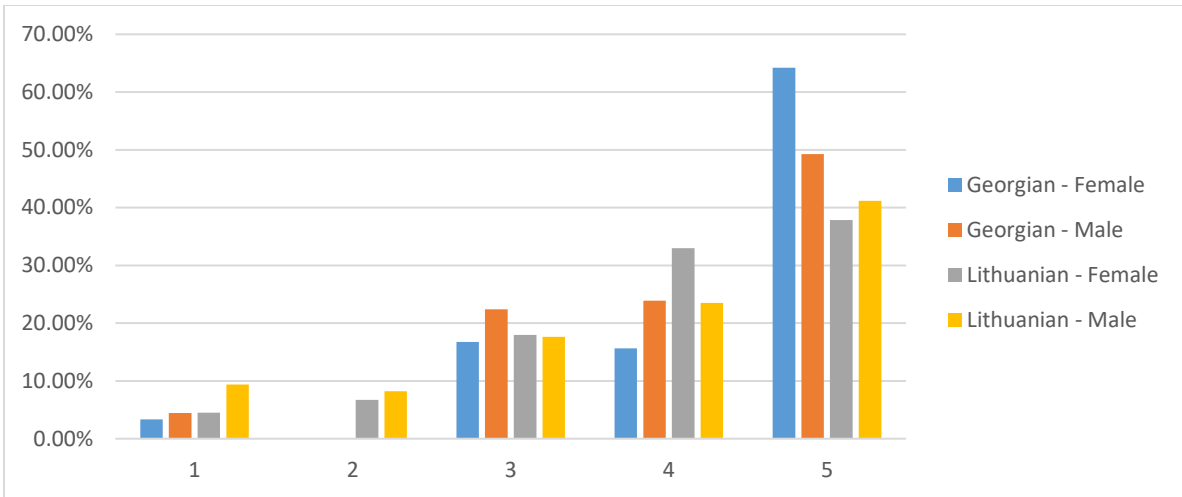


Figure 18 - The video should be HD

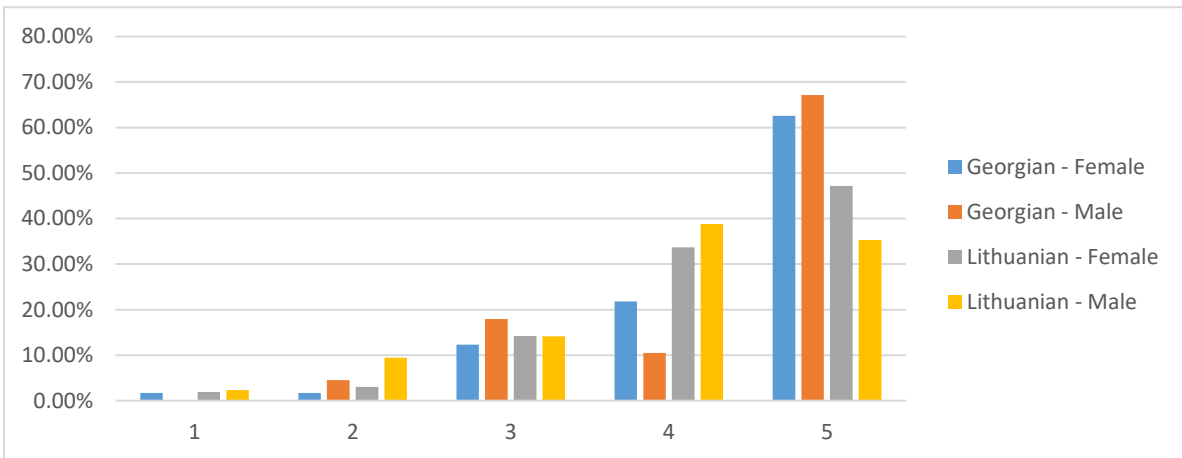


Figure 19 - The video should be well edited

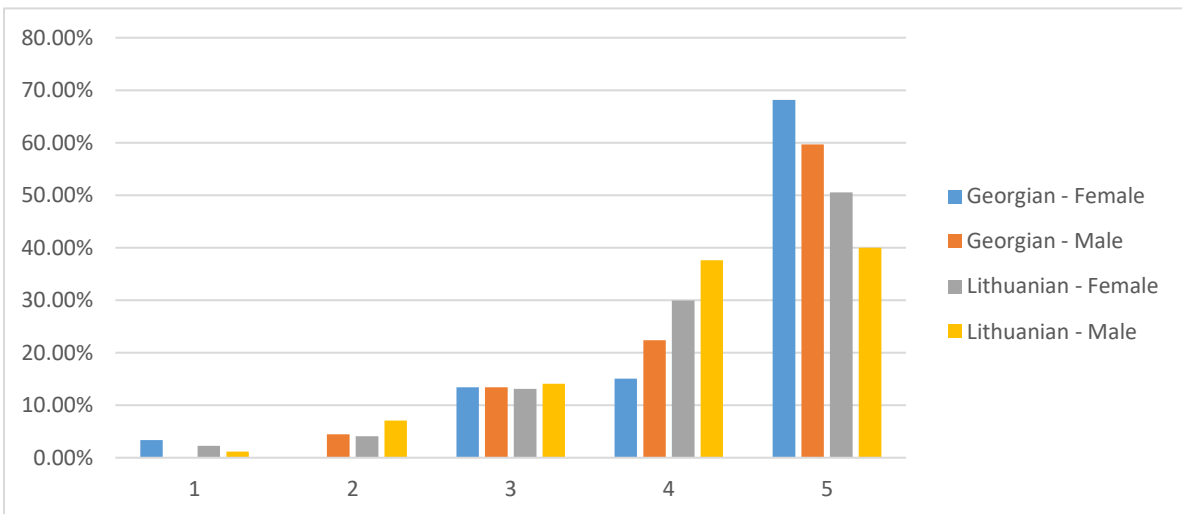


Figure 20 - The video should be creative

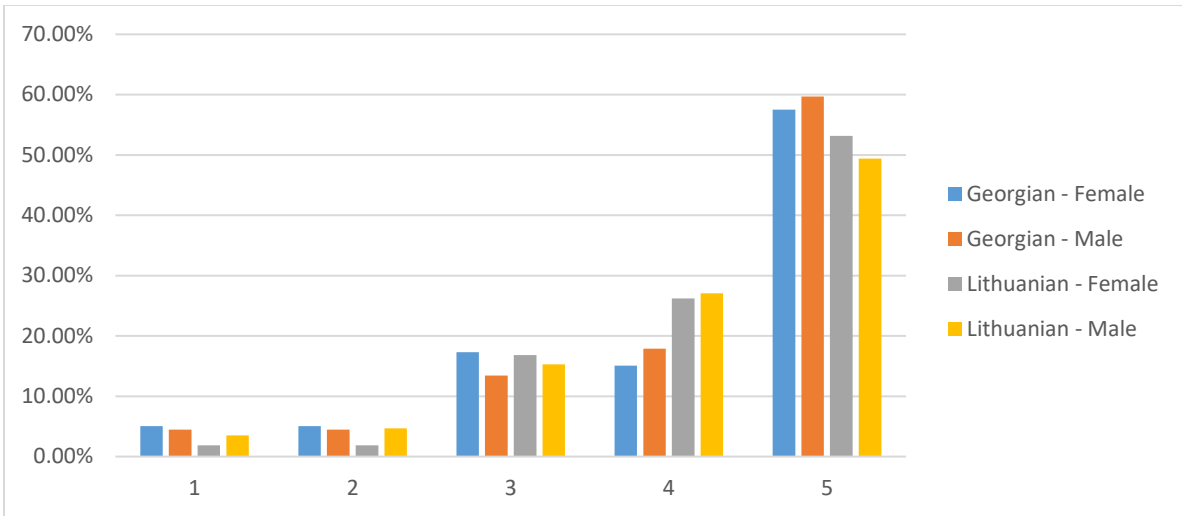


Figure 21 - The video should be entertaining

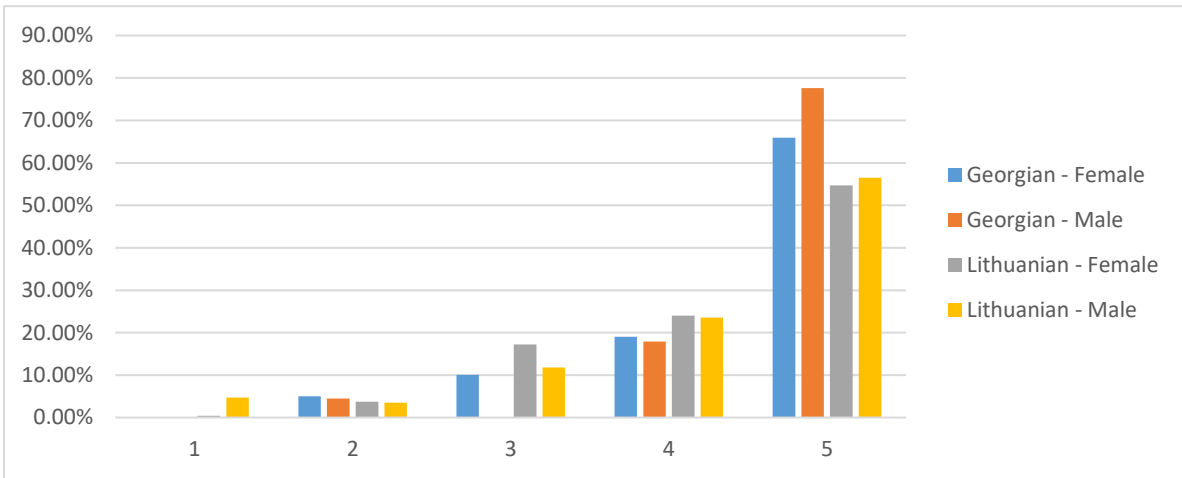


Figure 22 - The video should be informative

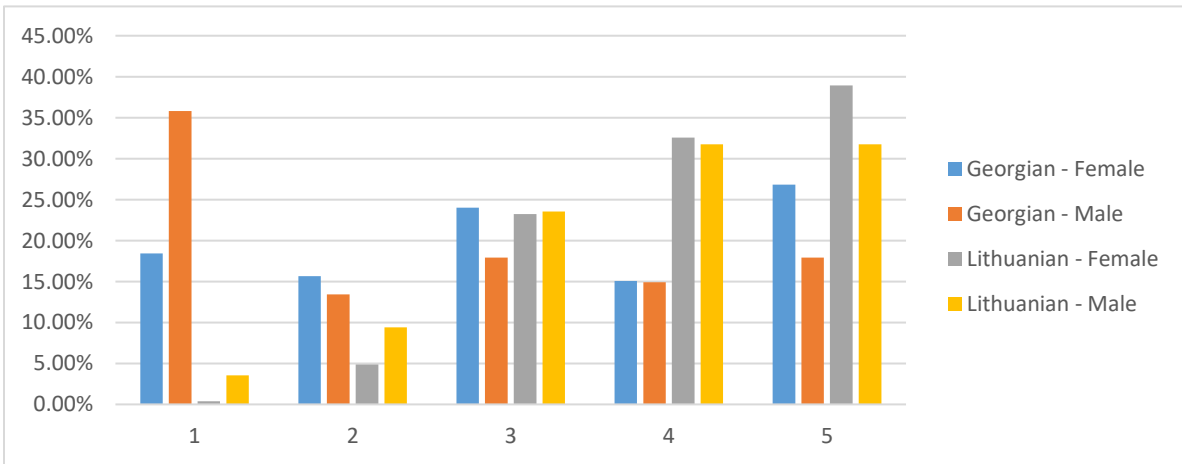


Figure 23 - The video should be relatable

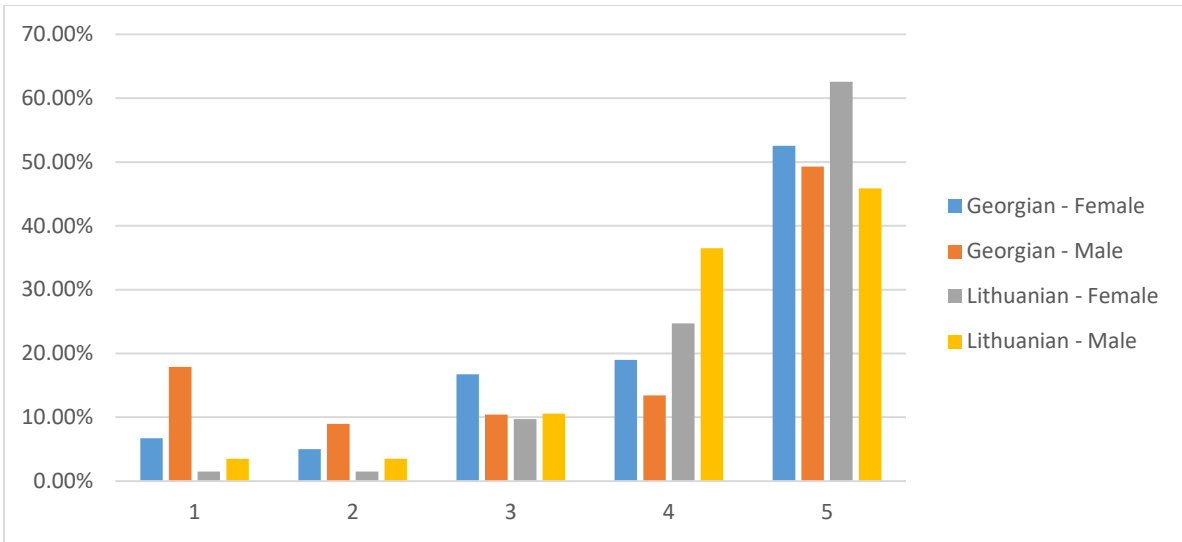


Figure 24 - The influencers' personality

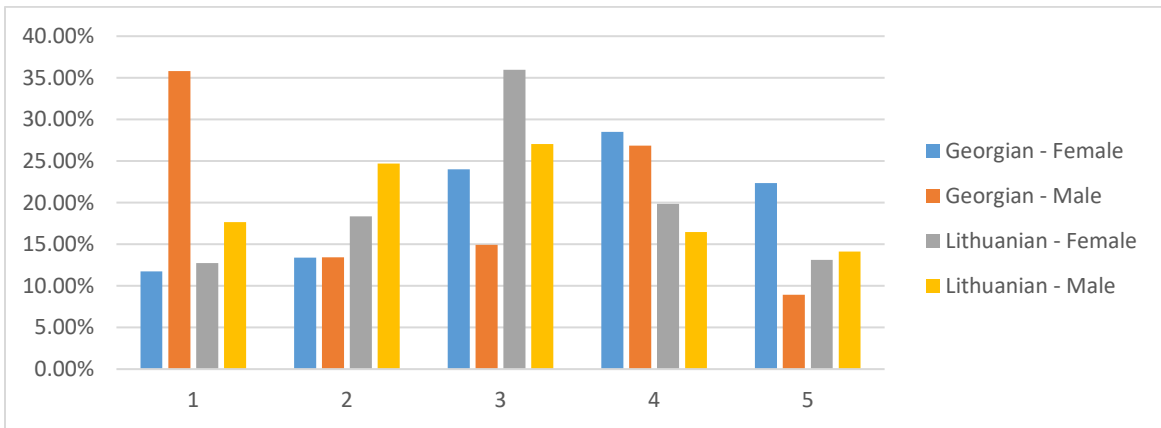


Figure 25 - The influencer should look good

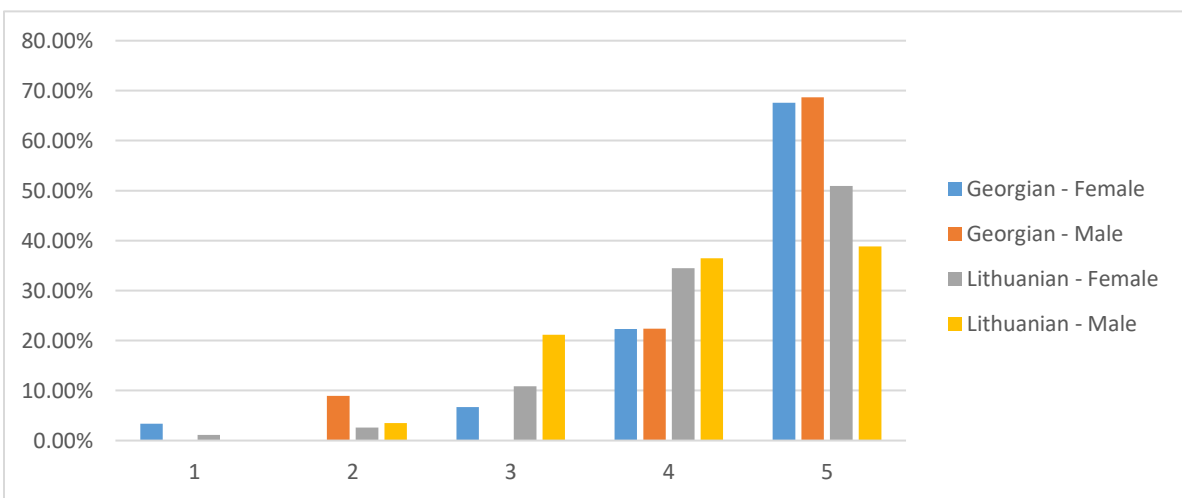


Figure 26 - The influencers' sense of humor

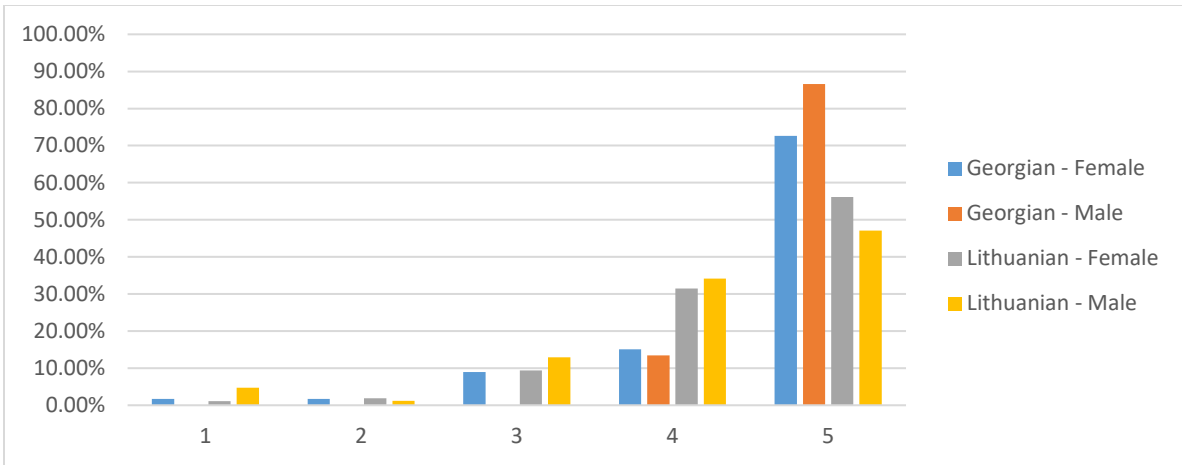


Figure 27 - The influencers' intelligence

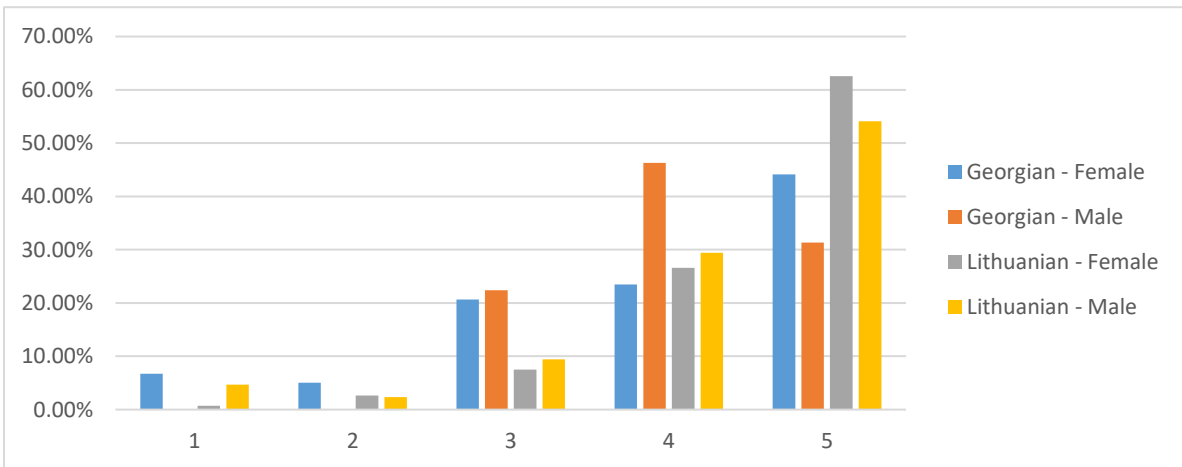


Figure 28 - Dedication to the topic of interest

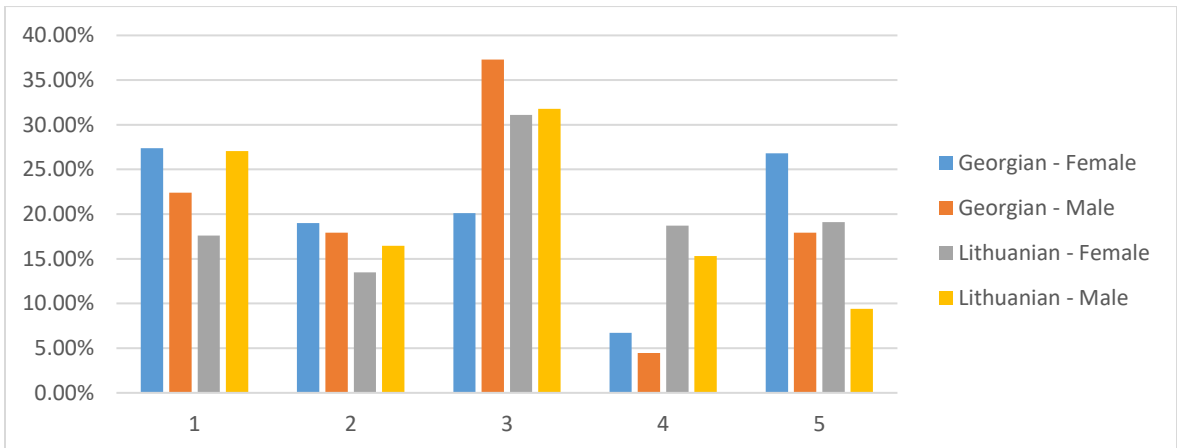


Figure 29 - The influencer does not upload sponsored videos (5=very important, 1=unimportant)

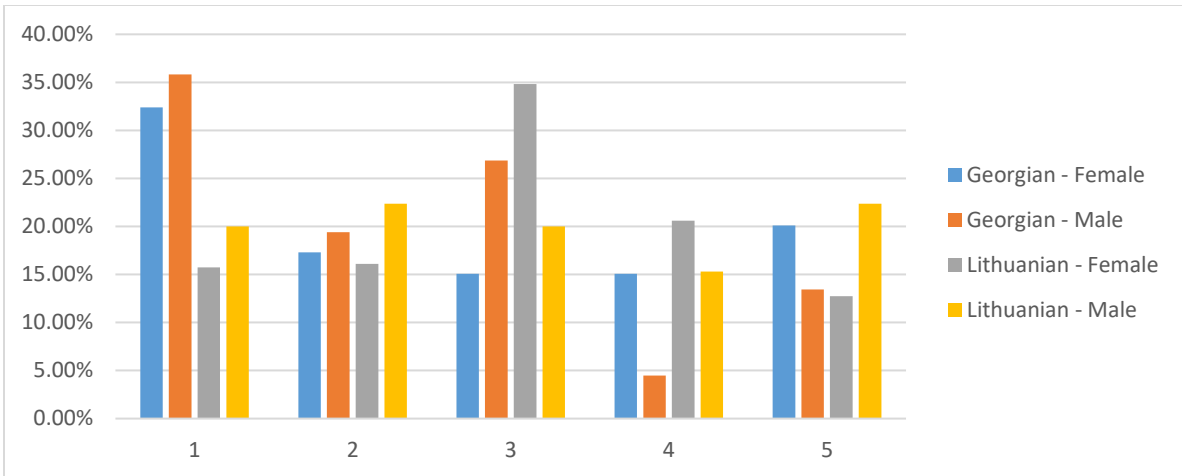


Figure 30 - Disclosure of partnerships with brands

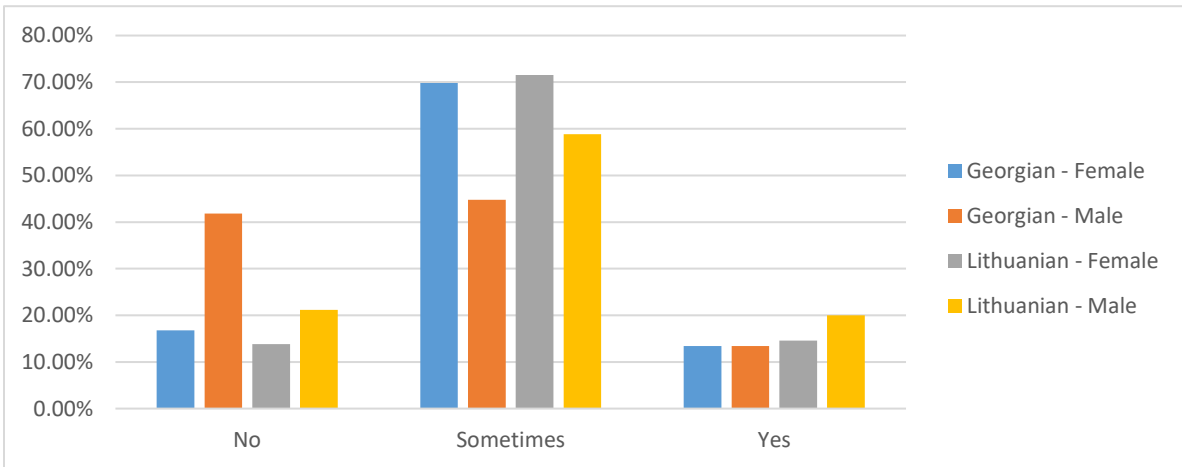


Figure 31 - Do you pay attention to the YouTubers' recommendations?

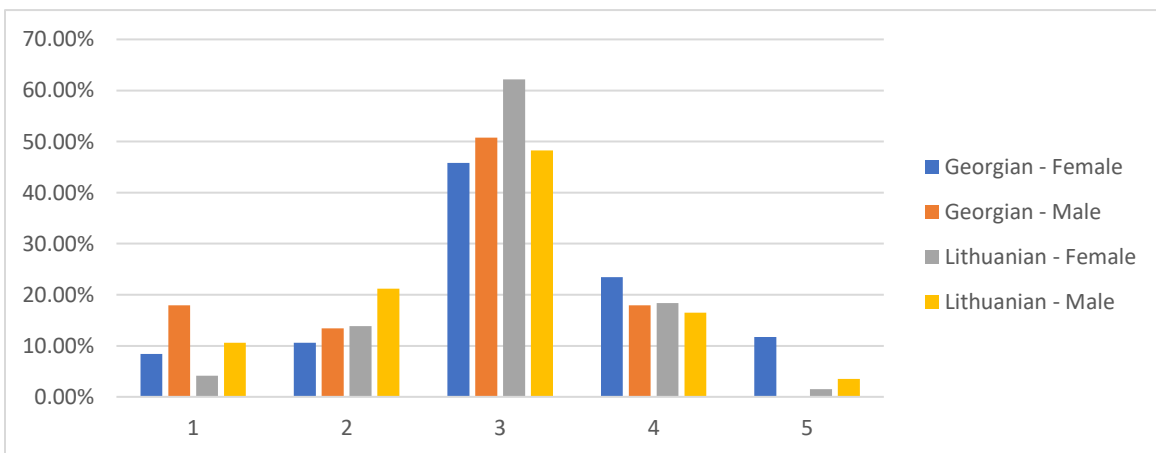


Figure 32 - To what extent do you trust your favorite YouTubers' recommendations of products?

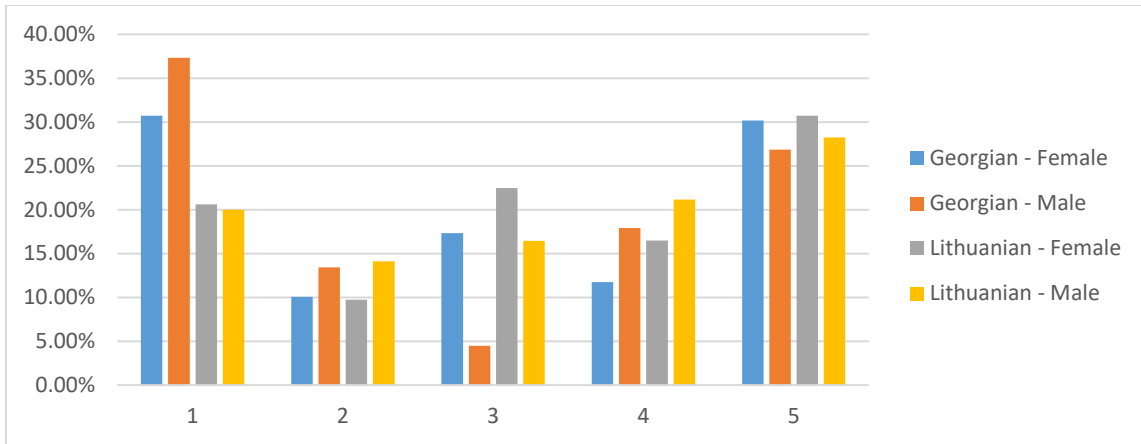


Figure 33 - I never like, share, or comment on the YouTube influencer videos

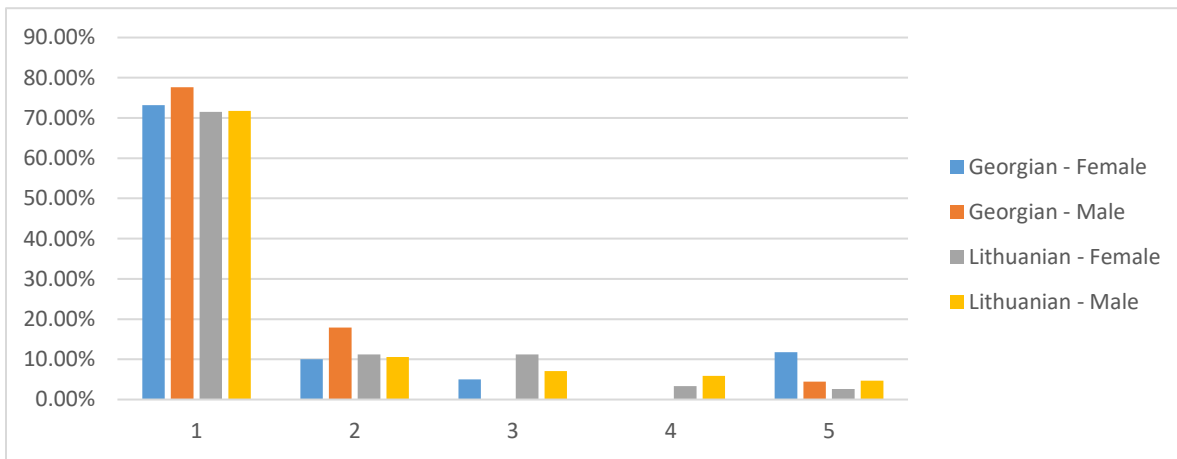


Figure 34 - I only like/dislike, share or comment on the videos when the YouTuber reminds us to do so

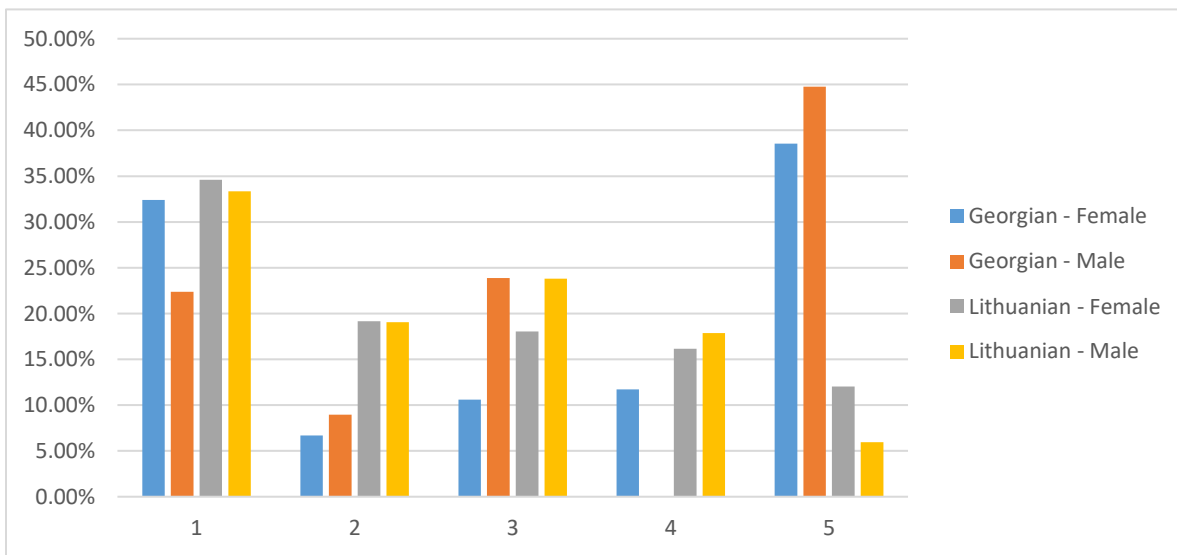


Figure 35 - If I agree with the content and think that the message should spread I share the videos on other social media



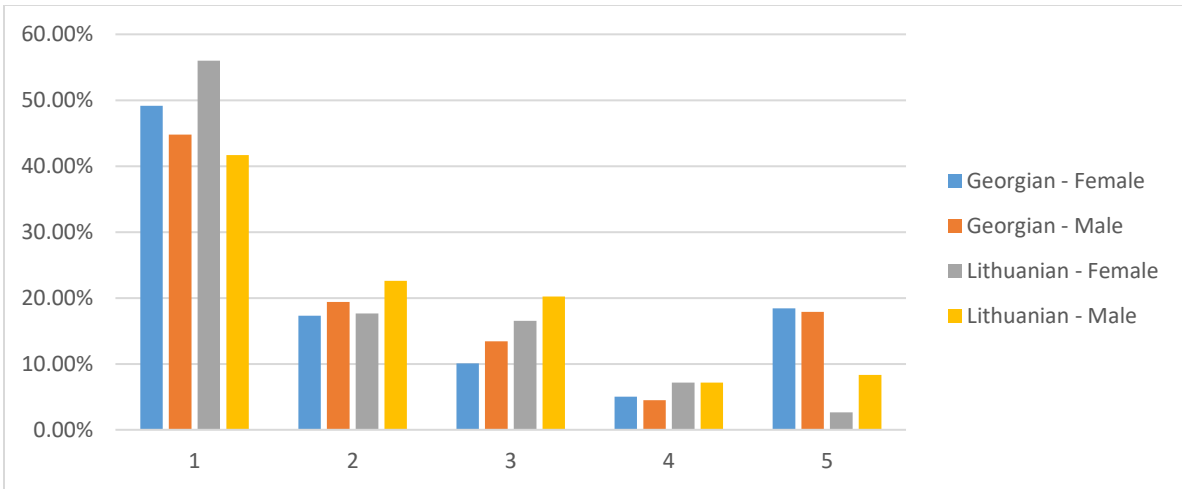


Figure 36 - When I find the video controversial I voice my opinion by commenting

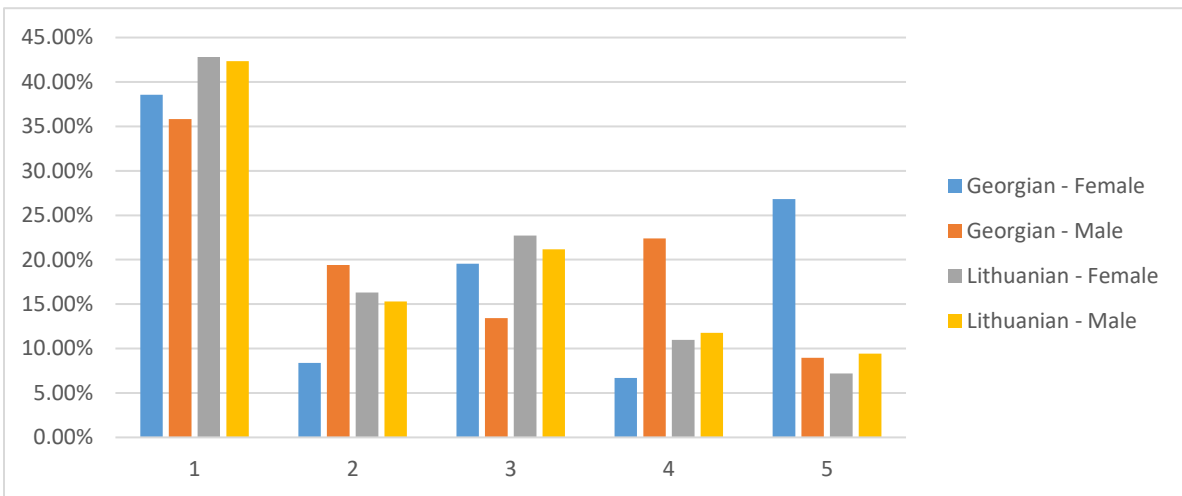


Figure 37 - When the video is shocking I like/dislike, share, or comment

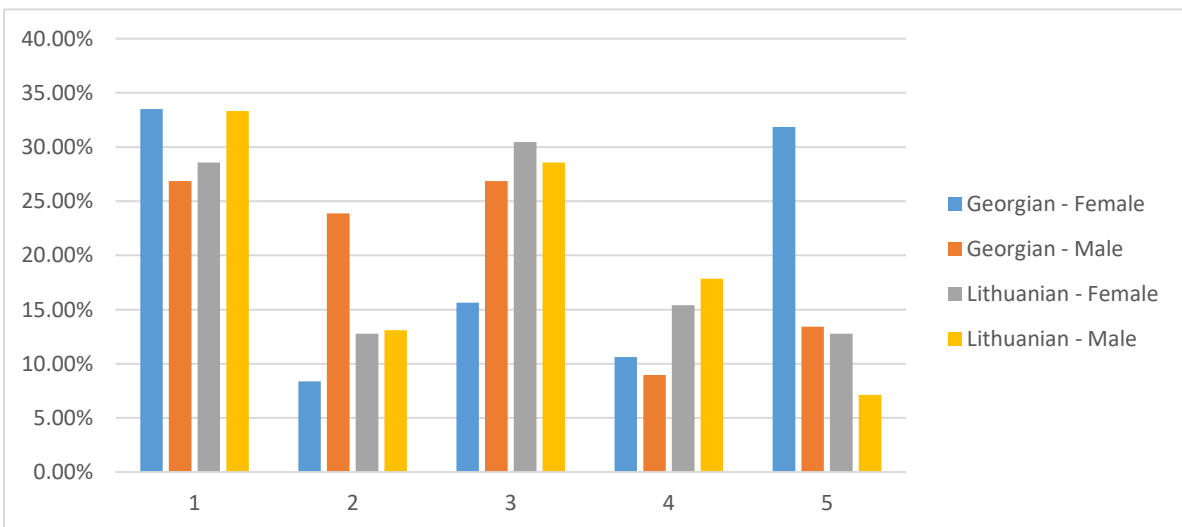


Figure 38 - hen the video is relatable I like, share or comment

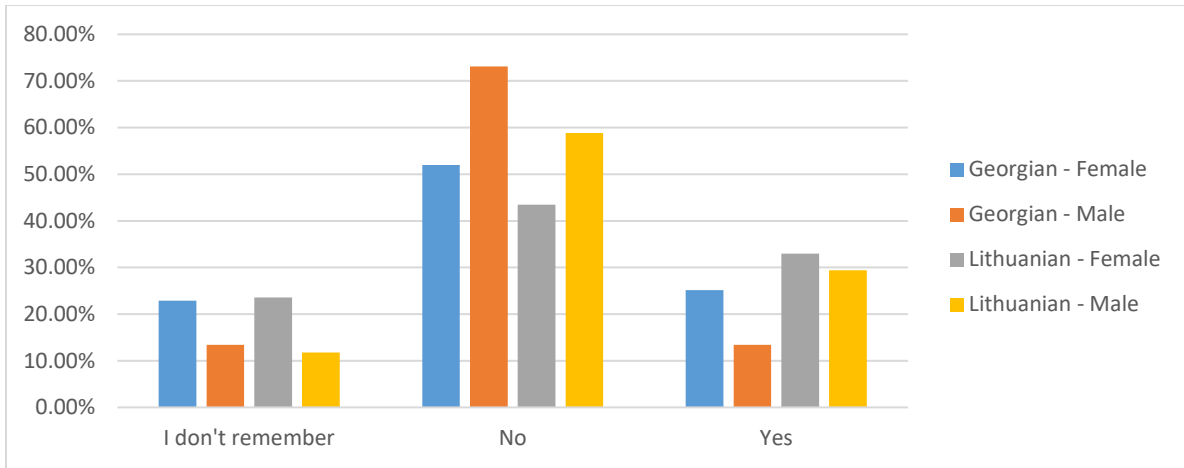


Figure 39 - Have you ever purchased a product because it was positively mentioned by the influencer that you like to watch?

The Questionnaires

**Market Research about YouTube Influencers**

The research is being conducted for a master's thesis in marketing and the goal is to compare Georgian market with the Lithuanian in terms of the level of acceptance of social media influencers - people who upload, produce, and appear in YouTube videos, have somewhat of a fan base (at least 1 000 subscribers) and produce the content regularly.

Nowadays social media and digital ways of marketing are widely used for promoting different products. Companies not only advertise their products on social media but they also sponsor bloggers/social influencers for testing and using products in their videos or posting pictures on social media and in general - mentioning them.

It is interesting whether Georgian and Lithuanian students follow the YouTube influencers and how much do they trust them.

Completing the questionnaire should take about 5 minutes and there are 13 questions altogether. Participation in the research is anonymous. The information that you provide will be used only in generalized way.

1. Do you ever watch YouTube influencers' videos?

1. Yes (Continue the survey)
2. No (Finish the survey)

2. How often do you watch YouTube influencer videos?

(YouTube influencer - a person who uploads, produces, and appears in YouTube videos, has somewhat of a fan base (at least 1 000 subscribers) and produces the content regularly.)

1. Multiple times a day
2. Once a day
3. Twice a week
4. Once a week
5. Once every two weeks
6. Once a month

7. Less than once a month
3. On average how much time do you think you spend on watching YouTube influencer videos each time?
  1. Up to 1 hour
  2. Up to 2 hours
  3. Up to 3 hours
  4. Up to 4 hours
  5. more than 4 hours
4. What type of YouTube influencer videos do you usually watch? (check all suitable)
  1. Vlogs
  2. Tutorials
  3. Reviews
  4. Unboxings
  5. Makeup related
  6. Gaming
  7. Cooking
  8. Self-improvement (educational)
  9. Comedy/entertainment
  10. Pranks
  11. Other\_\_\_\_\_
5. Please evaluate each statement, by expressing the importance of each attribute of YouTube influencers' videos? (5 = Very important; 1 = Unimportant)

	5	4	3	2	1
The video should be long (more than 20 minutes)					
The video should be medium length (between 4 and 20 minutes)					
The video should be short (less than 4 minutes)					
The video should be HD					
The video should be well edited					
The video should be creative					

The video should be entertaining					
The video should be informative					
The video should be relatable					

6. Please evaluate each statement, by expressing the importance of each attribute of a YouTube influencer? (5 = Very important; 1 = Unimportant)

	5	4	3	2	1
Good look					
Personality					
Humour					
Intelligence					
Dedication to his/her topic of interest					
Disclosure of partnerships with brands					
Does not upload sponsored videos					

7. Do you pay attention to what the YouTubers that you watch used/recommended in videos?

1. Yes
2. Sometimes
3. No

8. To what extent do you trust your favourite YouTubers' recommendations of products? (5 = I absolutely trust; 1 = I absolutely DON'T trust)

5	4	3	2	1
---	---	---	---	---

9. To what extent do you agree with the following statements? (5=Strongly agree, 1=Strongly disagree)

	5	4	3	2	1
I never hit the like/dislike button, share, or comment on influencers' videos					
I only like/dislike, share or comment on the videos when the YouTuber reminds us to do so					

If I agree with the content and think that the message should spread I share the videos on other social media					
When I find the video controversial I voice my opinion by commenting					
When the video is shocking I like/dislike, share, or comment					
When the video is relatable I like, share or comment					

10. What are the other reasons why you might like/dislike, share, comment on the video or subscribe to the channel?

---

11. Have you ever purchased a product because it was positively mentioned by the influencer that you like to watch?

1. Yes
2. No
3. I don't remember

12. When do you look for online reviews on YouTube or other social media channels before you buy a product of your interest?

1. Never
2. Every time I get interested in a product
3. If the product costs over 100 EUR (about 300 GEL)
4. If the product costs over 200 EUR (about 600 GEL)
5. If the product costs over 300 EUR (about 900 GEL)
6. Other\_\_\_\_\_

13. Gender

1. Female
2. Male

14. Age \_\_\_\_

Thank you for participating in the survey!

## ბაზრის კვლევა YouTube-ერებთან დაკავშირებით

კვლევა ტარდება მარკეტინგის სამაგისტრო ნაშრომისთვის, ვიტაუტას მაგნუსის უნივერსიტეტის სტუდენტის მიერ.

კვლევის მიზანია შედარდეს ქართველი და ლიტველი სტუდენტების დამოკიდებულება პოპულარული YouTuber-ების მიმართ. YouTuber-ებში იგულისხმებიან ადამიანები, რომლებიც რეგულარულად ამზადებენ და ტვირთავენ თავიანთ ვიდეოებს და ჰყავთ ფანების გარკვეული ბაზა, მინიმუმ 1000 გამომწერი.

დღესდღეობით მარკეტინგისთვის სოციალური მედიის და სხვა ონლაინ მეთოდების გამოყენება ფართოდაა გავრცელებული. ბრენდები არ შემოიფარგლებიან მხოლოდ რეკლამებით, ისინი თანამშრომლობენ ბლოგერებთან, ან ზოგადად სოციალურ მედიაში პოპულარულ ადამიანებთან. მაგალითად ასპონსორებენ ბლოგერების პოსტებს ბრენდის პროდუქტების შესახებ.

კითხვარში არის 15 კითხვა და მის შევსებას დაახლოებით 5 წუთი დასჭირდება. კვლევაში მონაწილეობა ანონიმურია და მიღებული მონაცემები გამოიყენება განზოგადებული სახით.

1. უყურებთ თუ არა YouTuber-ების ვიდეოებს?
  1. დიახ (გააგრძელეთ კითხვარის შევსება)
  2. არა (დაასრულეთ კითხვარის შევსება)
2. რამდენად ხშირად უყურებთ YouTuber-ების ვიდეოებს?  
(YouTuber-ებში იგულისხმებიან ადამიანები, რომლებიც რეგულარულად ამზადებენ და ტვირთავენ თავიანთ ვიდეოებს და ჰყავთ ფანების გარკვეული ბაზა, მინიმუმ 2000 გამომწერი. )
  1. დღეში რამდენჯერმე
  2. დღეში ერთხელ
  3. კვირაში ორჯერ
  4. კვირაში ერთხელ
  5. ორ კვირაში ერთხელ
  6. თვეში ერთხელ
  7. უფრო იშვიათად
3. საშუალოდ თითოეულ ჯერზე რამდენ დროს უთმობთ YouTuber-ების ვიდეოების ყურებას?
  1. 1 საათზე ნაკლებს
  2. 2 საათამდე
  3. 3 საათამდე
  4. 4 საათამდე

5. 4 საათზე მეტს

4. 4. ძირითადად რა ტიპის YouTuber-ების ვიდეოებს უყურებთ? (მონიშნეთ ყველა სასურველი პასუხი)

1. ვლოგები (Vlogs)
2. გაკვეთილები (Tutorials)
3. პროდუქტების შეფასებები (Reviews)
4. ყუთის გახსნა (Unboxings)
5. მაკიაჟთან დაკავშირებული (Makeup related)
6. თამაშებთან დაკავშირებული (Gaming)
7. კულინარიული (Cooking)
8. საგანმანათლებლო (Self-improvement/educational)
9. კომედია/გასართობი (Comedy/entertainment)
10. მახეები (Pranks)
11. სხვა\_\_\_\_\_

5. თქვენთვის რამდენად მნიშვნელოვანია YouTuber-ის ვიდეოს შემდეგი მახასიათებლები? (5 - ძალიან მნიშვნელოვანი; 1 - სრულიად უმნიშვნელო)

	5	4	3	2	1
ვიდეო უნდა იყოს გრძელი (20 წუთზე მეტი)					
ვიდეო უნდა იყოს საშუალო სიგრძის (4-20 წუთი)					
ვიდეო უნდა იყოს მოკლე (4 წუთზე ნაკლები)					
ვიდეო უნდა იყოს HD					
ვიდეო უნდა იყოს კარგად დამონტაჟებული (well-edited)					
ვიდეო უნდა იყოს კრეატიული					
ვიდეო უნდა იყოს გასართობი					
ვიდეო უნდა იყოს ინფორმატიული					
საკუთარ თავს უნდა ამოიცნობდე მასში (relatable)					

6. თქვენთვის რამდენად მნიშვნელოვანია რომ YouTuber-ს ჰქონდეს შემდეგი მახასიათებლები? (5 - ძალიან მნიშვნელოვანი; 1 - სრულიად უმნიშვნელო)

	5	4	3	2	1



კარგი გარეგნობა					
პიროვნული თვისებები					
იუმორი					
ინტელექტი					
დიდ დროს რომ უძღვნიდეს თავის საქმეს (Dedication to his/her topic of interest)					
უნდა ამჟღავნებდეს თუ ვიდეო დასპონსორებულა ბრენდის მიერ (Disclosure of partnerships with brands)					
არ უნდა ტვირთავდეს დასპონსორებულ ვიდეოებს					

7. თუ აქცევთ ყურადღებას თუ რა პროდუქტებს გირჩევენ YouTuber-ები, რომლებსაც უყურებთ?

1. დიახ
2. ხან კი, ხან არა
3. არა

8. რამდენად ენდობით თქვენი საყვარელი YouTuber-ების რეკომენდაციებს პროდუქტების შესახებ?)

5	4	3	2	1
---	---	---	---	---

9. რამდენად ეთანხმებით შემდეგს განაცხადებს? (1- სრულიად არ ვეთანხმები; 5 - სრულიად ვეთანხმები)

	5	4	3	2	1
მე არასდროს ვიწონებ, ვაზიარებ ან ვაკომენტარებ(like/dislike/share/comment) YouTuber-ების ვიდეოებზე					
მე მხოლოდ მაშინ ვიწონებ, ვაზიარებ ან ვაკომენტარებ(like/dislike/share/comment) ვიდეოებზე როცა YouTuber-ი გვახსენებს ამას					
ვიდეოებს ვაზიარებ თუ მის შინაარსს ვეთანხმები და ვთვლი რომ სხვებმაც უნდა გაიგონ სათქმელი					
თუ ვიდეო საკამათო თემაზეა, ჩემს აზრს კომენტარით გამოვხატავ					
თუ ვიდეო შოკისმომგვრელია ვიწონებ, ვაზიარებ ან ვაკომენტარებ(like/dislike/share/comment)					

თუ ვიდეოში საკუთარ თავს ამოვიცნობ (relatable) ვიწონებ, ვაზიარებ ან ვაკომენტარებ(like/dislike/share/comment)					
---	--	--	--	--	--

10. სხვა რა მიზეზებით შეიძლება მოიწონოთ, გააზიაროთ ან დააკომენტაროთ (like/dislike/share/comment) ვიდეოზე?

---

11. ოდესმე გიყიდათ პროდუქტი იმის გამო რომ YouTuber-მა, რომელსაც თქვენ უყურებთ გაუწია რეკომენდაცია?

1. დიახ
2. არა
3. არ მახსოვს

12. რა შემთხვევაში ნახულობთ YouTube-ზე ან სხვა სოციალურ ქსელებში ატვირთულ პროდუქტის განხილვებს (review)?

1. არასდროს
2. ყოველთვის როცა რაიმე მნიშვნელოვანი ნივთის ყიდვას ვაპირებ
3. თუ ნივთი 300 ლარზე ძვირი ღირს
4. თუ ნივთი 600 ლარზე ძვირი ღირს
5. თუ ნივთი 900 ლარზე ძვირი ღირს
6. სხვა \_\_\_\_\_

13. სქესი

1. ქალი
2. კაცი

14. ასაკი \_\_\_\_\_

გმადლობთ კვლევაში მონაწილეობისთვის!