An Investigation of the influence of User-generated video content on YouTube and Instagram on the purchase intention of consumers of the generation "z" to buy cosmetics in the UK

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Abstract

The overall research is helpful to understand how the use of social media and other modern The purpose of this study is to investigate and identify the level of influence of the User-Generated Video Content in social media on customer's intention to buy cosmetics, and, to identify factors that influence the buying decision, of consumers who watch video product related User-Generated Content on Social Media, and specifically on YouTube and Instagram. The study aims to give an extended analysis and comparison with previous work on purchase intention related to YouTube and other social media platforms.

Key words: Influence, User-Generated Content, Video Content, Purchase Intention, Cosmetics

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INTRODUCTION

This research study is based on the factors in the user-generated video content, affecting the purchase intention of consumers from generation "Z" to buy cosmetics in the United Kingdom. The main purpose of this research is to investigate and analyze the levels of influence of the user-generated video content on YouTube and Instagram, on the decision of consumers to buy cosmetics. The study specifically aims to examine the relationship between attitudes toward UGC on these social media platforms, the perceived credibility of UGC, and the factors that influence purchase intention of products being reviewed. Para-social interactions have also been taken into consideration, as one of the main factors which have a major effect on the consumers' purchase intention and that are affected by the UGC perceived credibility.

Previous studies confirm that customers seek advice and watch reviews of products and services on social media before they make their final decision to buy a product (Chin-Lung Hsu, 2013). They, also, are likely to be affected by user-generated content during the decision-making process of buying (MacKinnon*, 2012). Most of the people trust word of mouth more than brand-generated content in finalizing their decisions (MacKinnon*, 2012). Why? Because the user-generated content provides both positive and negative shared exeriences of other consumers about a product. A previous study (Kineta Hung, 2012) states that the perceived credibility towards an information platform and the interpersonal trust are crucial for the information search of consumers and their purchase behaviour. According to Mir and Rehman's research (2013), perceived credibility of UGC on YouTube effects in a positive way the consumers' attitudes towards it and has an influence on the consumers' purchase intention to buy.

Why YouTube and Instagram

There are many researchers written about the influence of different social media on consumers buying behaviour from diverse perspectives (Florin Dobrian, 2013), (Do-Hyung Park, The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement, 2007), (Uchechu Cynthia Ohajionu, 2015) but there are a limited number of studies investigating video-sharing websites, in particular, YouTube (Imran Mir, 2013). YouTube is one of the biggest websites for video content. Today, online video sharing has become the new media format (Heather Molyneaux, 2009). Having in mind that the platform is owned by Google, the biggest search engine in the world, there is no doubt or disagreement that its videos are on top of Google's search page. There are tones of YouTube videos uploaded talking about products every day and most of the people naturally first go there when searching for product information. However, there some factors which affect the consumers' purchase behaviours on YouTube. This study aims to identify these factors and to contribute to the literature, business and marketers with its outcomes.

Instagram is a photo and video-sharing social media network, launched fairly recently, in 2010 and it becomes one of the most popular online shopping platforms among young people (Jasmine W. S. Che, 2017). It is proved that people are visual creatures and that their visual perception has a significant impact on their purchase decisions (Durmaz, 2011). This study aims to investigate the level of influence of Instagram Video stories on the consumer's decision, as one of the most popular visual-based platforms.

Why Cosmetics Sector

Based on my previous research on this topic, me in my role of the researcher have found that the beauty industry is a pioneer in innovations within the retail sector, from digital marketing and business perspectives. The top

two trends in the field are the implementation of Augmented Reality and Virtual Reality, which are types of video content, and the use of video (Saladich, 2017). Regarding research conducted by Pixability, the most popular video content views on YouTube for 2016 are of makeup tutorials.Another finding was the massive number of beauty videos views on YouTube which of 4.6 billion. Based on the 2017 report for the beauty industry, UK is the world's sixth-largest beauty and personal care market (William Reed Business Media LTD, 2018). However, nowadays the beauty industry is going through some difficult times (Kestenbaum, 2019). The trend is that the beauty brand does not change their approach and do not switch to a whole new sustainable model, they will disappear in the future. (Mintel, 2019). Based on McKinsey Beauty Industry Case study the consumer's behaviours and preferences are changing.

● To identify the level of influence of the perceived credibility of the source of a product-based video UGC on YouTube and Instagram on the consumers' purchase intention to buy cosmetics.

● To identify the level of influence of the perceived usefulness of the message of a product-based video UGC on YouTube and Instagram on the consumers' purchase intention to buy cosmetics

● To identify differences in consumers' attitudes and perception towards the purchase of cosmetic products based on video UGC on YouTube and on Instagram.

LITERATURE REVIEW

Contextual Background

The term "content marketing" exists much before there was even an image of the World Wide Web and the Internet. Benjamin Franklin first publishes the Poor Richard's Almanack in 1732 to promote his printing business. In 1801, the bookstore Library Galgiani. John Deer's "The Furrow" magazine (1895), in which the story is not about John Deer, but it was about other humans' stories is considered as the world's oldest content marketing example (Grdiner, 2013). This is a good example not only for content marketing in general but for the importance of the visual content marketing techniques too. Another example of the antecedents of today's concept of content marketing is the Michelin Guide, 1900 (BALTES, 2015). After the great success of Furrow's magazine, many companies began to use content marketing in their business strategies.

However, content marketing is the way of the brand to tell its customers a story. In our human nature stays the fact that if we want to manage someone, first we have to gain their trust. Similarly, companies have to build trust in their potential and existing customers for their products and services to stay stable on the market. "Strong brands are based on a story that communicates who is the company; authenticity is to communicate what you really are" (Denning, 2011).

Content Marketing Practices

Todays' businesses are trying to adapt to the new technologies and to the fast-developing "Digitization". At the same time, they have to stay connected with their audiences using new communication mechanisms and practices. As we already have seen in this chapter, content marketing is one of the primary communication tools of the business. There are different forms of content, which are stated above in the document. The table below shows the specific use of each of these forms of content in percentages:

TABLE 1: B2C CONTENT MARKETING USAGE (BY TACTIC)

Content Tactic	B2C Content Marketing Usage	Effectiveness Ratings By Tactics Among B2C Users
Social Media	90%	66%
Pictures	87%	66%
Videos	82%	59%
E-Newsletters	83%	67%
Website Articles	81%	55%
Blogs	77%	53%

(Content Marketing Institute, 2017)

The results from the table show that social media has the highest usage of content tactic with an efficiency of 66%.

Measuring the effectiveness of Content Marketing

It is very important in Marketing to measure the results. Khalid Saleh gives us a framework to measure content marketing effectiveness, consisting of three steps: user engagement, traffic generation and leads conversion (Saleh, 2016). He says that the first step explains the number of visitors who visit the website. In this case, some of the KPIs could be the number of page views, the number of unique visitors, the source of traffic. The metrics for measuring the engagement of the visitors (the willingness to read, share, download or comment the company's content) could be the time spent on the webpage, the number of new and returning customers, the bounce rate, the number of shares and comments. The last step, conversion, shows how visitors become customers who do something with the brand's products or services, which action is perfectly a purchase. The metrics here could be the click-through-rate, ROI, the number of leads and the number of visitors.

Social Media and User-Generated Content

Social Media

Over the last decades, the web has changed in the direction of user-driven technologies, such as blogs, social networking and video-sharing platforms. Respectively these technologies have led to the revolution of the user-generated content, publishing of consumer opinion in global communities, today known as social media. The traditional media has put on a side since the revolution of social media. Today social media platforms as Facebook, YouTube, Instagram and Twitter have more than 100 million visitors a month (Michael Chui, 2009)

User-Generated Content (UGC)

The term User-Generated Content or UGC can be easily explained and based on social media networks. A UGC is a content created by any social media users and which can be shared to other social media users (Bruns, 2016). The Organization for Economic Cooperation considers three requirements for the content to be qualified as UGC. On a first place, it has to be shared on the Web and to be accessible to everyone. Second, it should show creativity, and last, it has to be generated without any professional and profit-related reasons and expectations (Andreas Kaplan, 2010).

One of the themes in this study is the visualisation, the visuals in the means of video content and their impact on the consumers' buying behaviour. UGC is one of the most popular marketing methods which base its influence on utilising visuals taken by other people. The use of UGC brings more authenticity and gives consumers the feeling for a stronger connection to the brand.

You**Tube** Online Video Content

Online Video is a form of the Viral Content Marketing Strategy as a Content Strategy and is a form of marketing promotion. There are not enough studies and findings of the forms of its influence and the factors for its high engagement levels which influenced and motivated the actual research (Jung-Kuei Hsieh, 2012). The opportunities with using video marketing contents have a mostly positive effect on the businesses but there are still some risks and challenges such as humour, length, informativeness. This study aims to identify, analyze and measure them relying on some previous researches on the topic (Kendall Goodrich S. Z., 2015).

The video consumption today has an undoubted rise over the past few years (Bullock, 2016). The amount of video material generated on social media platforms is considerable. People are recording their everyday lives and uploading on different social media platforms. Recent research states that around 70% of the Instagram users watch video content every day in the form of

Instagram Stories. And that one in four people from the Gen "Z" and Millenials are seeking stories of the products and services that they actually want buying (Bencomo, 2019).

Todays' businesses are also sharing online videos about their processes, products and services on their private social media accounts (Trimble, 2015). Recent research conducted by Hubspot reveals that 87% of all businesses use video as a marketing tool (Hayes, 2019). According to the IAB's Video Landscape Report fro 2018, "the digital video and especially the mobile video is the fastest-growing video type by consumption" (IAB , 2018). The popularity of the video content and its application to the marketing strategies can be explained with the visual nature of the people as human beings. With its visual effects video becomes more engaging, more effective, easier to consume and more memorable than any other content (Bitable, 2019). Video in the meaning of advertising and storytelling is an essential marketing tool for increasing brand awareness and conversion.

YouTube has found in 2005 and today is the largest video-sharing platform and the largest video content-driven provider in the world. Over 1.9 billion people use YouTube (Daneghyan, 2019). The demographic statistics of the YouTube users show that they are aged 18-49, 50% of whom are women. The nature of YouTube is a broadcasting platform which focuses on users willing to create and broadcast a UGC (Jarrett, 2008). Personal profiles on the platform are known as "channels". YouTube users can choose if they want to share UGC as public or with their friends only (Lange, 2008). Creating a channel gives the features of subscribing and following other channels, sharing and commenting on videos, creating playlists and content (Doug Sahlin, 2007). YouTube allows its users to define their relationships with the different brands and products, and to become advertisers and broadcaster (Pace, 2008).

Instagram Online Video Content

Instagram is the fastest growing social network (Wagner, 2015) with 1 billion monthly active users reported for 2018 (Clement, 2019). It is an online photo and video-sharing social network (SSN). Instagram enables and motivates people to take photos and videos and share them on their Instagram feeds, as well as, on other platforms (Frommer, 2010). The concept of Instagram is to give people the opportunity to share photos and videos by using #hashtags which allow the other users to easily find them.

People spend more time on Instagram than any other social network (Pavica Sheldon, 2016). The profiles of celebrities are those with the highest number of followers and they are mostly used to advertise products and deliver marketing messages in a creative way to their followers. Referring to the Source Credibility Theory (Fogg, 2002) and to the electronic word of mouth (eWOM), consumers perceive as more credible, attractive and trustworthy, individuals with a high number of followers (Seung-A Annie Jin, 2014). "Source credibility refers to the consumer perception of

the information source based on attractiveness, trustworthiness and knowledge in the area of the endorsed product" (Ohanian, 1990). "eWOM refers to any product information communicated by potential consumers via the Internet" (Thorsten Hennig-Thurau, 2004). Some authors (Ismail Erkan, 2016), (Jonas Reichelt, 2014) consider that the effectiveness of eWOM on consumers' behaviours and purchase intentions is determined, to some extent, by the perceived credibility of eWOM communicators. One of the objectives of this study is to investigate the factors affecting the consumers' purchase intentions influenced by the eWOM, from the perspective of the video-generated content, on Instagram.The UK Instagram users account 32.6% of the entire population for 2019, the majority of whom is 56.2% women (NapoleonCat, 2019). The demographics of this social media platform show that its main audience is formed of people aged 25-34 who inhere to the Gen "Z".

Gen "Z" and it's buying behaviour

According to Netzer (2019) and Perlstein (2017), this generation will represent 40% of all shopping consumption in the world.

Members of Gen "Z" are people born between 1995 and 2010. They are digital natives and are the most social media users. They have been exposed to the Internet, to social media and to mobile using since their earliest youth. This makes them a hypercognitive and very visual-directed generation and a generation which is very comfortable with using, consuming and generating many different sources of information in the digital or the offline space (McKinsey, 2018). The McKinsey research of the Gen "Z" and its behaviours towards brands reveals that young people influence other youngers of all ages and social statuses on the way of how they consume or relate to the brands. The same study shows that Gen Zers "search for truth and value the individual expression" (McKinsey, 2018). This is why the Gen "Z", is called the "True Gen". The main stimulus for people of this generation is the search for truth and they make all their decisions in a very analytical and pragmatical way. Highly essential for them is tho have access to many sources of information in terms to evaluate them before making a decision to buy and consume a product. Gen Zers understand the consumption as having access to products or services and not of necessity to buy them. Thus, the unlimited access to information is very important and creates value for Zers.

Consumer Purchase Intention Concept

Purchase intention is the most essential concept in marketing literature. According to Crosno, Freling & Skinner (2009), purchase intention is the logical possibility of buying from a particular brand. In the article "*Blogs And Their Impact On Purchase Intention: A Structural Equation Modelling Approach*", the consumer's purchase intention is defined as an intention of a consumer to buy particular product or service in the future (Saxena, 2011). Consumer's purchase intention

is generally related to consumer's buying behaviour, perceptions and attitudes and it is a very useful and used tool to predict the buying process (Gosh, 1990). Purchase intention may change under the influence of different external (demographic, geographic and group factors) and internal (perception, value, motivation, trust) factors (GOGOI, 2013).

For the consumers' cosmetics purchasing intention, the interpersonal factors have a specific influence on. Hung (2012) explains that with the lack of credible information on most of the cosmetics advertisements. According to him, people are more likely to be influenced by family or friends' experiences and opinions than by cosmetics adverts. With the large accessibility to any kind of information that the Internet provides, the level of the interpersonal impact on the consumers' purchase intentions from online communication platforms has increased. Nowadays, consumers' use of new media to search for and share product information has grown (Feng Zhu, 2010).

In 2007, Geissler and Edison introduce the term "market mavens" which represents people who believe that are experts in shopping and who have knowledge of a range of products and can influence the other people attitude towards these products (Gary L. Geissler, 2007). Other earlier studies show that consumers are influenced by other consumers' product reviews. They state that these opinions about a product are perceived as the most credible for people when they make a decision to buy (Soonyong Bae, 2011).

## Hypothesis Development of The Factors Affecting The Purchase Intention

From the literature review presented above and based on other previous studies of Yuksel (2016), Karina Sokolova (2016) and Cen Wang (2015), as well as on the Theory Of Source Credibility (Carl I. Hovland, 1951), Social Impact Theory (Latane, 1981) and the Theory Of Reasoned Action (Jerold L. Hale, 2002). This study identifies five main factors that have an impact on consumers' purchase intention. This study claims that the number of views, likes, comments and subscribers (NVLCS) influence the perceived credibility (PC) and the perceived usefulness (PU) of product-based user-generated video content (UGC) on YouTube and Instagram. Therefore, it claims that perceived credibility (PC) and usefulness (PU) affect the attitudes of the consumers toward the product-based user-generated video content (UGC) on Youtube and Instagram (ATP). Furthermore, the (ATU) is supposed to impact the behavioural intentions of the consumers (BI) towards product-based user-generated (UGC) video content on YouTube and Instagram. Adequate and relevant literature will be explained below.

Number of views, likes, comments and subscribers (NVLCS)

Comments on online video content about a certain product could influence the consumer's purchase intention because they could be seen as a sign for the product's popularity and quality

(Lee, 2009). According to Kelly O'Reilly and Sherry Marx, the number of comments augments the credibility of the content, for people for who the online information is credible (Kelley O'Reilly, 2011). Mir and Rehman (2013) also support the statement that YouTube users consider the number of comments for credible for the quality and usefulness of the video content. The number of likes also affect the credibility of YouTube users on the video content (Imran Anwar Mir, 2013). NVLCS marks the number of views of the video, the number of the subscribers of the channel which contains that video and the number of all views and comments of that video. The perceived credibility of a product increases when many people upload video reviews of the same product, and when those videos receive many views, likes and comments (Philippa Gill, 2007). On the other hand, the number of subscribers for a certain YouTube channel has an impact on the perceived credibility of the content of the videos uploaded in this channel. When the certain video has been ranked by the likes, views and comments of different people, then it becomes popular and this popularity improves the perceived credibility of that video (Gill et al., 2007).

FIGURE 1: A PROPOSED RELATIONAL MODEL OF YOUTUBE UGC
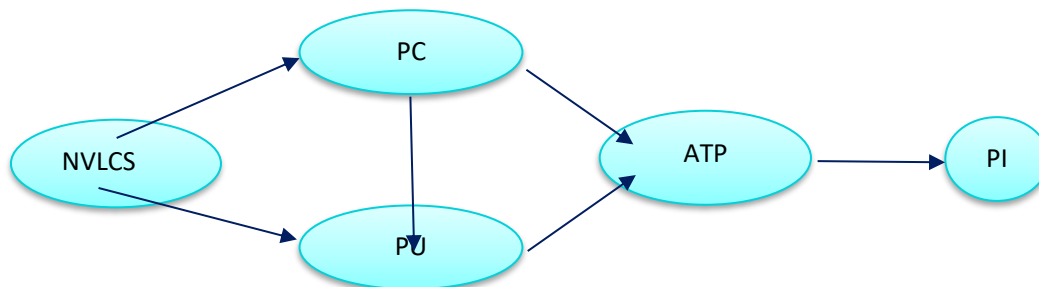
H1: Number of views, likes, comments and subscribers have a positive influence on the perceived credibility of online video user-generated product-based content on YouTube and Instagram.

H1.2: Number of views, likes, comments and subscribers has a positive influence on the perceived usefulness of the online video user-generated product-based content on YouTube and Instagram.

Perceived Credibility of the online video used-generated content on YouTube and Instagram(PC)
According to Ohanian (1990), source credibility can be described as the positive qualities of the source that have an impact on the receiver to accept the message. Credibility is the trust or the belief in the message or in the person that communicates it (B. J. Fogg, 1999). Higher the credibility of the message source is, higher the positive impact on consumer's attitude toward the brand is. Tseng and Fogg (1999) give the credibility closer meaning to the believability. They assume that "credible people are believable people" and that "credible information is believable information" (B. J. Fogg, 1999). Perceived credibility is the level of consumers' trust that can have a positive or negative influence on the acceptance of the message and can lead to changes in consumers' attitudes towards the purchase (Olfa Bouhel, 2010). According to authors as Tseng

and Fogg (1999), credibility is the persons' apprehension of the quality. Based on these thoughts, many authors argue that credibility is not in a person, object or message but is the judgement of the reader on that apprehension.

This study defines the perceived credibility of the video content as the level of consumers' belief of the usefulness of the same content. Based on the discussions above, the following hypotheses have been made:

H2: Perceived credibility of the online video user-generated content on YouTube and Instagram toward cosmetic products has a positive effect on the perceived usefulness of the videos.

H3: Perceived credibility of the online video user-generated product-based content on YouTube and Instagram has a positive impact on the consumers' attitude towards this content.

H4: Perceived credibility of the online video user-generated product-based content on YouTube and Instagram has a positive impact on consumers' purchase intention.

Perceived Usefulness of the online video user-generated content on YouTube and Instagram (PU)

The perceived usefulness of the information in the online written reviews is a topic which has not been widely examined, up until now. Previous research of Hsu & Chiang (2013) proved that the popularity of the bloggers has a positive effect on the perceived usefulness of the information in an online review. In terms of video user-generated content and video reviews, Yuksel (2016) and Mir & Rehman (2013) give contradicting findings of the impact of the popularity of the source on the usefulness of the information in their studies. The research of Mir & Rehman (2013) and the Technology Acceptance Model developed by them, offers the hypothesis that the perceived usefulness of the information is being affected by the popularity of the online video product review. However, Yuksel's study (2016) does not support this hypothesis and does not give any awareness and outcomes about this important difference between the two studies.

The current study aims to prove that YouTube and Instagram are sources of credible, trustworthy and useful product information that affects consumers' purchase intention. This paper postulates that perceived usefulness has a positive impact on the consumers' attitudes towards the online video user-generated product-based content on YouTube and Instagram.

H5: Perceived usefulness of online video user-generated product-based content on YouTube and Instagram has a positive impact on the consumers' attitude towards purchase.

H6: Perceived usefulness of online video user-generated product-based content on YouTub and Instagram has a positive impact on the consumers' purchase intention.

Perceived Video Characteristics (PVC)

Some technical and specific features of YouTube can have an effect on the consumers' purchase intention. In the vision screening study of Satgunam et al. (2019), the quality of the video is defined as a very important factor that impacts consumers' purchase decisions (Prem Nandhini Satgunam, 2019). The length of the video is another factor for making a purchase decision. However, it happens that not the length but the perception of it may cause an effect on the attitude and purchase intention of consumers (Yuksel, 2016). Therefore, this study makes the following assumptions:

Attitude Towards the Purchase (ATP)

The already mentioned studies of Yuksel (2016), Mir & Rehman (2013) and Shergill & Chen (2005) support the hypothesis that the attitude toward user-generated content and the behavioural intention to the content have a positive effect. This study postulates the following:

H7: Attitude toward online video user-generated product-based content on YouTube and Instagram has a positive impact on the behavioural intention towards the use of this content when making purchase decisions

METHODOLOGY

The presented work adopted a quantitative research approach by an online questionnaire with the purpose to investigate the influence of YouTube and Instagram online video user-generated and product-related content on the consumers' purchase intention to buy cosmetics. The questionnaire consists of 21 structured questions and one open-ended question. The research method was appropriated for this research and gave the researcher the possibility to gather a large set of data. Moreover, it delivered to the researcher standardized answers that can be easily compared (M. Saunders, 2007). The sample of the research was based on representatives of the Gen "Z" or people of age 18-24 according to the demographic data of both social media platforms that have been collected. Therefore, people from the Gen "Z" who are watching active YouTube and Instagram users are using other platforms from the Web 2.0 (Bartl, 2018). That means that they would feel more comfortable with this online form of questionnaire than the offline one. The research required participants, who speak English and leave in the UK.

Thus, this research method allows the researcher to approach a significant amount of respondents who are watching online video product reviews. According to Wyner (1997), an online experimental allows the researcher to manipulates independent variables. In this study, the manipulated independent variable was the popularity of the source with the purpose to see if a popular source affects better the source credibility, the usefulness of the message and the purchase

intention in comparison with a non-popular source. For the sake of the research, the researcher has contacted one person which personal YouTube channel @Official Savina has 34 600 subscribers and Instagram profile @Savinaofficial has 84400 followers, in order to reach more people of the age 18-24. To reach the desired target number of 100 participants, the online questionnaire was published on personal Facebook, Instagram and LinkedIn pages of the researcher, as well as on few Facebook Cosmetic Brand pages. The choice of these pages was based on the fact that they have a wide number of visitors and correspond with the scope of the presented study (Scott-Briggs, 2017). The number of respondents has been checked on a daily-bases as the software allow users to receive an e-mail on a decent day for them.

Participants of the study research were people living in the United Kingdom, aged between 18 and 24, which represents the Gen "Z", social media active users. Data has been collected between 11th and 31st of December, using an online questionnaire, created on "Jisc online surveys" software. To ensure that all questions are clear and easy to understand from the participants, an offline pre-test has been done.

Data was collected from a sample of 120 people. For data measurement, few items from previous studies were adapted. The questionnaire was presenting measurements of perceived credibility, perceived usefulness, attitude toward the purchase, perceived video characteristics and behavioural intentions. The role of this questionnaire was to collect all the data needed from the respondents in order to analyse the influence of the perceived popularity of the source as an independent variable and on the usefulness, perceived credibility and purchase intention as dependent variables. This questionnaire was conducted online. It was shared on the personal Facebook and Instagram pages of the researcher, as well as on the social media pages of some cosmetic brands with the permission of their admins.

DISCUSSION AND RESULTS Demographic Statistics

Sampling was conducted using the convenience sampling procedure and the respondents had to fill out an online questionnaire. The sample was from a population of the Gen "Z", 18-24 years old youngers, living in the UK, active social media users who are watching cosmetic product video reviews on YouTube and Instagram. It was not surprising that the majority of the respondents were women, 58,5%, but it was unexpected the very high percentage of the male watching cosmetic products video reviews on social media, 40.2%. Most of the respondents (98,2%) were 18-21 years old and 43,9% of them were college students (Fig. 1).

FIGURE 4.1: EDUCATION OF THE SAMPLE
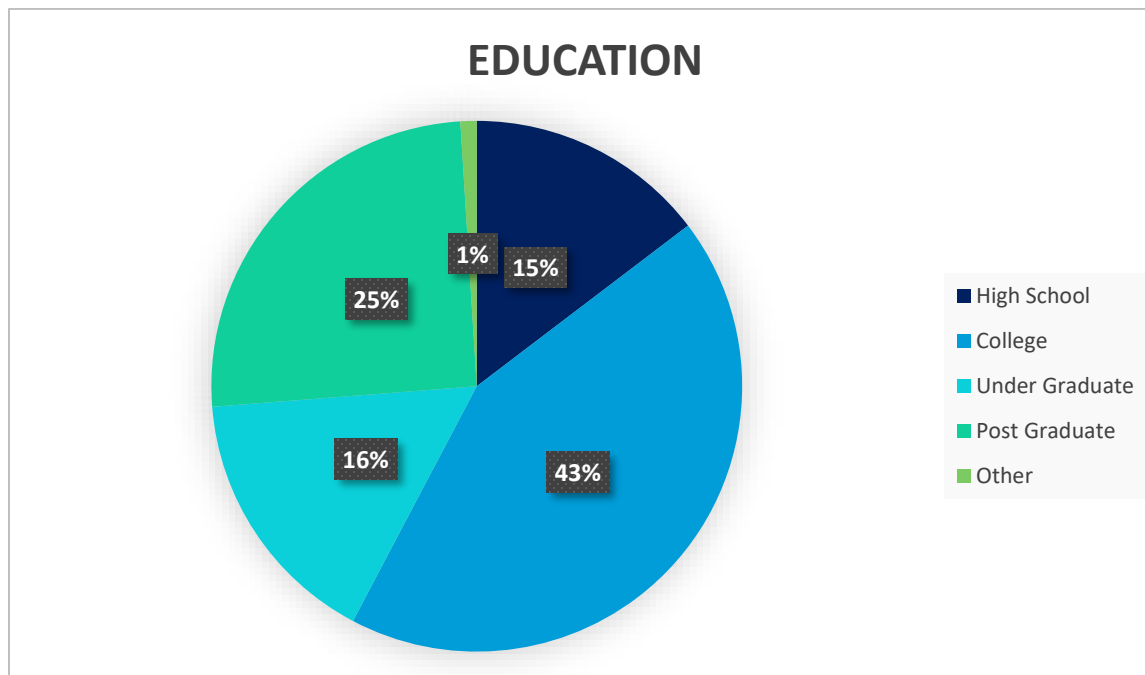
Validity and correlation

A Principal Component Analysis (PCA) with Varimax Rotation was conducted to test the validity of the items of the construct and to eliminate the variables without any correlation if needed. The analysis was interpreted based on the KMO and Bartlett's test, on testing the communalities, variances and Varimax rotation matrix. This analysis was run on nine items for PC, six items for PU, five items for AU, seven items for UA and four items for PI. The first iteration showed a good correlation between all variables. There were just a few of them with a coefficient lower than 0.3. The suitability of the items was tested by interpreting the KMO and Bartlett's matrix. From adequacy of the factors' perspective, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy test indicated that the factor analysis was useful with the data provided based on the value of .775 that it gave us and which is higher than .50. On the other hand, Bartlett's test with a p-value of .000 confirmed the validity and suitability of the variables for structured detection. Therefore, the communalities table showed a high value for each of all 51 extracted variables which demonstrated that there is a good proportion of variance of each variable that can be explained by the factors. The SPSS extracted seven factors or components that explained 82% of that variance. The Varimax

rotation gave the loadings of all variables and the correlation between the variables and the factors. The variables of PC with highest loadings were the "trustworthiness" in Instagram video reviews (.820) and in YouTube video reviews (.829), "honest" in Instagram (.761) and in YouTube (.792), "accurate" UGC on YouTube (.829) and on Instagram (.847), UGC on YouTube is "expert" (.766) and on Instagram (.801). The most loaded variables of PU were "useful" on YouTube (.782) and on Instagram (.859), "valuable" on YouTube (.744) and on Instagram (.858), "convenient" and on Instagram (.806), "efficient" on YouTube (.706) and Instagram (.815), "good" on YouTube (.758) and Instagram (.837), "effective" on Instagram (.873). For the AU, all five variables were with high loadings, above .70. The variables for the AU factor on both YouTube and Instagram were having very high loadings only in the second component and very low loadings in components 1,3,4,5,6,7. For the items of the NVLCS, the variable with the highest loading was "views" (.845). For the PI factor, the variable with the highest loading was "I do not intend to purchase".

Due to the high number of variables and the difference between their coefficients and loadings, the researcher decided to use the Options function of the factor analysis on SPSS in terms to exclude the variables with short size and those with loadings lower than .3. The purpose of this exclusion was to minimize the risk of confusion and to facilitate the analysis of the factors that could be useful for the outcomes of the study and for future studies of the topic area. The results of this step showed that there were no variables that have been loaded well in all components. The first twenty variables have high loading onto factor one. These variables represent the impact of credibility and usefulness over the consumer's purchase intention which gives the explanation of the factor itself. Seven variables had positive loadings on factor two, and these are the variables about the consumers' attitude towards UGC, so the second factor could be used to explain the intensity of different attitudes towards the UGC on YouTube and Instagram. There were eleven variables, related to the usefulness of the UGC on Instagram loaded high on the third component. This output can be used to explain the factor three as a factor of the consumers' perception of the usefulness of UGC on Instagram. The variables related to NVLCS were loaded high on factor four, so the researcher used this factor to describe consumers' attitude towards the popularity of the source. The variables related to the purchase intention were spread between the other three components with different loading which can be interpreted that they are mostly influenced by the other factors. Due to the dual nature of the research which consists of two sources Instagram and YouTube, the researcher took the decision to run two additional correlation tests for each of the sources. The results showed a difference between them. The correlation between the variables for YouTube was strong. The values for a few of the variables were below .30. The KMO and Bartlett's test coefficient was .868 which can be interpreted as a meritorious. The results of the correlation between Instagram variables have shown a weaker correlation. More variables have represented values bellow .30 in comparison with the previous test. The KMO and Bartlett's coefficient was lower too, .822, but still meritorious.

Discussions

Based on the results of the test and the cleaned data, the researcher specified the factors with higher significance and those with lower. The results demonstrated a good correlation between all variables and their factors. Four factors have been highlighted as more important: credibility and usefulness of the UGC, attitudes towards UGC, perceived usefulness of UGC on Instagram and the NVLCS.

Reliability of the factors

The reliability of the measurement items has been tested and confirmed based on Cronbach's Alpha Scale which was an important step before proceeding to the main analysis of the study. The test has been done on five items for PC, six items for PU, six items for AU, seven items for UA, four items for NVLCS and four for PI. The other five items of PC have not been tested with Cronbach's alpha coefficient because the question was incorrectly asked and was not based on the Likert scale. The α coefficient for most of the items was between above .90 and above .70 which was a wanted result based on the recommended coefficient by Nunnally and Bernstein (1994) of .70. All items were loaded under the factor and the lower loading was 0.535 which can be interpreted as a validation of the items based on the recommended loading value greater than .50 by Fornell and Larcker (1981).

TABLE 2: CRONBACH'S ALPHA COEFFICIENTS FOR ALL FACTORS ON INSTAGRAM

Factor Instagram/YouTube	Item	Mean	SD	Loading	α
1. PC	trustworthy	2.15/1.85	1.211/.950	.761/.756	.939/.940
	honest	2.35/2.13	1.267/1.115	.815/.739	.963/.940
	biased	2.42/2.19	1.249/1.121	.749/.657	.940/.943
	accurate	1.99/2.30	1.005/1.165	.774/.822	.939/.936
	expert	2.22/2.51	1.148/1.268	.784/.852	.938/.934
2. PU	useful	1.96/1.73	.988/.764	.816/.796	.961/.962
	valuable	1.92/1.82	1.038/.875	.840/.802	.960/.961
	convenient	2.02/1.83	1.041/.871	.778/.851	.962/.960
	efficient	2.02/1.86	1.111/.930	.866/.778	.959/.962
	good	1.96/1.75	1.041/.850	.860/.759	.959/.962
	effective	1.93/1.82	1.013/.899	.863/.784	.959/.961
3. AU	important	1.79	.756	.847	.925
	pleasant	1.99	.893	.849	.923

for Instagram and YouTube together	reliable	1.94	.874	.850	.923
	useful	1.87	.849	.860	.922
	efficient	1.98	.964	.690	.945
	credible	1.85	.880	.832	.925
4. UA	search	2.25/2.33	.875/.831	.843/.788	.960/.961
	watch	2.36/2.38	.862/.840	.834/.752	.960/.962
	like	2.31/2.26	.888/.828	.847/.835	.960/.960
	share	2.06/2.02	.920/.850	.781/.775	.961/.961
	comment	2.01/2.07	.928/.902	.812/.803	.961/.961
	follow	2.27/2.33	.893/.881	.805/.762	.961/.962
	upload	1.86/1.87	.963/.925	.760/.728	.962/.962
5. NV LCS	views	1.90	.905	.729	.881
	likes	2.10	1.059	.799	.853
	comments	2.13	1.041	.827	.842
	subscribers	2.26	1.151	.735	.881
6. PI	Intend	1.93	.881	.805	.781
	Will definitely	2.06	.988	.823	.763
	It is likely	1.84	.825	.787	.794
	Do not intend	2.41	1.390	.535	.933
SD: Standard Deviation, α: Cronbach's Alpha					

The results of the Cronbach's alpha coefficient test show that the scale of concept measurement is "good" and all items are reliable and valid and have an efficient correlation with the factors.

Hypothesis Testing. Chi-squared analysis and Paired t-test

To test the hypothesis of this study, the researcher chose to run a Paired T-test on SPSS statistical software. However, the researcher conducted a chi-square analysis to test the goodness of fit to the distribution of the cases.

Number of views, likes, comments and subscribers have a positive influence on the perceived credibility of online video user-generated product-based content on YouTube and Instagram

The first factor of the hypothesis consists of four variables (views, likes, comments, subscribers), plus a second factor (perceived credibility). The researcher's aim was to accept or reject the relationship between those two factors. Therefore, the test of the hypothesis has proceeded in analysing the relationship between all four variables and the perceived credibility independently.

On the question "I believe more to a source with a high number of followers/subscribers", 41% of the respondents were answered "Agree", 38% "Strongly Agree", 15% "Neither Agree or Disagree", 5% "Disagree" and 1% "Strongly Disagree". This gives us a reason to assume that there is a relationship between the number of followers/subscribers and the perceived credibility of the source. However, when we look at the chi-square table, the results show that we violate the assumption because 18 of the cells have expected count less than 5 which is more than 72% violation. At the same time, the β-value is .011 and is lower than .05 which means that this test is statistically significant. So, an alternative hypothesis or H0 has been accepted for this case in the meaning of there is an association between the number of followers/subscribers and perceived credibility of the source. The results for the question "A video with a higher number of views can affect my perception of the information given in the video" are: 36% "Strongly agree", 32% "Agree", 19% "Neutral", 12% "Disagree", 1% "Strongly Disagree". These results do not allow any significant assumptions due to their close values. The output is similar. There is a violation of the assumption with 17 cells with an expected count less than 5 but the β-value is still lower- 0.32. This test has been accepted as an alternative hypothesis. There is an association between views and perceived credibility. Looking at the data which the SPSS gave us for the question "A video with a higher number of likes can affect my perception of the information given in the video", there are 34 answers "Strongly agree", 33 "Agree", 19 "Neutral" and 14 "Disagree". The Chi-square test shows a violation of the assumption again, but the β-value of 0.17 demonstrates an association between the number of likes and the perceived credibility, so the hypothesis has been interpreted as an alternative. The results from the extracted from SPSS data about "A video with a higher number of comments can affect my perception of the information in the video" were 32% "Strongly agree", 31% "Agree", 19% "Neutral", 15% "Disagree" and 3% "Strongly disagree". The chi-square test for this variable was similar to all previous ones but its β-value of .009 was best one between all four. The last assumption was accepted, the hypothesis has been approved as an alternative and the association between the number of comments has not been neglected.

After analysing the data extracted from SPSS and conducting the Chi-square test for all of the four variables of the NVLCS and their relationship with the PC, we dispose of the following assumptions: $H0_1$: There is a positive association between the number of followers/subscribers and the perceived credibility; $H0_2$: There is a positive association between the number of views and the PC; $H0_3$: There is a positive association between the number of likes and the PC; $H0_4$: There is a

positive association between the numbers of comments and the PC. After all these assumptions, the researcher concludes that the H1: Number of views, likes, comments and subscribers have a positive influence on the perceived credibility of online video user-generated product-based content on YouTube and Instagram is accepted.

Perceived credibility of the online video user-generated content on YouTube and Instagram toward cosmetic products has a positive effect on the perceived usefulness of the videos

The Chi-square analysis conducted to test the relationship between PC and PU will be explained using a descriptive structured model based on the output of the test of this hypothesis.

FIGURE 2: FINAL STRUCTURED MODEL OF THE RELATIONSHIP IN THE HYPOTHESES
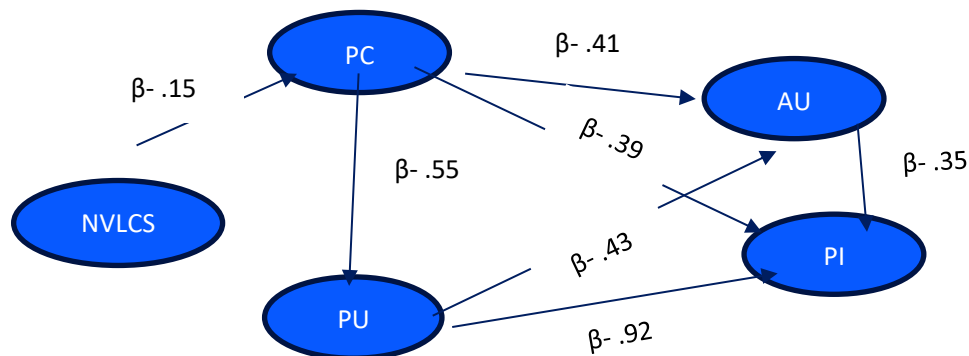
The results from the test, where the β- value is .15 (See Fig 2:), show that the PC has a significant association with the PU which lead to accepting the H2: Perceived credibility of the online video user-generated content on YouTube and Instagram toward products has a positive effect on the perceived usefulness of the videos.

Perceived credibility of the online video user-generated product-based content on YouTube and Instagram has a positive impact on the consumers' attitude towards this content

The β-value from the test is .41 (See Fig 2:) which is lower than .50 which explains a positive relationship between the PC and the AU and accepts the assumption, as well as the hypothesis itself for the positive impact of the perceived credibility of the UGC on both social media platforms on the consumers' attitude towards it.

Perceived credibility of the online video user-generated product-based content on YouTube and Instagram has a positive impact on consumers' purchase intention

The test for the relationship between the PC and the PI has shown a β-value os .39 (See Fig 2:) which means a positive association between the two factors. In this case, the following hypothesis

H4 has been accepted and the researcher confirms the positive impact of the perceived credibility on the consumers' purchase intention.

Perceived usefulness of online video user-generated product-based content on YouTube and Instagram has a positive impact on the consumers' attitude towards purchase

The next hypothesis about the impact of the PU on the AU has been accepted as well, with a value of β of .43 (See Fig 2:). This confirms the assumption that the perceived usefulness of the UGC on YouTube and Instagram has a positive influence on the consumers' attitude towards this UGC.

Perceived usefulness of online video user-generated product-based content on YouTub and Instagram has a positive impact on the consumers' purchase intention

The situation with the relationship between the PU and the PI is different. Based on the results of the Chi-square test, there is a negative association or zero association between the two factors, the β-value of .92 (See Fig 2:)which is higher than .50 and is closer to 1.0. In this case, the researcher accepted the H0 or null hypothesis. In other words, the H6 about a positive impact of the perceived usefulness of the UGC on YouTube and Instagram on the consumers' purchase intention has been rejected.

Attitude toward online video user-generated product-based content on YouTube and Instagram has a positive impact on the behavioural intention towards the use of this content when making purchase decisions

The last hypothesis of the research about the positive impact of AU on YouTube and Instagram on the consumers' purchase intention has been accepted from the researcher with a β-value of .35 (See Fig 2:) based on the interpretation of the results of the Chi-squared crosstabs analysis.

Testing the research questions

The presented study and specifically the actual research has aimed to give answers to a few questions. The answers to the first two questions about the level of the impact of the popularity and credibility of the source of video UGC about cosmetic products on the consumers' purchase intention can be found in the analysis above. However, taken into consideration the outcomes of the presented study and the undoubted influence of the PC and PU on the PI, these findings can be extended in future research precisely directed to the level of the impact.

To answer the question: "What are the differences between consumers' attitudes and perceptions towards product-based video UGC on both social media platforms?", the researcher has referred back to the SPSS analytics and reorganized the data extracted for YouTube and Instagram separately. This gave the researcher the opportunity to compare the answers and identify the

differences between them, with the purpose to see whether the UGC on Instagram or YouTube has a higher positive impact on the intention of the consumers to buy cosmetics. The following table has been done based only on the positive answers for YouTube and Instagram.

TABLE 3: POSITIVE DATA FOR YOUTUBE AND INSTAGRAM EXTRACTED FROM THE SPSS

Question	Instagram	YouTube
1. Do you have a social media account?	18.4%	11.2%
2. PC	26.40%	33.6%
3. PU	37.84%	41.25%
4. AU	41.66%	40%
5. UA	14.35%	14.71%

From the data above, we can only make the assumption that there is a slight difference between the impact of the UGC about cosmetic products uploaded on the two media. The percentages for the two platforms do not differ a lot. However, a small dominance from Youtube perspective has been observing. Although, the researcher cannot continue with analyzing this data due to the nature of the present study. This question and the findings of this work could be a topic for any further related researches. Thus this question should be left open and needs and extended analysis.

RECOMMENDATIONS

The following discussions are based on the analysis above of the data extracted by SPSS from the online questionnaire, developed by the researcher using the JISC software and on the findings of the literature the presented study has been grounded on. Similarly to past studies (e.g. Mir and Rehman, 2013; Yuksel, 2016), the current study found that the number of views, likes, comments and subscribers/followers has a positive effect on the perceived credibility and usefulness of the video product-related content generated on YouTube and Instagram. According to Hal et al. (2009), once consumer uploads a video content, the number of views, likes, comments and subscribers of that content improve the perceived credibility and the perceived usefulness of that content. The researcher found that the perceived credibility of the video product-related message of the source (UGC) impacts in a positive way the consumers' attitudes toward this message which others have been generated on YouTube or Instagram. Based on the finding of the study of Ohanian

(1990) and on the outcomes of the presented work, the researcher found that the information that a consumer thinks as more credible has a positive influence on his attitudes to this information. Another positive impact has been found of the perceived credibility on the perceived usefulness of the messages that other users have been uploaded on social media about cosmetic products. This statement has been accepted by Cheung et al. (2008) who stated that consumers recognize video product-related reviews as credible and useful at the same time and that this affects their purchase decisions.

Same as other previous studies the current work accepts the positive effect that the perceived usefulness has on the consumers' attitudes toward a video product-related UGC on YouTube or Instagram (Terry Daugherty, 2013). Statistics show that consumers share both positive and negative experiences on social media with other consumers. From a business perspective, product owners see the benefit of advertising only positive aspects of their products on social media. This study found a positive association between the perceived usefulness of the video product-related UGC uploaded by other users on YouTube and Instagram on the perceived attitudes toward this content.

According to a study by Cen Wang (2015), the consumers' attitudes toward a video product-related UGC uploaded by other consumers on social media have a positive impact on the purchase intention. Surprisingly this study rejected this assumption and stated that there is a minimum if not a null positive association between the attitudes of the consumers towards video product-related UGC on social media on the purchase intention.

Based on the executed research, we can add that the most significant influence has the perceived credibility of the message on positively affecting the possibility of making a purchase, due to its' impact on two other factors as PU and AU which increases the likelihood of purchase decision.

To sum up, we can conclude that the outcomes of the interpreted data demonstrate a significant influence between six of the factors of the research and negative impact of one of them. In other words, the results can be explained as follow:

- There is a positive impact of the perceived credibility (PC)on the perceived usefulness (PU) of the UGC, on the consumers' attitudes toward UGC and on the consumers' purchase intentions to buy cosmetics. The interpretation of this result is that the higher level of trust and credibility that consumers have in a source of UGC leads to a stronger belief in the usefulness of the message of this source;

- There is a positive impact of the PC on the consumers' attitude toward video UGC (AU) on YouTube and Instagram of cosmetics. This means that more the people trust and believe in a source of the information (UGC), it is more likely to make a purchase;

- There is a positive impact of the PC on the consumers' purchase intention to buy cosmetics. Thus, the credibility of the source of UGS increases the possibility of making a purchase;

- There is a positive influence of the number of views, likes, comments, subscribers/followers on the (NVLCS), which are factors representing the popularity of the source (PC). This explains the importance of the source of UGC to be popular and that this popularity is significant for the consumers for building trust in that source which, on the other side, will be beneficial for increasing the chance of converting a purchase;

- There is a positive impact of the attitudes towards cosmetic product-related UGC (AU) on YouTube and Instagram on the purchase intention (PI). That could be translated as the need for a positive attitude from consumers' perspective towards a UGC to incite a purchase.

- There is a positive impact of the perceived usefulness (PU) of the source of UGC on the consumers' attitude toward this UGC (AU). This means as more consumers believe in the usefulness, efficiency or effectiveness of the source, more positive is their attitude towards the UGC.

- There is not a positive impact of the perceived usefulness (PU) on the purchase intention (PI). Or, in other words, if the PU goes up, the PI goes down and if vice versa.

CONCLUSION

Living in an era of a Digitalisation, of Computerization, Robotization and where the Virtual Reality and the Going Viral are not just trends, but the future, we cannot stay on aside and not be curious of how those change our lives, our environment and the business. It is undeniably Internet and the World Wide Web 2.0, where the UGC and Social Media stands, have been significantly influencing these changes. Social media has recently fundamentally changed the social landscape and this change is still continuing (Edwards, 2013). Due to the nature of Social media as media created by society, most of it's content has been generating by its' users, or it is user-generated content (UGC) which usually is visual, verbal or multimedia content (Hyuk Jun Cheong, 2013). This presented study focused on the product-related content, generated on YouTube and Instagram. UGC is viewed by consumers as more reliable and useful than the product information provided by the manufacturer. UGC is considered as unbiased and impartial. Nowadays, many consumers prefer to make their decisions

to buy based on reviews and suggestions shared by other consumers on social media (Lisa Harris, 2009). One of the objectives of the current study was to asses the impact of the number of views, likes, comments and followers/subscribers (NVLCS) on the perceived credibility (PC) and usefulness (PU) of the video product-related content created by users (UGC) on YouTube and Instagram. As well as to examine the effect of the perceived credibility and usefulness on consumer attitudes concerning product-related content created by other users on both social media platforms (AU). In addition, it also attempted to asses the association between consumer attitudes to a UGC created by other users on YouTube and Instagram and its impact on the consumer intentions to purchase cosmetic products.

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