

YouTubers' impact on viewers' buying behavior

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Bachelor's Thesis
May 2017
Social Sciences, Business and Administration
Degree Programme in International Business

Author(s) Lepistö, Emmi-Julia Vähäylikkä, Miina	Type of publication Bachelor's thesis	Date 8.5.2017
	Number of pages 71	Language of publication: English
		Permission for web publication: x
Title of publication YouTubers' impact on viewers' buying behavior		
Degree programme Degree Programme in International Business		
Supervisor(s) Luck, Heidi		
Assigned by		
<p>Description</p> <p>YouTubers have achieved a status as one of the biggest influencers in social media, gaining a wide, loyal audience to support them. Celebrity endorsement has been around for years, however, with the rise of YouTubers' fame, companies have taken this as an opportunity to influence a new audience and gain visibility to their brand.</p> <p>The aim of the thesis was to examine the influence Finnish female lifestyle YouTubers have on their viewers buying behavior, what is their decision-making process and what are the external factors influencing their buying behavior. The goal was to provide valuable information for viewers, YouTubers themselves and content providers as they work together with YouTubers to market their brand.</p> <p>The research was carried out using qualitative approach as eight semi-structured interviews were conducted. The sample was formed of Finnish female lifestyle YouTubers' viewers between the ages of 16 to 23. The respondents were interviewed for their conceptions on their purchase behavior and habits as well as their thoughts on YouTubers and the impact they have on them. The data provided was recorded and transcribed for the analysis phase.</p> <p>The results suggested that trust with YouTubers plays a big part in the viewers' purchase behavior. When trust for a YouTuber has been achieved, trust for companies are easily met. YouTubers' own marketing was seen as a positive way to market products and was the main way of marketing that influenced the audiences purchase decisions. Most of the purchases were based on want rather than need. The influence of YouTubers has reached a stage where the viewers are changing products they were originally going to purchase to one the YouTuber recommended.</p>		
<p>Keywords (subjects)</p> <p>Influencer marketing, buying behavior, purchase decision, psychological buying behavior, YouTubers, content marketing</p>		
Miscellaneous		

Tekijä(t) Lepistö, Emmi-Julia Vähäyjylkkä, Miina	Julkaisun laji Opinnäytetyö, AMK	Päivämäärä 8.5.2017
	Sivumäärä 71	Julkaisun kieli Englanti
		Verkojulkaisulupa myönnetty: x
Työn nimi Tubettajien vaikutus katsojien ostokäyttäytymiseen		
Tutkinto-ohjelma International Business		
Työn ohjaaja(t) Heidi Luck		
Toimeksiantaja(t)		
<p>Tiivistelmä</p> <p>Tubettajat ovat saavuttaneet aseman yhtenä suurimpina vaikuttajina sosiaalisessa mediassa. Vaikuttajamarkkinoinnin kautta tubettajat ovat osittain korvanneet sitä edeltäneen suosituksen markkinointimuodon, joka hyödynsi julkisuudenhenkilöitä brändien keulakuvina. Nuorison keskuudessa tubettajat ovat nousseet tämän aikakauden suurimmiksi julkisuudenhenkilöiksi.</p> <p>Opinnäytetyön tavoitteena oli tutkia suomalaisten nais lifestyle tubettajien vaikutusta katsojien ostokäyttäytymiseen, sen ulkoihin vaikuttajiin sekä päätöksenteko prosessiin. Työllä pyrittiin tuomaan esille hyödyllistä tietoa sekä tubettajille että sisältöä tarjoaville yrityksille, sisällöntuottajille.</p> <p>Tutkimusmetodi oli laadullinen ja tutkimusmenetelmäksi valittiin teemahaastattelu, joka tehtiin kahdeksalle 16-23 vuotiaalle lifestyle tubettajien seuraajille. Haastattelu käsitteli katsojien kokemuksia ostokäyttäytymisestä, tubettajien tuotesuosituksista sekä katsojien mielikuvista tubettajia kohtaan. Teemahaastatteluista kerätty data äänitettiin ja litteroitiin data-analyysi prosessia varten.</p> <p>Tutkimustulokset osoittivat katsojien luottamuksen tubettajiin merkityksellisenä vaikuttajana ostokäyttäytymisessä. Luottamus tubettajiin myötävaikutti myös katsojien luottamusta sisällöntuottajiin. Tubettajien oma markkinointi nähtiin positiivisena ja suurimpana vaikuttajana katsojien päätöksen teoissa. Suurin osa ostoista perustui haluun enemmän kuin tarpeeseen. Tutkimustuloksista kävi myös ilmi katsojien alitajuntainen taipumus vaihtaa jo ennestään valittu tuote tubettajan suositteluun tuotteeseen.</p>		
<p>Avainsanat (asiasanat) Vaikuttaja markkinointi, ostokäyttäytyminen, ostopäätös, psykologinen ostokäyttäytyminen, tubettajat, sisältömarkkinointi</p>		
Muut tiedot		

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Key terms

Social media

Social media is based on interaction between others online, conversation and content sharing. Different forms of social media include multimedia sharing, networking and communication tools, social bookmarking and other collaborations, entertainment and opinions and reviews.

YouTube

YouTube is a social media channel, a video sharing platform where users can interact with each other by commenting, sharing, liking/disliking on their videos and subscribing their channels.

YouTuber

The term *YouTuber* refers to YouTube vloggers, the people who make videos on YouTube.

Lifestyle YouTuber

Lifestyle YouTuber is a kind of YouTuber who posts variety of content related to their daily life and their own interests.

Tubecon

Tubecon is an event which is organized for YouTubers to meet each other as well as their fans. During the two-day event, Tubecon reached 18 500 visitors last year.

YouTubers' own marketing

YouTubers' own marketing means them telling their experiences on products or showing what they have bought or want to buy. No money is involved.

Content provider's network

In Finland there are three *content provider's networks*, YouTubers' communities, at the moment: Töttöröö, United Screens and Splay. Networks aim to help YouTubers with contracts, offer them support in content creation process and organize commercial opportunities with brands.

Influence marketing

Influence marketing is the process of recognizing and building relationships with people who have an impact on an audience.

Consumer buying behavior

Consumer buying behavior is consumer's interplay with course of actions that happen when consumer is making a purchase.

1 Introduction

'Influencers care about their content and their readers, or they would not be influential. If brands want to succeed with influencers, they have to first develop a relationship that is valuable for both sides.' - Jennifer Beaupre

The internet has quickly grown to be the fastest growing medium in history. More and more businesses are using different social media sites as marketing tools since that is where the consumers are talking, sharing and creating content. (Strauss & Frost 2012, 192, 345.) During the past years in Finland, YouTubers, the people who make videos on YouTube, have stabilized their statuses as true influencers on their audience. They have become celebrities all around the world, who have the courage to entertain and bring their own thoughts to their audience, which consists of thousands of followers on a video sharing platform YouTube (Tubettajat.com [YouTubers.com] 2015).

The empirical study aims to examine Finnish female lifestyle YouTubers' impact on their audience. Viewers' buying behavior influenced by YouTubers, can be examined by understanding influencer marketing, psychological buying behavior and purchase decisions. These three key concepts define the research area in terms of forming a wider context.

Besides using influencer marketing to impact consumers' purchase decisions, consumer buying behavior is dependent on several other psychological factors which usually influence consumers on a subconscious level. Marketers have been using influencer marketing as celebrity endorsement for decades until YouTubers became popular enough and started to replace traditional celebrities for marketing means. Dredge (2016) explained that the audience feels more genuine connection with YouTubers through engagement, similar humor and the absence of filters, which partly explains their growing popularity compared to traditional celebrities. Through YouTubers, marketers were able to find a new way of using YouTube for marketing means as content providers play part in some of the videos.

Motivation for the research

The importance of both inbound- and influencer marketing has increased along with rapidly developing digitalization. Brands are using both techniques to attract customers onto their sites. As YouTubers are rather new form of influencer marketing in Finland, the study will provide valuable information for content providers, the society as whole, as well as YouTubers and their audience. Most of the studies about YouTubers have been conducted in USA and UK from different perspectives (Forbes 2013; Holland 2016; Pasco 2016; Youth research center 2015; Dredge 2015), which emphasizes the importance of researching the phenomenon in Finland as it is still growing and developing. As the authors have been experiencing the rapid growth of digitalization and its different forms in social media, the topic was chosen.

Research questions and objectives

The research aims to understand YouTubers' influence on their viewers' buying behavior. In addition to answering the research questions, the study aimed to provide dignified information for YouTubers themselves by exploring viewers' recommendations for them. To find explanations and reasons for viewers' buying behavior, the study carried out qualitative approach by conducting eight interviews with the most influential target group, 16 to 23-year-olds. To encounter the objective, the research question *How do YouTubers influence viewers' buying behavior?* and a sub-question *What is the buyer decision process and what are the external factors influencing viewers' buying behavior?* were formed.

Structure of the thesis

The study begins with presenting theoretical framework in which the study will be based on. Literature review includes concepts of influencer marketing, consumer buying behavior and their decision-making process to gain deeper understanding of the background influencers. The study continues explaining the methodology, a semi-structured interview and moves on to presenting the results. The results are categorized by themes which determined the specific presentation order. Through discussion, the outcome of the study will be examined and explained more in depth, and concluded in the last chapter.

2 Literature review

The development of the internet and its endless possibilities has enabled social media to rapidly become one of the most important marketing tools for companies. Social media is a term used when describing media that is based on interaction between others online, conversation and content sharing. There are many forms of social media including multimedia sharing, networking and communication tools, social bookmarking and other collaborations, entertainment and opinions and reviews. It focuses on getting content to an audience that wants to be entertained and educated. The content is generated like a conversation between other users online since they are able to share, comment and rate each other's content. (Strauss & Frost 2012, 328-329.)

Due to the rapid expansion of social media, it offers advanced tools to do marketing communications (Edwards 2011, 1). YouTube is a social media channel which people use for posting, sharing, watching and commenting the videos uploaded by other users (Mir & Rehman 2013). It was released to the markets in 2005, and since 2006 it has been part of Google (About YouTube). Since YouTube belongs to the three most-visited websites among Google and Facebook, it is visible and influential all over the world (Diu & Ritchie 2015).

Relevance, customer engagement and reputation are the key to attracting consumers online (Strauss & Frost 2012, 177). Social media sites provide an environment for engaging and attracting consumers. These sites allow users to recommend products and services to friends which is an effective way of brand communication, which can also be seen from the results. They help customers to build a personal connection with the brand as they are able to comment on YouTube videos, for example. (Strauss & Frost 2012, 183.)

This chapter will present the factors which influence consumer buying behavior. The characteristics impacting buyer behavior and the buyer decision process, presented by Kotler and Armstrong (2003), support the framework to understand YouTubers'

influence on their audience's buying behavior. Kahneman's framework for behavior and decision-making process amplifies the understanding of consumers' buying behavior through science (Barden 2013, 9). Influence marketing presents a new angle to look at the subject. YouTubers can be seen as influencer marketers as they have their own communities to present and suggest new products through their own, and commercialized content. The last sub-chapter explains YouTube as a channel, YouTubers in Finland last year, near future of YouTubers, YouTubers' influence compared to traditional celebrities and media, and commercials in the video content.

2.1 Factors behind viewers' buying behavior

In wider context, Solomon (2013) defined consumer behavior to be the continuous process of choosing, buying, consuming or destroying goods, services, thoughts, or knowledge to meet their needs. One form of consumer behavior is their buying behavior. It describes consumer's interplay with course of actions that happen when consumer is making a purchase. (31-32.) According to Armstrong and Kotler (2003) consumer buying behavior represents single person's or family's belongings and used services that they have bought for their own purposes (191). Investigation of influencing factors in consumers' buying behavior expanded in 1998 since online sales increased widely (Loshe, Bellman & Johnson 2000, 15).

Strauss and Frost (2012) introduced certain stimuli that impact on consumer's decision to purchase one product over another. These stimuli include cultural, economic, political and technological factors as well as marketing mix tactics. There are other characteristics that come into play with the stimuli such as cultural, social, psychological and personal aspects. (177.)

Features impacting consumer buying behavior

Armstrong and Kotler determined typical features in people which impact their buying behavior. Cultural, social, personal and psychological features form a context of 'whys' (see Figure 1). For marketers, the question 'why consumers, in this case viewers, buy something' is the most difficult to understand and have an impact on in the buying behavior process. Although these factors are difficult to influence, marketers

have to take them into consideration in order to target the right audience. (2003, 192.)

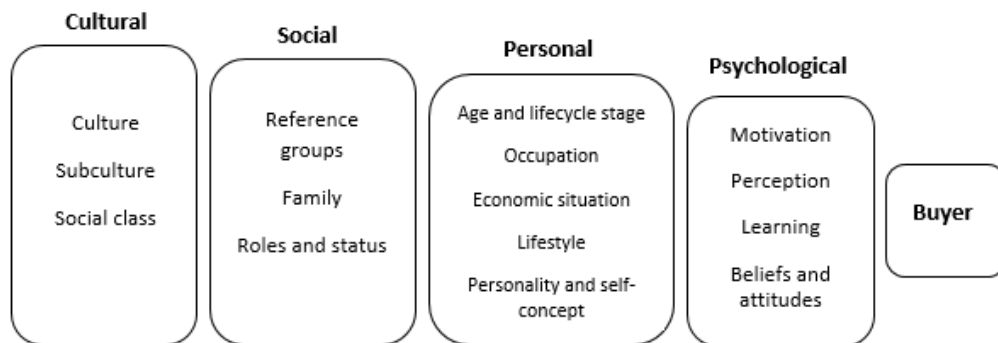


Figure 1. Characteristics influencing consumer buying behavior. Adapted from Armstrong & Kotler 2003, 193

Cultural feature is divided into three subcategories: culture, subculture and social class. Understanding cultural features, marketers are able to gain knowledge of the conceptions, hopes, values and manners that the consumer believes in. All of these factors have been influenced by the environment they learned to live in, their culture. (Armstrong & Kotler 2003, 193.) Solomon defined culture as community's characteristic which includes beliefs and morals as well as tangible goods and services (2013, 549.) Cultural factors are usually learned as a child which still have significant impact on consumer's choices. As there is a variety of cultures in the world, they all have different impact on consumers' buying behavior which requires marketers to be adaptable in order to maximize their marketing efforts. (Armstrong & Kotler 2003, 193.)

Inside every culture, there are several subcultures which are defined by the accepted values that raise from the groups' background. Subcultures can be connected through citizenships, religious backgrounds or geographical areas. Marketers use subcultures to target their products for, since their needs are easier to define com-

pared to mass markets. Besides having a culture and several subcultures, every community has social classes, which are comparatively regular allocations. Behaviors, morals and preferences, also in goods and services, tend to be similar among the participants, which helps marketers to target their products and services. (Armstrong & Kotler 2003, 193, 196.)

Social features are divided into reference groups, family, and roles and status. Each of these factors have different impact on consumer's behavior when making purchase decisions. Reference groups have rather small amount of people and are likely to be influenced by other small groups. Marketers use reference groups to have an impact on their behavior by introducing new ways of life and new forms of behavior. This way marketers try to affect consumers' way of thinking and their viewpoint towards specific brands or products. (Ibid., 196-197.)

Armstrong and Kotler (2003) state that family is researched to be one of the most powerful influencers on other family member's behavior. Between husband and wife, the influenced behavior is dependent on the product or service. Another research showed that children's behavior sometimes impacts parents' purchase decisions. In this case Chevrolet was marketing comfortable back-seats with a DVD player for children which was influencing parents' behavior when purchasing a car. (198.) Strauss and Frost (2012) argue that the rise of user based content online in social media communities has consumers looking towards others for opinions and advice. In fact, consumers trusting each other over companies and advertising has become a social trend. (179.) Also O'Shaughnessy (2013) believes that the word-of-mouth, that appears within groups in social communication networks, may be more influential than mass advertising when it comes to consumer deciding which product to purchase. This kind of communication between consumers has more credibility, social validation and in some cases, push to conform. (327.)

Besides having a role in reference groups or in a family, a consumer has a role and status at work or in other groups he or she belongs to. A role is defined by the surrounding people and their expectations. A Status is qualified by the community, who determined the common respect towards the role.

Age and life-cycle stage, profession, economic situation, lifestyle, and personality and self-concept form **personal characteristics** affecting consumer buying behavior. Consumers' buying behavior is usually in relation to his or her age. Consumers' taste and need change many times during their lifetime due to different life-cycle stages. Being married with children or being single, are examples of different life-cycle stages. (Armstrong & Kotler 2003, 199.)

Consumer's profession impacts their buying behavior as regular workers tend to buy sustainable products and services while people in higher position spend more money on suits, for example. By knowing customer's profession, marketers are able to target the right audience with the right content. Besides knowing the customer's profession, his or her economic situation has to be taken into account. The buying behavior is dependent on the amount of money the customer has for spending. In case the local or global economic situation is changing, marketers are in charge of making changes in their products or services considering price, design and positioning. (Ibid., 199.)

Lifestyle is considered to be consumers' way of living their life. It includes their preferences, views and doings, which partly determines their buying behavior. Compared to consumers' social class or their characters, lifestyle describes the entire way of their interplay and actions. Understanding consumers' lifestyles, marketers have an advantage in influencing their behavior for example through modifying their ethical thinking and values. As well as lifestyle, personality and self-concept are part of personal factors influencing their behavior. Personality indicates person's own intellectual idiosyncrasies which is often represented through his or her features. These traits are self-esteem, ascendancy, social skills or an ability to adapt, for example. Besides using consumers' personality for targeting right products and services, marketers use their self-image to comprise the connection between consumer and what they have. (Armstrong & Kotler 2003, 199, 201-202. Solomon 2013, 37.)

Psychological feature is divided between motivation, perception, learning, and beliefs and attitudes. Motivation for buying behavior is largely based on consumer's needs. Need is the factor to drive consumers to fulfil their contentment. (Armstrong

& Kotler 2003, 202.) When purchasing a product, consumers have different motives behind their needs and wants. A consumer has personal motivations and social needs. Personal motivations include the need for diversion and to play the part of a shopper whereas social needs include having social experiences away from home and for peer group appeal. These motives or needs are fairly easy to discern. (Foxall, Goldsmith & Brown 1998, 133-134.) Along with many other psychologists, Sigmund Freud and Abraham Maslow created theories to understand consumers' motivation through need satisfaction. In the theory, Freud presented consumers' subconscious affecting the purchase decisions which refers to a consumer who is not completely aware of the motivation, meaning why he or she buys. Unlike Freud, Maslow created a hierarchy of needs, where physiological needs are the most important ones, then continuing up while narrowing the pyramid with safety needs, social needs, esteem needs and finally self-actualization needs. (Armstrong & Kotler 2003, 202, 204.) To explain the motivation through Maslow's hierarchy system, once the lower level of needs in the pyramid has been satisfied, it triggers the next level of need into action. However, before anything else, the basic needs must be satisfied first. After these basic needs have been met, the attention turns to fulfilling more advanced needs, those that have yet not been fulfilled. (Foxall, Goldsmith & Brown 1998, 136-137.) Even though Maslow's theory is a fascinating way to describe why people buy, Winer (2007) believes that the theory is not specific enough. A better way to understand why people buy, according to Winer, is to think that the product or service offers benefits rather than physical attributes. (109). However, Foxall, Goldsmith and Brown (1998, 137) believe that despite some criticism, the Maslow theory is useful as it separates so-called physical or inherited needs and learned needs.

According to Foxall, Goldsmith and Brown (1998) consumers buy products that they need. However, what they believe they need is based on motivation and perceptions. In order for a product to succeed, it should be presented to the consumers in a way that they will perceive that it delivers the benefit the consumer desires. Consumers also have a desire to know about a product before even thinking about purchasing it. (14-15.)

Perception impacts person's behavior through choosing, arranging and interpreting the gathered knowledge. There are three separate processes which make consumers experience the same situation in different ways: selective attention, selective distortion and selective retention. As people are being fed hundreds of ads on a daily basis, their selective attention will weed out maturity of them. The challenge for marketers is to make ads that will stay in consumer's mind. Selective distortion happens when a consumer deciphers the new knowledge the way that it promotes the existing knowledge. In this case marketers have to comprise consumers' way of thinking in order to understand how consumers interpret their advertisements. Selective retention means keeping the knowledge which accompanies their values. (Armstrong & Kotler 2003, 204-205.)

People learn something new every day, which modifies their behavior. Maturity of behaviors are learned from the surrounding people and the environment, it comes from their experiences. As well as learning, beliefs and attitudes are often learned from experiences. A belief is a consumer's idea of something. Beliefs are often built on actual information, personal views, or trust. Marketers can utilize the knowledge of knowing how people see their certain products or services and how it affects their purchasing behavior. (Armstrong & Kotler 2003, 205.)

The act of buying is directed by the belief that consuming betters a consumers' life (O'Shaughnessy 2013, 53). By comprising beliefs, marketers are able to rectify their thinking in case it is needed. Besides beliefs, attitudes shape consumers' buying behavior. Attitudes consist of person's tendencies, assessments and sensibilities towards subjects or thoughts. (Armstrong & Kotler 2003, 206.)

As Kotler and Armstrong (2003) presented a theory of the characteristics influencing consumer buying behavior, in year 2000 Gerald L. Lohse, Steven Bellman and Eric J. Johnson were able to state that real data of consumer buying behavior will be more trustworthy (2000, 15).

The buyer decision process

The buyer decision process describes the usual stages that consumer goes through when making purchase decisions. The process consists of five different stages: need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (see figure 2). The model is often used when consumer is purchasing an unknown product, while consumer purchasing familiar products or services may pass one or two stages. (Armstrong & Kotler 2003, 207.)

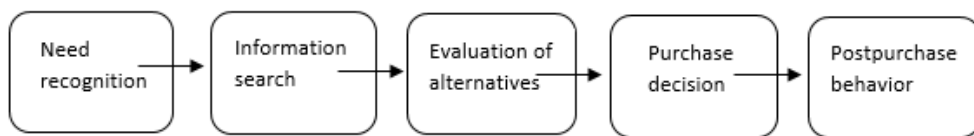


Figure 2. Buyer decision process. Adapted from Armstrong & Kotler 2003, 207

Need recognition is the starting point in the consumer's buying process which arises when consumer identifies the need or faces a problem (Armstrong & Kotler 2003, 207). In this stage, the consumer develops a want or so called "growing consciousness of a need". After being aware of the want, the consumer looks for something to satisfy that want. (Foxall, Goldsmith & Brown 1998, 27.) Identifying need recognition is important for marketers in order to define their needs and understand what influenced consumer to find the specific product or service. (Armstrong & Kotler 2003, 207.) O'Shaughnessy (2013) states that when it comes to consumer wants, it is not always a simple or a known want that the consumer has. A stimulus can activate a want in case a consumer is not conscious of their wants. In some cases consumers may also want something but they do not need it and vice versa since the need that is not fulfilled does not necessarily express itself in a want to repair the deficiency. Consumers may also have a want that they recognize in a conscious level that they do not want but may think they do want when in fact they do not. What a consumer may want, knowing and understanding their own needs and goals, can vary from what the consumer wants at the moment. In the end, new wants replace the old

wants when the consumer finds another product that executes better than the previous one. (59-60.)

When the need has been recognized, a consumer is most likely to look for information about the product from various sources, for example on the internet or from their family and friends. This stage is called **information search**. (Armstrong & Kotler 2003, 207-208.) According to Winer (2007) consumers have two sources of information that they use: external and internal. Internal sources derive from memory, for example, previous conversations with people, experiences with products or previous articles in magazines. These internal sources are previously obtained, however, new sources of information the consumer receives from the environment, after a need has been established, are external sources of information. A consumer may be exposed to external information or seek it out, for example by finding information online, seeing advertisements or hearing recommendations from people around them. A consumer uses both internal and external sources of information, after the need recognition stage in the buying process, to search possible other products that would bring the consumer the desired benefits. (110.) Sources, which are guided by marketers, are researched to be more knowledgeable but the information coming from family or friends is more reliable on consumer's eyes because they are assessing the products based on their experience or knowledge, and the consumer trusts them more. (Armstrong & Kotler 2003, 207-208.)

Foxall and colleagues remind that one of the important factors in this stage is interpersonal influences. Most likely the consumer will seek information from another person about a certain product or it may be that the desire for the product came from talking about it with someone. Therefore, word of mouth may have more impact on the consumers' decisions than advertising. (Foxall et al. 1998, 26-27.) On the internet, consumers have plenty of fellows who have already purchased the product or going to and are now willing to share their experiences. A study on consumer online behavior showed that most of the prospects search for information from fellows, brand's webpages or some other way before purchasing the product. (Ioanâs &

Stoica 2014, 295, 300.) The most used content for this purpose is created by other users, who consumers trust (Mir & Rehman 2013).

Since the consumer has been recognizing his need and searched for information about the product using various sources, he enters the stage **evaluation of alternatives**. Before choosing a specific brand or a product, consumer goes through a process of looking for similar products by himself or with the help of friends or professionals. For marketers consumers' evaluation of alternatives is hard to define because it relies heavily on specific product and cases. In some cases, for example with impulsive buying behavior, evaluation of alternatives is not needed or wanted since they trust their intuition. (Armstrong & Kotler 2003, 208-209.)

After deciding from all the brands and products, consumer will face the **purchase decision** stage where he expresses his buying purposes. Evaluation of the features in the preferred products may change still in the purchase decision stage due to others' opinion or unforeseen circumstances. (Ibid., 209.) Once the consumer has decided to purchase a product, their decision can still be influenced up until the moment of purchase (Foxall et al. 1998, 27). According to O'Shaughnessy (2013) the way of life that the consumer believes to be wanted and feasible and ultimately will lead to preferred life vision, shapes the consumer wants. The author believes that the reason behind a consumer being exposed to persuasion until the moment of purchase, is that if the consumer only has a general idea of a goal and they own a flexible value system they are more exposed to persuasion until purchase. (57.) However, Foxall and colleagues (1998) believe that the purchase act involves sub-decisions, not a single decision, such as time and place of purchase and payment (27).

Although **post-purchase behavior** is the final stage in the buyer's decision process, the influences will continue long after the customer has purchased the product (Armstrong & Kotler 2003, 209). After the purchase, consumers tend to evaluate the product or service. If the customer is satisfied with the purchase, they are more likely to spread positive knowledge about the product or brand to others using word of mouth. (Foxall et al. 1998, 27.) Winer (2007) agrees with Foxall (1998) and states that after the purchase, the consumer "consumes" the service or product to find out how

satisfied he is with it. Good experiences increase the possibility of future purchases whereas bad experiences enhance the likelihood of a customer not purchasing the product again and that they will not speak positively about the product or service to other potential customers. (113.)

Consumer's satisfaction and dissatisfaction towards the purchase are the most important factors for marketers to know as consumers' satisfaction or dissatisfaction towards the brand and the product are in a key role when determining his attitude towards the brand and the products. Both good and bad experiences will generate communication, recommendations or dislikes which are likely to influence other consumers' behavior as well. (Armstrong & Kotler 2003, 209.) YouTubers play a role in recommending or disliking products or services, which may influence their viewers' buying behavior or attitudes towards specific brands or products. People in social media, in this case YouTubers, enable marketers to use them as their ambassadors to recommend their products to increase sales. (Forbes 2013, 107.)

Besides going through the buyer decision process, there are other factors that impact on the consumers' behavior even if they do follow the stages of the process. Earlier mentioned cultural, social, personal and psychological characteristics shapes and modifies consumers' behavior as well as different marketing stimuli. (Foxall et al. 1998, 27.)

2.2 Psychological aspect behind why we buy

Unlike Armstrong & Kotler (2003) and Solomon (2013), Barden (2013, 8) presents psychological aspect in buying behavior through science. Daniel Kahneman created a Nobel Prize-winning theory about consumer's, in this case viewers', decision-making process to define the most impacting factors on their behavior (see figure 3).

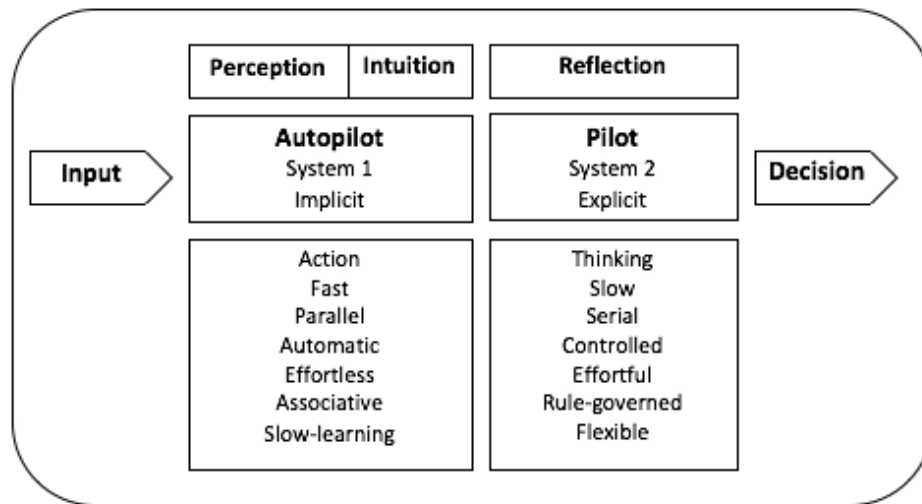


Figure 3. Kahneman's framework for behavior and decision making processes.

Adapted from Barden 2013, 8.

Kahneman's framework is about having two separate systems in consumer's mind, autopilot as system 1 and pilot as system 2, which guide their buying behavior and decision-making process. System 1 is an ongoing process which connects observations and instincts. Compared to system 2, system 1 functions quickly, it is painless, it is based on person's preferences but it takes information in slower. System 1 functions the best in quick, self-acting situations where no consideration is needed. Self-acting is in the core, since it is effective and less energy-consuming. The most proficient actions are made using system 1. Unlike system 1, system 2 functions slower and works little by little. Due to the efforts it requires, it consumes more energy but at the same time it is more flexible. System 2 permits minds to make thoughtful and intentional choices. Reasoning and consideration happens in system 2. (Barden 2013, 9.)

Consumers are often unaware of the two functioning systems unless there is a discrepancy which makes both systems visible. The systems tend to work together to achieve united solutions which may cause unawareness of the separately functioning

systems. As Barden stated, system 1 and system 2 function the same way as autopilot and pilot. Autopilot functions all the time while the pilot is not aware of autopilot's functions unless there is a conflict. Autopilot's operations are not completely clear to the pilot since autopilot's functions are unconditional where pilot is precise. (Barden 2013, 9, 11.)

The pilot functions when consumer is experiencing something new. After getting familiar with the subject, instincts begin to develop and autopilot starts making the actions more effective and more self-acting. This can be adapted to consumers as they have been exposed to marketing, a buying process and the usage of different products. These two systems have been developed in order to balance the automatization in the brains, and the consideration and thoughtful thinking when new problems occur. (Barden 2013, 12.)

2.3 Influence marketing

Marketers have discovered a way to influence consumers through a third party, a similar way to the word of mouth marketing. This is called influence marketing. Influence marketing is form of marketing that is a valuable tool for marketers and has increased its popularity (Statistics and facts about influence marketing in the United States). It is the process of recognizing and building relationships with people who have an impact on an audience (Basics of Influence Marketing, 1). Influence marketing is based on the idea that consumers are more likely to purchase a service or a product that has been influenced by the so-called influencers' recommendation. An influencer can be a person in someone's close circle or for example a celebrity, blogger or a professional in the industry in question. (Statistics and facts about influence marketing in the United States.) An influencer is someone who displays an opinion that is relevant and enough meaningful to obtain action from others (Basics of Influence Marketing, 8).

The idea behind marketing is that the consumer is in the center of the marketing circle since the consumer is the one who ultimately makes the purchase decision. However, Brown and Fiorella (2013) bring another theory into the mix when it comes to

influence marketing - the current idea of influence marketing brings the influencer in the middle of the marketing circle. In the case of the influencer being in the center of this marketing circle, marketers need to identify the ones, within specific fields or communities, that have a wide audience. After identifying these individuals, marketers need to understand the habits of these communities and the role that the potential influencer has for their audience. The tactics and brand messages need to be carried out in a way that it supports both the influencer and the brand. The influencer then expresses either the brand's message or recommends, for example, a product of the brand to their audience in the hopes that they will adopt the message or product and share to their own audience. (77.)

For a marketer, the continuous rise of social media and its personalities creates a whole new world of opportunities. Influence marketing opens a new door for brands to get to customers more directly. (Talavera 2015). Influence marketing can be a single effort to market a product or a service or it can be an effective way to support other marketing tactics. Through influencers, a brand has the ability to reach a wide audience. If the brand can gain credibility with the influencer, they are likely to gain credibility with their audience as well. (Basics of Influence Marketing, 5.)

Influence marketing can impact or be a part of many marketing efforts such as digital marketing, public relations, advertising and marketing research. In the case of using influence marketing as part of digital marketing means that brands use, for example bloggers, for endorsements, content creation, contests or promotion codes that they share with their audience. (Basics of Influence Marketing, 9.)

According to Brown and Fiorella (2013) consumers purchase habits have changed so that consumers think more about their purchase decisions and research beforehand rather than purchase a product impulsively. Thus, for the influencer to be effective, the influence marketing should be based on influencing the consumers decision-making process rather than expressing the brand's message. (113.)

Companies should give the influencers reverence and form an open relationship in order to have the influencer endorse a product. To do this, the company may have

to, for example, give the influencer access to a product that is not yet in the market but soon to be released or invite them to visit the company. (Influencer Marketing.) According to Basics of Influence Marketing, an effective influence marketing depends on the relationships with influencers that are built with time and for a brand to force onto influencers is a way to failure (13).

Even though influence marketing can be an effective form of marketing, it can have a negative impact as well. The major drawback to influence marketing is that it can't be controlled like traditional marketing can. Some influencers enhance the positive image of a company or a product, however, influencers can have a negative impact on the success of the product in case they fall out of the public or encounter troubles in the public light. Thus, marketers need to prepare how to handle situations where the influencer has a negative impact on the company or their products. (Influencer Marketing.)

Celebrities are often used as a way to market products since they have a wide audience and they are respected by them. This way the product and the company gains visibility and the respect that comes with the celebrity. (Influencer Marketing.) Today, bloggers have become valuable influencers as they have a loyal audience and are considered to be genuine. Compared to traditional advertising, using a blogger to market a product is thought to be more trustworthy. By using influencers, companies have a way to avoid the negative atmosphere towards the traditional way of advertising and marketing. (Influencer Marketing.)

There is a difference between celebrity endorsement and influencer marketing. Celebrity endorsement links the celebrity's fame to the brand or product in question. With this approach, the brand will get people to want to buy their products due to the idolization of the celebrity. On the other hand, influencer marketing is about using certain people who have a following and trust of a certain group. With this approach, the influencer is building up the brand's image in their follower's minds. (Geppert).

Celebrity endorsements were the first form of influencer marketing but with the rise of digitalization, people have a way to become online celebrities with a great social media following. These social media 'celebrities' have been turned into social media influencers by marketers, influencing their audience through different social media channels. In fact, a survey conducted in the United States of America, showed that YouTube creators took eight spots in the top ten survey of influencers, overtaking movie stars and musicians. (Newberry 2016.) When it comes to YouTubers, they know what their audience wants and therefore know how and what to market to them. With the help of YouTubers and their knowledge of their audience, marketers can reach a wide target audience in such way that will not impact how the audience engages and watches videos (Pasco 2015).

As for the future of influencer marketing, Forbes (Agrawal 2016) predicts that in 2017 this form of marketing will explode. A survey had revealed that 84% of marketer are looking to use influencer marketing campaign during the year. According to Forbes, the continuous rise of social media is the reason behind the explosion. (Agrawal 2016).

Inbound marketing

Besides influence marketing, inbound marketing has stabilized its position as a modern marketing tool. Inbound marketing means pull-marketing with the aim of attracting consumers to companies' websites without interrupting them. (Halligan & Shah 2009, xiv.) This means companies are not going directly after the customers, the customers come and find the company (Burnes 2008). YouTubers are great examples of using inbound methodology as they are not using interruptive marketing but educating and entertaining the viewers who find their channels. Inbound marketing aims to convert prospects into leads, and leads into loyal customers. For YouTubers, this means getting people to watch their videos and afterwards to subscribe their channel.

Inbound marketing saves viewers from irritating advertisements but allows marketers and YouTubers to find the audience that in a way needs them. Having an audience who is genuinely interested in the content the YouTuber produces, contributes

positively on viewers buying behavior as YouTubers' aim is to provide content her viewers want to see. In addition to content, other social media channels and search engine optimization (SEO) are the key to well functioning inbound marketing. Social media helps to build up the strategy as a whole, guide people onto YouTubers' channels and raise awareness about themselves. Most of the viewers' buying process starts with SEO when they are looking for something through different search engines. (Burnes 2008.) Optimizing the search enables YouTubers, and content providers, to guide viewers to their channels instead of competitors' (Alagabban 2016, 3).

2.4 YouTubers as influencers

Some YouTubers are more successful than others which is most often determined by their content, attitude and in the eyes of a marketer, concrete measurement of popularity, Töttöröö Network's CEO Joonas Haatainen explains (Koski 2015). Before YouTube was owned by Google, the content was defined to be amateur with no advertisements. After the purchase, YouTube has developed into a professional platform for videos where the surrounding has been made suitable for advertising. YouTube has been succeeding in making the right environment for advertising as companies want to use it for commercial purposes. (Kim 2012, 56.) One of YouTube's greatest advantages is its versatile content which offers something for everyone. YouTubers are able to personalize their own brand for themselves and develop their hobby into a YouTube career. (Holland 2016, 52-53.) The developments over the years allowed YouTube to move from video service into a community which was partly formed by YouTubers. According to Töttöröö Network's research (2016), YouTubers' collaborations with companies influence viewers' buying behavior more than TV advertising as 69% of the age of 15-17 agrees on that while 46% of 31-35 years old disagree. 72% of 15-35-year-old participants who have seen content marketing, got interested in the product or service presented in the video. 37% of them asked their parents to purchase the product or service. (10-11.) Later, the study will reveal the reasons behind these numbers, *how* YouTubers influence their audience.

YouTubing is all about interaction online and live. The content is often produced together with their fans, who suggest topics for YouTubers. Tubecon producer Hanna Liimatainen explains that there are things that make YouTubers so special, and popular. They are 'friends' with their viewers who are in contact with them in some social media channels, every day. This is something a fan can only get from a YouTuber. (2016a.) However, Sara Miesmaa (2016a) reminds that YouTubing as a phenomenon is hard to comprise just by watching their videos. Miesmaa agrees with Liimatainen and explains how the atmosphere in the events emphasize the interactions which happens both online and live.

YouTubing in Finland 2016

According to a research conducted by Töttöröö Networks and Annalect (2016), 99% of Finnish people aged 15-35 watch YouTube. 70% of 15-17 years old teens and 28% of people aged 31-35 watch YouTube daily. The ages 18-21, 22-25 and 26-30 are in the middle with percentages of 63, 48 and 40. 67% of all 15-35 aged interviewees watched YouTubers at least sometimes. The most influential group, 15-21 years old, 97% watched YouTubers. According to the research, YouTube videos reach more 15-25 year olds than commercial TV. The most popular content in YouTube was humor-, music- and educational videos. (4-7.)

The research divided reasons why people watch YouTube videos into two categories: emotional and rational factors. The emotional factors that participants described were: YouTube videos get them into good mood, the videos are entertaining, YouTubers' personas are interesting and genuine, YouTubers are accessible, and the audience can relate to them, and get support from them. The rational factors were: the ease of use anywhere and anytime, versatility of content compared to TV, interesting topics, getting useful information, and good tips for different situations in life. (Ibid., 8.)

90% of the participants were aware of the commercial co-operations between YouTuber and companies. 80% reacted positively or neutrally to the collaborations. 64% thought it is useful to bring up different products and services in the videos. (Ibid., 9.)

The near future of YouTubing

Content providers' network, United Screen's sales manager Satu Apukka estimated in 2016 that in the near future, YouTubers' popularity will keep growing, their actions will be more professional, the content will be more versatile, YouTubers start making short films and series, and they will become the advertisement faces for different brands. (Massa 2016.) United Screen's vice president, Malte Andreasson, agrees with Apukka and adds that in 2015, already 60% of the age 18-34 watched YouTube videos daily which will contribute to increasing popularity of YouTubers (Rautio 2015). A YouTuber Eetu Pesonen confirms Apukka's statement and explains that as the industry grows, it will increase the amount of professional opportunities for YouTubers. This means YouTubers could make their living only by being a YouTuber. (Lappalainen 2015.)

In 2014, Variety- magazine published a research which showed YouTube stars to be more popular than regular celebrities in the USA (Massa 2016). Although Finland comes a few years behind in this field, also Finnish YouTubers have been researched to be more popular than international popstars in Finland (Lehti 2016). Due to the growing popularity and influence, some of the YouTube stars in Finland are able to make videos on YouTube as their job (Massa 2016). YouTubers' growing popularity can also be proved with Tubecon-event. Tubecon used to be a one day-event but in 2016 it was expanded to last for two days because of its popularity. Since 2014 Tubecon has been connecting fan meetings, different parts of YouTube, interests, live and online discussion forums, newest phenomena in each genre and content offered by sponsors. In 2016 Tubecon gathered 18 500 visitors in two days while making its new visitor record. (Tubecon 2017; Miesmaa 2016b.)

Malte Andreasson believes that when YouTube culture grows and stabilizes its place in the markets, YouTubers' average age will be higher and the functions more professional (Rautio 2015). Most YouTubers already belong to a content providers' network and the amount is increasing all the time. This makes YouTubing more professional as the networks help them with contracts, offer them support in content creation process and organize commercial opportunities with brands. The aim of the networks

is also to form a community for YouTubers. (Massa 2016.) In Finland there are three YouTube networks: Splay, Töttöröö Networks and United Screens. Splay and United Screens are Swedish networks that expanded their operations to Finland leaving Töttöröö as the only domestic network at the moment. (Aalto 2014). As YouTube culture is in the development phase in Finland, Andreasson emphasizes the importance of making the networks visible to wider audience. If one network succeeds, others will benefit as well. Finnish networks are not competing against each other since the goal is the same: to get attention and be visible. Andreasson values content providers' networks because it allows YouTubers to concentrate only on their job, making the videos. (Rautio 2015.)

Apukka also believes that the content will become more diverse. She thinks there is an over representation of video diaries in the Finnish markets at the moment. She hopes to have more reaction videos, for example, where camera is filming random people to see their reaction for example when tasting, watching or listening to something. To diversify the content, Apukka estimates the growing popularity of short films and series among YouTubers. Apukka states that Finnish YouTubers' skills are underestimated and hopes to have more usage for the talent in the form of short videos and series. (Massa 2016.)

As YouTubers are verbally talented, experienced performers who are natural in front of the camera, Apukka hopes to see them more as the faces in advertising and modelling. This would be a good use in YouTube since there are many traditional TV advertisements. Having YouTubers participating in the advertising, the ads could be better targeted and be more suitable for YouTube. Ads that fit into the platform will be more attracting to the audience. (Massa 2016.) In addition to previously presented view of the near future, Haatainen believes strategy and planning to increase among YouTubers as everything grows, which contributes to more things to be controlled and thought through (Y-studio 2017).

Commercialized content in the videos

The CEO of Töttöröö Networks, Joonas Haatainen, states that the priority of YouTube stars is to entertain and inspire the audience. The content in their videos should

serve the viewers before serving marketers. (Haatainen 2016.) Liimatainen (2016b) reminds marketers to understand, accept and become inspired by the pace of change to succeed in their campaigns with YouTubers. Tubecon producer Sara Miesmaa (2016c) continues and hopes content providers to trust YouTubers but also keep in mind their own quality in communication: the content should be interesting and produced using target audience's language. In Finland the audience follows YouTubers because of their genuine personality and the ability to relate to them (Töttöröö & Annalect 2016). Commercial co-operations should enrich the created content, not the other way around. At its best, YouTubers can offer new perspectives, realizations and relevant discussion topics to their viewers, Haatainen explains. Commercialized content offers many possibilities but at the same time it can be risky, as scripted videos and excessive advertising bothers the audience. (Haatainen 2016.) Tubecon producer Johanna Hytönen (2016) reminds that it is important for companies to analyze in which other channels YouTuber is influencing their target audience to maximize the utility and usage of all channels.

United Screens' vice president Malte Andreasson notes that YouTubers earn more when using content marketing in their videos than using advertisements at the beginning of the video. The income from advertisements at the beginning of the video will be divided between several channels while in content marketing, YouTuber does not share the income with other parties. (Rautio 2016.) As YouTubers are in contact with their viewers through comments, for example, the YouTuber and her network are able to identify the viewers and have an advantage in targeting the right products for them. Both lifestyle YouTubers and marketers have a wide range of options as lifestyle is covering everything from fashion to travelling. Michael Pasco (2015) claims that the more YouTuber is in contact with her viewers, the more she is able to influence them by knowing the specific sector of the population. Also, Samuel Edwards (2015) encourages companies to use YouTubers for their marketing means and as their brand ambassadors. He believes it is a great advantage for the company as YouTubers are true influencers on their wide and engaged audience. Haatainen explains how brands who need to be aware of the ongoing development and keep up with digitalization, come along as content provides quite easily. More conservative

industries are more careful and take more time. Still he believes that companies have been trying to get out of disrupting marketing and change it to entertainment, which reaches wide audiences. This is exactly what YouTubers do, Haatainen emphasizes. (Y-studio 2017.)

YouTubers' influence compared to traditional celebrities and media

O'Neil-Hart and Blumenstein reveal the reasons behind YouTubers' popularity compared to regular celebrities. Due to the communication between the YouTuber and her viewers, the audience felt like having a friendship with the YouTuber rather than being just a fan. 70% of the younger audience said they can relate to YouTuber better than regular celebrities. (2016.)

As YouTubers are communicating with their audience, they build their own society through comments and other interaction. YouTubers are experienced to be committed to their fans, the job and the community they create together. In the research, this resulted as YouTubers having three times more people watching their content, viewers' activity doubled and they commented twelve times more compared to celebrity videos. Because of the open interaction, the viewers think YouTubers are developing cultures and being role models with trends. Six out of ten viewers listen to YouTubers' advice more than a regular celebrity when thinking of a purchase. (O'Neil-Hart & Blumenstein 2016.)

In 2015, Global Web Index (GWI) conducted a study in UK, which challenged the thinking that YouTubers would be more influential than other marketing means. The results revealed that viewers were more interested to be entertained and to hear YouTuber's advice and opinions about different situations in life. The research showed there to be some people, who wanted to know about new products and services as the most wanted knowledge and advice on technology products and on recent fashion. Although some people were interested in getting familiar with new products, only 12% of the audience stated that they have gotten information about new products or brands through YouTuber. (Dredge 2015.)

The research agrees on the influence YouTubers have on their viewers but not in commercial purposes. According to GWI, YouTubers have an impact on their audience culturally by talking about mental health issues or standing up for people, for example. Due to the results GWI found, some brands may rethink their choice of a channel or to identify the content better to know which YouTuber's viewers to target the product or service. (Ibid., 2015.)

3 Methodology

3.1 Research approach

The thesis aimed to study the phenomenon around YouTubers to gain more knowledge of the influence YouTubers have on their audience's buying behavior. As the previous research, conducted by Töttöröö Networks and Annalect (2016) in Finland, showed that YouTubers in general influence their viewers, this study aims to provide more in-depth information about the impact on viewers' buying behavior and their decision-making process. Therefore, the study was narrowed down to Finnish female lifestyle YouTubers and the impact on their viewers.

The research questions were formed based on the research problem before gathering the literature. Therefore, the literature was collected to support the research questions and form a theoretical background for the study. The found researches about YouTubers' influence on their viewers' buying behavior were conducted mostly in UK and USA (Forbes 2013; Holland 2016; Pasco 2016; Youth research center 2015; Dredge 2015), which encouraged to form the research questions to focus on Finland and more specifically on female lifestyle YouTubers. The study is empirical since all of the participants were categorized as Finnish female lifestyle YouTubers' viewers, rather than basing the knowledge only on theories. The research question and the supporting sub-question are:

- How do YouTubers influence viewers' buying behavior?
 - What is the buying decision process and what are the external factors influencing viewers' buying behavior?

To gain more in-depth, first-hand information about viewers' buying behavior, the selected method, semi-structured interview, allowed the interviewer and the interviewee to have a discussion to maximize the quality of the outcome. Due to the essence of the method, the approach is qualitative. According to Hennink, Hutter and Bailey (2011), qualitative approach aims comprise and to achieve exact results in

terms of understanding, in this case, viewers' causes, images and motivations in their buying behavior. Qualitative approach is also known to have small number of participants which led to having eight interviewees in the study. (16.)

Semi-structured interview is a less formal interview where questions are formed and divided into suitable themes. (Saunders, Lewis & Thornhill 2009, 320.) The interview was based on five different themes (see 3.3. below) to guide the interviews. This semi-structured interview allowed the interviewees and interviewers to discuss about the subject openly. The chosen method also allowed the respondents to bring their best input to the research by allowing them to express their thoughts and feelings on the subject freely.

3.2 Interviewees

As the study has been conducted anonymously, the eight interview participants have been named by letters from respondent A to respondent H. The selected interviewees are between the ages of 16 to 23 which has been researched to be the most influential age group in the eyes of YouTubers (Töttöröo and Annalect 2016). All of the respondents are Finnish females who have watched videos from Finnish female lifestyle YouTubers.

Respondent A is a 17-year-old student, who follows Uino Aino, Mariie Veronica and Ilona Julia on YouTube, Instagram and Snapchat. She watches their YouTube videos one to two times a week but watches their 'my stories' on Snapchat every time they update something. She is interested in what they do, what kind of cosmetics they use and what kind of clothes they wear and watches their videos to hear their opinions and experiences about different products.

Respondent B is a 17-year-old student who works occasionally. She is interested in Ilona YliKorpi, Mariie Veronica and Uino Aino, and follows them on YouTube and Snapchat. Like respondent A, Respondent B watches their videos one to two times a

week and follows them on Snapchat when they update their 'my stories'. She is interested in their videos and likes the content because they are more special and personal than some other YouTubers.

Respondent C is a 22-year-old working student who watches Mmiisas, Pernilla Böckerman and Sita Salminen on YouTube. She watches their videos at least every week, sometimes daily. She first got interested in their videos because of the tempting layout when browsing YouTube and continued watching them because of their interesting personalities.

Respondent D is a 19-year-old full time worker who has watched videos on YouTube by Pernilla Böckerman and Mariie Veronica. She is more interested in foreign lifestyle YouTubers but also watches these Finnish lifestyle YouTubers couple of times in a month. She came across these YouTubers on YouTube and got interested in their content when they were presenting their purchases.

Respondent E is a 17-year-old student who follows Mmiisas, Uino Aino, Mariie Veronica, Pernilla Böckerman, Linda Ecrot and Natalia Oona on YouTube and Instagram, and some of them on Snapchat. She watches their videos almost every day and is interested in their fashion and style.

Respondent F is a 16-year-old student who watches videos from Mariie Veronica, Mmiisas and Pernilla Böckerman on a daily basis. She follows all of them on YouTube and Instagram and the most interesting ones in Snapchat. If they write a blog, she reads them as well. She watches their videos because they are normal people who produce interesting content.

Respondent G is a 22-year-old full time worker who follows Uino Aino, Natalia Oona, Iida Oikarinen, Ananasraaste, Soikkuu, Kohokukkia and Papananaama on a daily basis. She has a wide range of channels as she follows them on YouTube, Instagram, Snapchat, Facebook and Periscope. She got interested in their content because she finds them funny with similar sense of humor.

Respondent H is a 23-year-old working student who watches videos from Uino Aino, Mmiisas, Soikkuu, Mansikka and Iida Oikarinen. She follows them on YouTube, where she watches their videos weekly, and on Instagram and Snapchat, where she follows them on a daily basis. She finds their content interesting and funny which is why she continued watching their videos.

3.3 Contents of interviews

The contents of the semi-structured interviews were categorized into five themes to explore the subject from different angles. The questions were partly formed based on relevant literature in order to find explanations to respondents' answers as well as support the answers to the research questions. Semi-structured interview allowed both, the interviewers and the respondents, to have a conversation within the themes, which produced more versatile content. The third theme gives most of the answers to the main research question as the surrounding themes support it by giving reasons and explanations for their answers.

The first theme explored participants' background information in order to form the sample. Background information covered respondents' basic information as well as information concerning the YouTubers they follow. The target for the first theme was to familiarize respondents with the topic to prepare them for the further questions. Background information is covered through introducing the participants in previous chapter but will not be presented in results.

The questions in the second theme examined YouTubers' reliability in paid advertisements as well as viewers' identification with YouTubers. The questions aimed to explain how viewers feel about YouTubers to understand the starting point for the interview.

The third theme is one of the most important themes as it aims to measure the influence YouTubers have on their viewers. The target for the theme was to find deeper knowledge on the variables impacting viewers' buying behavior. By asking these

questions, respondents were hoped to reveal factors in their behavior concerning YouTubers' recommendations.

The fourth theme was strongly related to the previously mentioned theory in the literature review as it concentrates on understanding buyers' decision process as well as the external factors influencing their buying behavior. This theme was hoped to give theoretical explanations on viewers' buying behavior revealed in the previous theme by supporting the research question through answering the sub-question.

The last theme comprises of viewers' recommendations for YouTubers. The subject has two angles as one focuses on the style that viewers would like to see when YouTubers recommend products and the other one on the actual products, services or experiences they show in their videos. This theme does not answer the research questions by itself but it is part of how viewers would like to be influenced. It also provides valuable information for content providers as well as YouTubers themselves.

3.4 Interview procedure

As an introduction for the interviews, the topic was discussed beforehand with the interviewees, however, the questions were not revealed. This allowed the interviewees to feel more comfortable with the interview and its content.

Six interviews were conducted face-to-face and two through Skype due to the location of the interviewees. All interviews were recorded to ensure the safekeeping of the data and to make the interview more fluent and comfortable for both the authors and interviewees. The interviews were transcribed for the data analysis process. All interviews were conducted in Finnish and lasted approximately 20-40 minutes. The atmosphere for the interviews was relaxed and informal.

The questions were based on specific themes, such as buying behavior, buying decision process, influence marketing and background influencers, and were categorized to make the interview more fluent. This method allowed the interviewees to talk

around the question they were asked and to ask for clarification of the questions, if necessary.

In the beginning of the interview the respondents were asked general questions to form the sample, such as age, gender and life status as well as background information behind their YouTube interest – who they watch, why they watch them, how often and in which channels do they follow them in. After collecting the general and background data, the interview deepened more into theory which began with the buying decision process and expanded into the different characteristics of the buying behavior. Finally, the rest of the interview questions were aimed to map out how far the respondents would be ready to go in their buying process and to offer valuable information for YouTubers' by examining how the viewers would like YouTubers' to recommend products in their videos and what type of products they would like to see them recommend.

3.5 Analysis of data

The process of analyzing the interviews was conducted using Qualitative Content Analysis (QCA) which is meant for consistently characterizing the significance of qualitative data. Data reduction, organized material and flexibility characterize QCA which led to their implementation during the analysis process. QCA aims to translate and interpret the data to gather the relevant and most meaningful information. (Schreier 2012, 170.)

Before conducting any interviews, the questions were categorized into previously presented five themes: background information, conceptions of YouTubers, YouTubers' influence on viewers' buying behavior, buyer decision process and external factors affecting their buying behavior and finally viewers' recommendations for YouTubers. The themes formed a clear picture of the process of analyzing the data, helped to identify the variables and find the answers to the research questions. As the interviews were conducted in Finnish, they were transcribed using the same, original language. After transcribing the data, the results were printed to get an overview of the outcome. Data reduction was conducted using Microsoft Excel in order to organize

the data and find the most relevant and meaningful results while assuring objectivity and reliability of the data. After all, the answers were compared among respondents to recognize resemblances and divergence. The results were exported to Excel in the same order they were asked in the interviews which assured the categorizing between themes. This created the coding frame and enabled maintaining objectivity.

The outcomes are presented by themes in the categorized order. At the beginning of each component, there is a brief explanation of the theme to increase the readability. According to the suitability, some of the questions are explained respondent by respondent as others have been generalized to explain the big picture and compare results among respondents.

4 Results

Respondents were happy to participate in the interview because it made them think about the influence YouTubers have on their life. They did not know the affects and did not think such things could be guiding their buying behavior and decision-making process before the interview. The interview questions in thematic categories are provided in appendices (see appendix 1).

Conception of YouTubers

Relatability may be a component to why people like certain YouTubers and follow them. The respondents were asked if they relate to the YouTubers' they follow and four of the respondents felt that they do not relate to them. Respondent B explained that in her case, *'I do not relate to these Finnish YouTubers mentioned but maybe foreign YouTubers more. I relate to them with hobbies and similar life experiences'*.

Three of the respondents felt they related in some cases, for example style or makeup. However, both respondent's G and A brought up the relatability to YouTubers when they talk about bullying. Respondent A said, *'I do relate if the YouTuber talks about more serious things, for example bullying that I have own experience of, and how it impacts and what consequences it can have'*. Only one respondent said that she does relate to the YouTubers she follows. Respondent F said, *'I do relate. When they film their lives and many of them are students as well and do not live this highlife, then I relate to that and realize they are people as well. Maybe the life situations are the ones that are relatable'*.

YouTubers use marketing and commercialized content in their videos, which may or may not be clear to their viewers. Seven out of eight respondents stated that when it comes to marketing and commercialized content on YouTubers' channels they always notice them since the YouTuber may state it themselves or it will be written in the description. In some cases, if the YouTuber shows many products by some brand, the respondents have realized from that the content may be influenced by a company. Respondent E stated that *'occasionally a YouTuber talks about a specific prod-*

uct in more detail than normal which makes me notice the partnership with a company'. One respondent out of the eight, respondent G, said that she spots marketing and commercialized content occasionally.

In the case of trust in YouTubers, the respondents had heterogenous views on the subject. *Respondent A* said, *'I trust the YouTubers who have used certain product for a longer period and is part of their daily routine. But I do not trust the videos that have commercialized content in them since it most likely is the first time they use the product'*. She believes that the partnerships with companies are useful for the YouTubers since they get paid to do them, but thinks that the YouTubers have certain principals when it comes to partnerships with companies. For example, they choose companies or products they are genuinely interested in. For the respondent, *'these types of videos are fine, but I cannot be sure of YouTubers' real opinions'*. She believes that the YouTubers might sometimes recommend products genuinely but not always – sometimes they are too positive and enthusiastic about a product.

Respondent B stated, *'I trust most of the YouTubers who recommend products, however, not all of them. If I notice a partnership with a company and feel as if the YouTuber has to say certain things about the product, then I cannot be sure if they really like the product or they recommend it only to benefit from it themselves'*. The respondent thinks that partnerships with companies are fine if the YouTuber genuinely likes the product and wants to promote it but not if the YouTuber only wants to be paid for it. She thinks, *'some YouTubers recommend products genuinely, however, that depends on the person'*. She believes that the YouTubers' she follows (Ilona Ylikorpi, Marie Veronica and Uino Aino) are genuine and honest. She stated, *'there has been cases where some YouTubers who I have followed went too commercial with their videos and so in the end I decided to unfollow them'*.

Respondent C said, *'I trust YouTubers who recommend products because, in my opinion, the companies have chosen them specifically and believe that they are right for the product. The companies believe that the YouTuber can sell the product in the right way where it is not too overpowering but realistic. So, in those cases I do trust the YouTubers'*. She thinks that collaborations with companies are good as it allows many

things such as small companies to gain visibility and the viewers and consumers can gain information about them and purchase their products. It also allows a lot for YouTubers in general. The respondent thinks that sometimes YouTubers recommend the products genuinely, sometimes not. She states that: *'of course YouTubers should take all the collaborations they can get. If they do not like the product or service themselves, in that case I believe they will not take the collaborations they have been offered'*. However, she said that sometimes there are some YouTubers who only do partnerships for the benefits.

Respondent D stated, *'I trust YouTubers who recommend product since they have shared it with viewers and I believe that they do not do that for nothing'*. In case there is a collaboration with a company, she believes that the YouTuber will not collaborate with company whose product they do not genuinely like or feel necessary. She says that the partnerships may be beneficial for both parties but does not affect herself in any way. She stated, *'I do not watch commercialized content videos that much and therefore cannot say much about it on the viewers' point of view'*. She believes that YouTubers genuinely recommend products in their videos.

Respondent E said, *'I do not completely trust YouTubers who recommend products in their videos. I trust something when have tried it myself, have seen it or if have heard about the product from somewhere else beforehand'*. She has doubts about the reliability as YouTubers get paid for collaborations and therefore she is not sure if they recommend something solely because of it. She believes that collaborations are profitable for the YouTuber as well as the company as many products gain visibility and through that more buyers. However, if there is collaborations with companies in every video, it can be suspicious and make the viewer question if the YouTuber does it only for the money or if they really like the product. The respondent said, *'I do not mind these collaboration videos and I do notice if the YouTuber recommends something genuinely or not. For example, if the YouTuber just mentions about a product being good and that people should purchase it, it makes you question the real purpose. However, if the YouTuber continues to use the product after marketing it, then it can be genuine'*.

Respondent F stated, *'I do trust YouTubers when they recommend something but I do use my own sense as well. In my opinion, you can tell if a product is good or not, especially if the YouTuber speaks about the product in a way that makes it seem as they are not so fond of it themselves. In that case, it may be just marketing and not their own opinion'*. She feels that if the product in question fits the YouTuber and somehow relates to their life, then it is believable – for example for a fitness vlogger things related to fitness work but for an 'everyday' vlogger it is not so suitable. She states that she does not always believe that YouTubers recommend products genuinely since sometimes it feels as if the YouTubers themselves do not believe in what they recommend.

Respondent G says that when it comes to trusting YouTubers when they recommend something, she believes she does in some level. The respondent said, *'you can notice if a product is good or not based on the videos and usually the YouTuber does state it as well. However, when it comes to the internet, you can never be sure of anything'*, she adds. She thinks the collaborations are part of the YouTubers' job but in some cases, they do genuinely want to bring out a good product to their viewers. The respondent mentioned that *'sometimes YouTubers recommend products genuinely but in some cases, I do feel that it is more marketing than their genuine opinion'*.

Respondent H stated that in some ways she does trust YouTubers who recommend products. She said, *'I do not watch videos with commercialized content. Therefore, when I watch other videos where some products come up, I do feel that the opinions are genuine'*. In her opinion collaborations with companies are part of YouTubers' job and everything should not be trusted but believes that most of them are honest in general. She thinks that sometimes YouTubers seem to recommend products genuinely, depending if it is a collaboration or not. In the end, she says, *'viewers should not be too gullible and believe everything that are said in the videos'*.

YouTubers' influence on viewers' buying behavior

As YouTubers have commercialized content in their videos and so called 'own marketing', this type of marketing can influence viewers and their opinion on products. The respondents were asked if YouTubers marketing, both own and commercialized,

have an impact on them and the results varied. Respondent D was the only one who denied the impact and all rest of the seven felt that in some ways it does. However, their thoughts were heterogenous on this matter. Respondents A and E both felt that the commercialized content does not impact them but the YouTubers 'own marketing' however does in some ways. A viewpoint to this question by respondent C: *'I am not normally a 'commercial slave', but some things can get me to think that maybe that product could be nice. And so, in some cases I do think it does impact'*.

It became clear in the very beginning that YouTubers do have some impact when it comes to their viewers' buying behavior. When the respondents were asked if they have purchased any of the products or services that YouTubers have recommended, six out of eight respondents answered they have. Reasons behind these purchases were that they felt the product was useful, looked good, they wanted to try something new or that the product had been talked about a lot and they wanted to try it out themselves to see what the hype was about. Respondent B explained, *'I purchased a product that was recommended by a YouTuber because they said it was an excellent product which made me question if it was better than something similar I already had'*. However, two respondents said they have not purchased anything that was recommended by a YouTuber. Respondent C *'felt the products have not been necessary to my needs'*. Respondent D had a similar idea on the subject, saying *'I wanted to buy a product but eventually did not make a purchase because I felt I did not necessarily need it and did not have extra money to spend at the time'*.

Most of the respondents felt that when it comes to buying a product, in average they think about the purchase decision for a week. However, both respondents C and E felt that if they really like some product or are really interested in it, they tend to not think too long and may purchase the product right away. On the contrary, respondents E and H said that if the product happens to be more expensive than normal, in that case they tend to think longer. An interesting point was given by respondent G, who stated *'sometimes if I walk by a product that was talked about in some videos, I might think about buying it right away'*.

As YouTubers have many different platforms to influence their audience, the authors wanted to find out which platforms do impact the viewers when it comes to their buying behavior. One of the eight respondents did not feel that any of the platforms impacted her buying behavior. Seven of the respondents all mentioned YouTube as a platform that impacts their buying behavior and on top of that, three of them mentioned Instagram as well. Viewpoint to this from respondent E: *'fashion has been mainly from Instagram, but YouTube has had an impact as well'*.

When it comes to purchasing or wanting to purchase a product based on YouTubers 'own marketing' or commercialized content in partnership with a company, six out of eight respondents stated that their decision is based on the YouTubers' own marketing instead of commercialized content. Respondent E said that: *'YouTubers' own marketing is much more interesting and genuine which makes me buy products they recommend'*, however, respondent G stated that: *'even though I buy products based on YouTubers' own marketing as well, there is no guarantee it is their own marketing and that there still could be commercialized content behind it'*. When it comes to commercialized content, respondent H said, in her opinion, *'when I notice these type of videos, I tend to skip them right away since they seem way too pushy and annoying'*. Two out of the eight respondents stated that their decision can be based on both YouTubers' own marketing and commercialized content, however, both respondents said that their purchases are mainly based on the YouTubers own marketing. One viewpoint to this was raised by respondent F who said, *'in case the commercialized content is well executed in the video, I may be interested in what is being marketed in the video and purchase it'*.

Half of the respondents (four) noticed YouTubers influencing their buying behavior the way that they have already selected a product in a store but noticed a new product recommended by a YouTuber and ended up purchasing that one. Respondent A explained: *'I decided to buy a cheap granola bar and moments later I noticed a protein bar used by a YouTuber so I decided to purchase that instead of the previously chosen granola bar'*. Respondent B had similar experiences as she was in a candy shop in London and already chose the candy she wanted to buy. Right before leaving

the store, she noticed a candy one YouTuber ate in her video and claimed, *'I had to try it because it looked so good in the video'*. One YouTuber recommended Nokko, a healthy drink in her videos, so when Respondent F was in a store, she decided to purchase a drink. After choosing a drink she noticed Nokko and decided to taste it to find out what the hype around the drink was all about. After all she was disappointed and thought the hype was for nothing. As Respondent E is into fashion, she has had similar experienced in clothing stores when she has found something that one of the YouTubers have. The other half of the respondents did not notice any such influence in their behavior. Some of them mentioned they decide beforehand what to buy to minimize this kind of situations and limit the imprudent spending.

Nowadays many YouTubers buy their clothes and accessories from online stores abroad. To identify how much YouTubers influence their viewers, interviewees were asked how far they were willing to go with their purchase to have the product recommended by a YouTuber. All the respondents said they are ready to order the products from abroad. One explained *'I cannot order anything myself so I have to ask my parents to order for me but if I could, I definitely would order more'* as other continued *'I am ready to order the products from somewhere else as long as the website is reliable'*. Third one was more cautious and commented *'I am ready to order the products from abroad if I am not able to find them from Finland'*.

Post-purchase behavior explains the influence YouTubers really have. If they succeed with their deliberate or purposeless marketing and recommendations, the viewers will most likely recommend the products further. All the six respondents who had purchased a product recommended by a YouTuber confirmed they have recommended or shared negative word about the products. *'I have recommended clothes and talked negatively about them if they have not complied with the description'*, respondent A mentioned. One of the two respondents who has not purchased anything but has wanted to purchase, believed she would recommend the product she wanted. Everyone recommended the products to their friends but preferred to share the negative experiences with their families.

Buyer decision process and external factors influencing buying behavior

The next theme relies heavily on previously presented theory by Armstrong and Kotler (2003), which aimed to examine buyer's decision process as well as the characteristics impacting their buying behavior. As mentioned in the literature review, the stages in the buyer decision process include need recognition, information search, evaluation of alternatives, purchase and post-purchase behavior. The chapter will present the findings one by one about the respondents' decision-making process, factors influencing their purchase decision, the bases of purchase intentions, the impact of external factors and status on their buying behavior as well as the influences the childhood environment brought to their buying behavior.

When *Respondent A*, 17-year-old student, bought a body lotion recommended by a YouTuber, she experienced all the other stages except evaluation of alternatives. As she was searching for more information about the product on the store, she made the purchase decision without further thinking because she considered the product to be a basic need. Due to the product satisfaction, she recommended the lotion to her friends. Need, availability and price were the factors guiding her buying behavior although she bases the purchase decision on both need and want. Respondent A shares that even if she is interested in a product recommended by a YouTuber, in addition to YouTuber's opinion, her family and friends have an impact on her buying behavior. *'If I am about to buy something, I always ask my friends or family members about their opinions and experiences on the product or service'*, she said. Along with other student respondents, respondent A told that her status, a student, influences her buying behavior as she has limited amount of money and has to prioritize the spending. When growing up, her dad has been teaching her about spending and consumption *'to always think about how you spend the money in the long run and if you really need the product'*. This cultural factor influences respondent A on a subconscious level during decision-making process.

Respondent B, a 17-year-old occasionally working student, bought moisturizing cream recommended by a lifestyle YouTuber and experienced the same stages, need recognition, information search, purchase and post-purchase behavior as respondent

A. When asked which factors influence her purchase decisions, she commented: *'Besides the price and the convenience of the product, I pay attention to the number of YouTubers recommending the product. That makes me trust their opinions more.'*

When YouTubers recommend products, she bases her purchase intentions on want. She stated that external factors do not really impact her decision making, except when someone has experiences about the product. Then she trusts her friends more than YouTubers. Even though respondent B works occasionally besides school, she mentions her status impacting her buying behavior. *'Since I do not have a stable income, I sometimes have to ask my parents for the money and I do not really want to do that anymore so I have to think carefully about my spending'*, she confirms. Respondent B believes the values, beliefs and views learned from home impact her behavior, and continues *'my family buys a lot of known brands and expensive clothes, not often but when they do, they spend a lot. I think that is something we, the children, have embraced and will keep continuing.'*

Respondent C, a 22-year-old working student, has never bought anything recommended by a YouTuber, but has wanted to buy things seen in the videos. Since there are no actual products to measure stages in the buyer decision process, the process was imaginary. *'If I had bought the product I wanted, I would most likely have experienced all the stages in the process,'* she describes. Even though her purchase intentions are based on both need and want, a real need is the driving factor in her buying behavior: *'if I feel like I do not need the product, I will not buy it but when I recognize the need or I want it really badly, I might buy the product later'*. She also mentioned that others' opinions do not matter unless she has heard something good or bad about the product. Along with other respondents, she has to prioritize the spending, which limits her buying behavior. As a child, she grew up in a family that valued high-quality and long-lasting products. She believes she has picked up that mindset which now influences her buying behavior.

Like Respondent C, *Respondent D*, a 19-year-old employee, has never bought products recommended by a Finnish lifestyle YouTuber, which contributes her buyer decision process to be imaginary as well. She believed she would go through all the other

stages except post-purchase behavior. *'It is hard to know whether I would recommend or talk negatively about the product because I have never seen the product in real life'*, referring to a product she wanted from an online store. She mentioned quality, reliable webpages and accuracy of the product to determine her purchase decisions. Along with most of the respondents, Respondent D is basing her purchase intentions on want and states that money is the only thing influencing her buying behavior. Unlike other respondents, she claimed that being employed does not affect her buying behavior. *'It does not matter whether I am employed or a student, I do not spend money in vain.'* She believes she has learned that from home in addition to valuing high-quality and long-lasting products, like respondent C.

Respondent E, a 17-year-old student, has been experiencing all of the stages in the buyer decision process. Quality, material, price-quality-ratio and the look determines her buying decisions that are usually based on a want. Some external factors influence her buying behavior as she explains: *'friends usually encourage me to buy something whereas my family tells me not to buy something that is not suitable for me in their opinion.'* Respondent E confirms that being a student impacts her buying behavior and continues: *'The amount of money and product prices has to be taken into account. Because I am a student, I also pay attention to clothes that are meant for younger people although the ones meant for older people would be nice too.'* Growing up, she has picked her style from home as well as learned to appreciate naturalness and high-quality products. All these factors guide her buying behavior as she is not interested in make-up videos or revealing clothes presented by YouTubers, for example.

Respondent F, a 16-year-old student, bought a table recommended by a YouTuber and went through all the stages in the buyer decision process. When she is about to make a purchase, she pays attention to price and the language in online stores. She mentions that she bases her purchase intentions usually on want but is dependable on her family. *'I cannot buy from online stores so I need my parents to buy the products. If they do not want me to purchase something, their opinions influence my buying behavior. If the products are cheap, I am not dependable on others' opinions.'* As

other student participants already stated, also Respondent F thinks her status impacts her buying behavior as the amount of money to spend is limited. Like previous respondent E, Respondent F has learned to value naturalness when growing up and states the effects on her buying behavior: *'YouTube is full of beauty videos, I am not so interested in them or intending to purchase such products'*.

Respondent G, 22-year-old employee, has been experiencing all of the stages in buyer decision process when purchasing make-up products recommended by a lifestyle YouTuber. YouTuber's 'selling speech' and way of presenting the product impacts her decision making. Her purchase intentions are most often based on a want and she decides herself what to buy and is not influenced by external factors. Even though she is working full time, she reminds that *'I still have a budget and if the product does not fit in it, I cannot purchase it even if I wanted to. I might save it for later when I really need it or have the money to purchase it.'* She continues with cultural features impacting her buying behavior: *'at home I am used to compare prices and I usually buy the cheapest one, like my parents used to. They also value durability and convenience as well as price-quality-ratio. Those things I have learned from home'*.

Among some other respondents, Respondent H, a 23-year-old working student, has been experiencing all the stages in the buyer decision process. Price, availability and personal situation drive her purchase decisions. She bases her purchase intentions on both need and want but recognizes the want more often. She said she is not influenced by external factors when making purchase decision and explains: *'I make the decisions myself, but only if someone has had the same product and they did not like it, I may consider my purchase intentions again'*. Like other respondents, she continues explaining about the limited amount of money, which guides her buying behavior with not making unplanned purchases. Her family has taught her to be strict with money and spending which influences her behavior as she tends to compare prices and look for cheaper options.

Recommendations for YouTubers

This theme alone does not answer the research questions but provides valuable information for YouTubers which is why it was explored and now presented. Seven out of eight respondents hoped YouTubers to recommend the product through experience. *'I hope they would test the products on the places where it is supposed to be used'*, one reminds as other continues *'the products should include in her life. It feels more genuine and reliable'*. Third one hoped the quality of the video to be high as the fourth one wanted to hear more detailed information about its durability and quality. One was hoping for more personality in the videos, as *'It is not supposed to feel like an advertisement'*, she adds.

The respondents did not have a lot to add on current presentation of products and services in YouTubers' videos. They were asked what kind of products they want lifestyle YouTubers to recommend them but half of them were satisfied with current products and had nothing to comment. Respondent A commented *'I would like to hear more about travelling abroad. About the transportations, prices and routes.'* Respondent B wanted to know more about skincare and makeups as Respondent F was interested in useful product related to health. Respondent G stated *'I want to see and know more about clothes, makeups, foreign brands and different foods'*.

All the respondents confirmed YouTube to be the most influential channel considering their buying behavior. In addition to YouTube videos' impact, three participants stated Instagram pictures to influence their buying behavior as well. *'In addition to YouTube videos, I pick most of the clothes that YouTubers have from their Instagram pictures and see where they have bought them'*, respondent E explains.

5 Discussion

5.1 Summary of the results

Table 1. Summary of the results how YouTubers impact viewers' buying behavior

Have you bought or wanted to buy products recommended by a YouTuber?	Six out of eight respondents had bought products recommended by a YouTuber on YouTube and Instagram
If you have bought or wanted to buy a product recommended by YouTuber, was it based on commercialized content or their 'own marketing'?	All the respondents had bought or gotten interested in a product based on YouTubers' own marketing as it was more interesting and genuine. Respondents trusted YouTubers more when there was no money involved.
Have you noticed that YouTubers influence your buying behavior the way that you already picked a product but ended up purchasing similar product you have seen in YouTuber's video?	Four respondents have replaced their own choice based on YouTuber's actions. This is one of the greatest forms of influencer marketing as viewers replaced their intuition with YouTuber's actions.
If you want a product recommended by a YouTuber, how far are you ready to go in your buying behavior?	All the respondents were ready to order the products from abroad. To make the purchase, some of them required the online store to be reliable as one would only buy if the product is not available in Finland.
Have you recommended or shared negative word about products recommended by a YouTuber?	All the respondents who had bought products, have recommended or shared negative word about the product. Respondents recommended the products mostly to their friends and shared negative experiences with their families.
When you buy/want to buy a product recommended by a YouTuber, is it based on need or want?	Six out of eight respondents based their purchase intentions on want as the last two on both need and want. YouTuber's opinion is not the only factor impacting viewers, although they said YouTuber made them realize the need.
External factors influencing buying behavior	Need, price, availability, convenience, the number of YouTubers recommending the product, quality, reliability of the online store, price-quality-ratio, the language of the online store, YouTuber's 'selling speech' and her way of presenting the product.
Buyer decision process	All the eight respondents experienced need recognition, information search and purchase. Six of them evaluation of alternatives and seven of them post-purchase behavior.
Note: two of the processes were imaginary	

The main findings for the research questions can be seen above in table 1. Although the results provided valuable information, the respondents partly struggled with identifying YouTubers' true influence as some of it works on a subconscious level, which is often unknown to the viewer. Freud explains that it is because of not knowing their motivation for the purchases (Armstrong & Kotler 2003, 202).

As can be seen in the results, majority (75 percent) of the respondents had purchased a product recommended by a YouTuber. Even though the sample in the research was small, the percentage indicates that YouTubers do have an impact when it comes to their viewers' buying behavior and on a large scale. These purchases had been made based on the YouTuber's own marketing rather than commercialized content, which is a valuable information for YouTubers due to its effectiveness. Reason to this finding may be that viewers do not trust commercialized content and that they value the YouTuber's own opinion more, which again indicates to the trust they have in the YouTuber. YouTubers' influence can be seen not only in their videos but in other social media channels as the findings showed. Instagram turned out to be one of the popular channel within the respondents as Instagram is popular amongst younger generation. Instagram is also a source for different type of inspiration that the viewers can get through shared pictures and video clips.

People may not be aware of the impact that the YouTubers have on them. One of the most interesting findings was this, as one of the respondents first stated that YouTubers marketing does not influence her, however, later turned out it had influenced her. As Pasco (2015) explained, YouTubers know their audience and how to market to them in a way that it does not disrupt viewers while watching videos or engaging with them. This type of influence marketing can be subconscious where the viewer does not recognize the influence YouTubers do have on them. Since YouTubers are considered to be genuine as Influence Marketing explained and, for some, a role model, the viewers are more likely to trust the YouTubers' word as well.

As it was mentioned before, YouTubers own marketing turned out to be the most effective form of marketing which was a surprising and interesting find. Commercialized content was seen negatively and for some, this form of content is irritating.

However, YouTubers' own marketing was seen more interesting and genuine even when marketing was still in question. Trust plays a big part in this game. Even though some respondents did not trust YouTubers completely, mainly due to commercialized content, they still trust their own word when it comes to products or services and purchase based on their word. As they trust the YouTubers' own word and believe they are genuine, this is a reason why they purchase products based on their own marketing over commercialized content.

Trusting and relating to YouTubers is a huge component in viewers' buying behavior as the results showed. If the viewer relates to a YouTuber in a personal level, it adds credibility for the YouTuber. As Basics of Influence Marketing explained through influence marketing, if the brand gains an influencers' credibility, they also gain the credibility of their audience as well. In this case, when a YouTuber has gained a viewer's credibility, it increases the viewer's receptivity of influence. This is where influence marketing is effective for both the YouTuber as well as the company.

Another interesting finding was seen when 50 percent of the respondents explained how YouTubers had influenced them the way that they had already chosen a product but seen a similar product used by a YouTuber, and afterwards ended up purchasing that one instead of their own choice. Half of the respondents, 50 percent, is a high percentage in relation to the rather small sample, eight participants. This is one of the greatest forms of influencer marketing, truly in action. Before asking the question, respondents did not realize YouTubers had impacted their decision making. This means YouTubers had influenced them on a subconscious level as the respondents did not realize they changed the product based on YouTuber's actions. If respondents did not have any experiences on the product, they tended to replace their intuition with YouTubers actions and opinions. Again, if the viewer trusted the YouTuber, it contributed positively to being influenced compared to the ones who did not trust them. Also, seeing YouTubers as role models contributed positively to the results as respondents wanted to be like the YouTuber by choosing the same or similar products. As Armstrong and Kotler (2003) defined, using this kind of influencer marketing is valuable but hard to control by marketers. YouTuber is the person who influences

the viewer either on conscious or subconscious level. However, as Barden (2013, 8) presented, Kahneman's framework for buying behavior usually determines the final influence through the two systems guiding the decision-making process (see figure 3).

As the viewers are purchasing products that YouTubers recommend to them, there are certain lengths they are willing to go to get them. The results showed that the respondents were all ready to purchase products abroad from online stores, however, not all had purchased something yet. The YouTuber certainly has had an impact on the viewer if they invest the effort of ordering both online and from another country. Online shopping culture has increased its position in the last few years, thus the fact that people are willing to purchase online is a positive matter for the online shopping culture. As mentioned several times before, trust on YouTubers is a big influencer on the viewers' buying behavior. In this case, if the viewer is willing to order products that a YouTuber has recommended from another country, it shows the trust they have in the YouTuber's word, especially if the online store is unknown to the viewer beforehand. If the purchase does happen there is a great chance that future purchases will be made as well. In that case, the YouTuber has not only been able to create a trust between them and the viewer but between the online store and viewer as well.

Along with subconscious influence, post-purchase behavior measures YouTuber's real influence on her audience and can also be seen as one of the most prominent but simplest forms of influence. When a viewer shares positive or negative experiences with her friends and family about products recommended by a YouTuber, the YouTuber has not only influenced her buying behavior but also impacted others through her experiences. As the results showed, all the respondents who had bought products recommended by a YouTuber, had recommended or shared negative word about the products. Interestingly the outcome indicated that viewers recommend the products and talked positive things about them to their friends but shared the negative experiences more with their families. Perhaps more negative issues are easier and safer to share with close people, meaning their families. Respondent C, who

had not purchased anything recommended by a YouTuber, disclosed an interesting finding as she believed she would recommend a product further because a YouTuber had recommended it. This is an advantage for YouTubers if their audience behaves based on their conception of them, however this is very difficult for anyone to control or guide. Post-purchase behavior is a result of being satisfied or dissatisfied with a product. Both experiences are formed based on the relation of viewer's expectations and product's accomplishments. The results indicated that the respondents, who had recommended the products to their friends or family, had more positive image of YouTubers. When the issue is turned the other way around, it could cause negative conceptions of YouTubers. Although a YouTuber cannot control viewer's experiences about a product she recommended, viewer's post-purchase behavior may still influence how other people see that YouTuber. As people make judgements based on what they see, hear and feel, negative word-of-mouth about products one YouTuber recommended, may bring the YouTuber into negative light by other people. When YouTubers are marketing commercialized content in their videos, their viewers' experiences will also impact the brand the YouTuber is promoting. As Armstrong and Kotler (2003) reminded, dissatisfied customers will share their negative experiences seven times more compared to satisfied consumers. All these issues increase the importance of paying attention to satisfied viewers although YouTubers are not fully responsible of the brand image in commercial videos.

One of the target for marketers is to make consumers either want something or make them realize they need something. Recognizing the need or want is a viewer's psychological characteristic and always the starting point in consumer's buying behavior process. Although couple of respondents said YouTubers had made them realize they need something when recommending products, YouTuber's actions are not the only factors impacting viewer's decision making process. Besides psychological feature, Armstrong and Kotler (2003) defined social, personal and cultural characteristics to impact viewers on a subconscious level. Social features are external factors like family, friends or money, which impacted respondents' decision-making process. Seven out of eight respondents confirmed their status, a personal characteristic, impacted their buying behavior. For both students and working students, money was

the most common issue impacting their decision making. Since the income is not regular, they had to prioritize their spending which limits their buying behavior. Cultural factors like values, beliefs and perceptions learned from home guided strongly all the respondents' buying behavior in terms of money usage, price comparison, buying convenient, high quality and durable products as well as paying attention to price-quality-ratio.

When examining the results, six out of eight respondents based their purchase intentions on want as the last two on both need and want. As YouTubers are role models who are in the spotlight most of the time, they tend to be aware of the ongoing trends considering lifestyles. Another reason for YouTubers making viewers realize they need a product, could be YouTubers' fans who want to relate to the YouTuber by wanting and 'needing' similar products. The results indicated that if respondents perceived YouTuber to be trendy, they were more exposed to their recommendations and raising their needs and wants. As it can be evident from above mentioned factors, there are not just one factor which guides the purchase decision process and viewers' buying behavior, but several characteristics influencing on a subconscious level, which forms the ensemble.

Understanding viewers' decision-making process enables marketers and content providers to support viewers throughout the process. This helps them with making viewers realize their need or want in the beginning and guiding them through the process hoping to end up with satisfied customers who share positive word-of-mouth further. By knowing viewer's decision-making process, marketers have a better change to find the right people and tools to influence them. In this point of view, YouTubers are a good channel to promote content as the percentage of experiencing the stages in the buyer decision process was rather high. All the respondents have been recognizing the need, searched for more information and made the purchase. Six out of eight respondents evaluated alternatives and seven of them shared either positive or negative word about the product when experiencing the post-purchase stage. Even though two of these processes were imaginary as they have not purchased anything

recommended by a YouTuber, they still believed they would go through most of the stages in the process.

Both viewers' buying behavior and their decision-making process are influenced by external factors which guide their behavior. Also in this research, the basic external influencers were need, price, availability, convenience, quality and price-quality-ratio. More interesting findings were made as the number of YouTubers recommending the product was mentioned as an external influencer. This indicates that perhaps using similar commercialized content for different YouTubers could create trust among viewers which contributes to being influenced. Some respondents valued reliability of the online store and having service in their own language, in Finnish. YouTubers play part in this as well, as viewers base their decision about whether the online store is reliable or not, on YouTuber's experiences. Another important point was YouTuber's 'selling speech' and her way of presenting the product. If the viewer experienced the recommendations in a positive form, it contributed to being influenced and purchasing the product.

Practical and managerial implications

The results provide useful information for the viewers by explaining how YouTubers influence them through videos and pictures. As it was in this study, some of the respondents stated they had never thought about the matter before participating in the interviews. Since advertisers and content providers feed their content to the audience on a daily basis, viewers were interested on the impact as well.

The result chapter (4) includes a sub-chapter 'recommendations for YouTubers' which was meant for providing help for YouTubers about the way viewers like to receive the content as well as what kind of content and in which channels. This information is useful for content providers and their networks as well as they play part in some of the videos.

Most of the respondents wanted YouTubers to recommend the products through their experience. YouTubers could get the products weeks before making the recommendation video which would lead to more genuine impressions of the presentation.

The impression a viewer gets about the product in the video determines her buying behavior and decision making as it influences the image she creates about the brand and the product. As viewers trusted more on commercialized content when the product includes in that YouTuber's life, the audience should see and feel the real experience. Respondents hoped YouTubers to use less commercialized language while talking about the products to make the advertisements look as they would be a normal part of the video and not be paid.

For YouTubers, YouTube is obviously the main channel, but according to the study, YouTubers have also been influencing their viewers on Instagram, especially. This provides important information for both YouTubers and marketers to know which channels to target the marketing. All the respondent said YouTubers have been impacting their buying behavior on YouTube and three participants added Instagram to be an influential channel as well. YouTube advertisements could be expanded to Instagram especially about clothing as it was the most common product to desire on Instagram. To be noted, every YouTuber should be where her viewers are, no matter what the results in this study indicated.

As viewers' attitude towards YouTubers' paid advertisements is highly dependent on trust, some of the respondents confirmed that the number of YouTubers recommending the product impacts their buying behavior. In order to increase viewers' trust towards paid advertisements, similar advertisements could be used among all kinds of lifestyle YouTubers to create a feeling about a phenomenon and a popular product which includes in their everyday life.

Limitations of the research

Although this research answered to the questions of 'how do YouTubers impact on their viewers' buying behavior' and 'what is the buyer decision process and what are the external factors influencing viewers' buying behavior', they came with their limitations. First, there are similar researches conducted in other countries, mainly UK and USA, however they were hard to compare to this research in question. This is due to the fact that the phenomena is much more developed in the UK and USA than in Finland, and therefore the results are on different levels as well.

Second, only eight interviews were conducted which might not be enough to guarantee a reliable general result on the matter. Since the sampling was small, it does not cover a general idea and opinions on the subject. However, this research covers these eight interviewees' opinions truly in depth, which creates a good foundation for further research.

Third, despite of multiple support questions in the interview to the research problem, some of the answers were not as broad as was expected. Although the interviewers tried to lead the interviewees to get a broader image of the problem, in some cases that unfortunately did not happen. However, despite of this limitation, the researchers were able to form a general idea of the results based on all the respondents' answers combined.

Fourth, all the literature was not as academic as it could have been even though it was evaluated critically. Since the topic is quite new in the field and there are limited amount of researches conducted, especially in Finland, all kind of material had to be evaluated for usage. As the study focused on Finland, similar studies were only found in Finnish, which raised an issue of using two languages in separate parts of the process. Another issue was partly used rather old literature. The authors were aware of the older material but as Kotler and Armstrong are seen as the 'marketing gurus' and consumer buying behavior has been existing for so long, the knowledge was believed not to change every year.

Finally, all interviews were conducted in Finnish. Since this thesis is written in English, there is a possibility that some information may have be misshapen in translation or lost. However, all the quotes used in this thesis can be found in Appendix 2. The quotes are given in their original form.

6 Conclusion

YouTubers are a rapidly increasing and developing phenomenon in Finland who have established their position as true influencers on their audience. Through inbound and influencer marketing, companies have been using YouTubers for their marketing means with the aim of utilizing their fame and fan base. All the eight conducted semi-structured interviews indicated homogenously that the key to YouTubers' influence on their viewers is *trust*. If a viewer trusted a YouTuber, it contributed positively to all aspects of influence on their buying behavior. Even though content providers play part in some of the videos, all the respondents confirmed they had bought the products or gotten interested in them based on YouTuber's own marketing due to the lack of trust towards commercialized content. The participants explained how they had replaced their own intuition with YouTuber's actions by replacing a product they chose with a product they had seen in YouTuber's videos, because they trusted the YouTuber. All of them were ready to order the products from abroad, again, because they trusted the YouTuber. Due to the trust, or lack of trust, viewers recommend or share negative experiences about the products and that is how YouTubers influence other people through their viewers. Trust can be created between a viewer and a YouTuber, which could be used in all kinds of marketing means. Still, there are plenty of other factors which influence viewers on a subconscious level and together they form the ensemble, viewer's buying behavior.

Recommendations for future research

The most consistent way for further research would be to continue on the same topic with a larger sample. As the sample was rather small but provided in-depth answers, it does not indicate most of the 16 to 23-year-olds opinions and experiences as well as the larger sample would. To develop YouTubers and content providers to produce commercialized content that viewers would resist less, a research about what should be done, how and why would be interesting for all parties involved. It could change viewers' attitudes towards commercialized content, give more advanced tools for marketers and provide more knowledge for YouTubers.

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Appendices

Appendix 1. Semi-structured interview questions.

Background information

1. Age?
2. Gender?
3. Country?
4. Status: Student/employed/working student?
5. Who Finnish female lifestyle YouTubers do you follow?
6. In which channels do you follow them? (E.g. YouTube, Instagram, Snapchat, Facebook...)
7. How often do you watch YouTubers' videos or follow them somewhere else in social media?
8. What got you interested in these YouTubers?

Conception of YouTubers. How do you feel about YouTubers?

9. Do you relate to YouTubers? How? (e.g. life situations, values, environment)
10. Do you notice YouTubers' marketing and commercialized content?
 - a. What kind of marketing and commercialized content have you noticed?
11. Do you trust YouTubers who recommend products/services?
 - a. Why? Why not?
 - b. What do you think about them/commercial collaborations?
12. Do you believe they recommend the products genuinely?

YouTubers' influence on viewers' buying behavior

13. Does YouTubers' marketing influence you somehow?
14. Have you bought or wanted to buy products/services recommended by a YouTuber?
 - a. Which products/services?
 - b. Why? Why not?
 - c. Who YouTuber recommended the product/service?
15. For how long do you think about the purchase decision?
16. In which social media channel YouTubers have been influencing your buying behavior?
17. How often have you bought or wanted to buy products/services recommended by a YouTuber?
18. If you have bought or wanted to buy a product recommended by YouTuber, was it based on commercialized content or their "own marketing" (= telling their experiences on products or showing what they have bought)?
19. Have you noticed that YouTubers influence your buying behavior the way that you already picked a product but ended up purchasing similar product you have seen in YouTuber's video?

20. If you want a product recommended by a YouTuber, how far are you ready to go in your buying behavior? (E.g. are you willing to order the product from abroad if it is not available in your country?)
21. Have you recommended or shared negative word about a product you have bought or wanted to buy? Which product? To whom?

Buyer decision process and external factors influencing buying behavior

22. If you have bought a product/service recommended by a YouTuber, which of these stages have you experienced? If you wanted to buy a product, which of these stages you would have most likely experienced?
 - Need recognition
 - Information search
 - Evaluation of alternatives
 - Purchase
 - Post-purchase behavior
23. If you have been interested in a product recommended by a YouTuber, which factors have been affecting your buying behavior?
24. When you buy/want to buy a product recommended by a YouTuber, is it based on need or want?
25. If you have been interested in a product recommended by a YouTuber, does any external factors affect you buying behavior? (Family, friends, other followers etc.) How?
26. Does your status (student, employed, working student) have impact on your buying behavior? How?
27. Do you think the values, beliefs and perceptions you have learned at home influence your buying behavior? How?

Recommendations for YouTubers

28. How do you wish YouTubers would recommend products/services for you?
29. Which products/services/experiences would you like YouTubers to recommend?

Appendix 2. Direct quotes from the interviews in their original form

'I do not relate to these Finnish YouTubers mentioned but maybe foreign YouTubers more. I relate with them with hobbies and similar life experiences'.

En samaistu näihin mainittuihin suomalaisiin Tubettajiin, mutta ehkä ulkomaalaisiin enemmän. Niissä samaistun harrastuksissa ja saman tyyppisissä elämän tilanteissa. Respondent B.

'I do relate if the YouTuber talks about more serious things, for example bullying that I have own experience of, and how it impacts and what consequences it can have'.

Samaistun jos se Tubettaja puhuu enemmän vakavimmista asioista, esimerkiksi koulukiusaamisesta josta mulla on omaa kokemusta ja miten se vaikuttaa ja minkälaisia seurauksia sillä voi olla. Respondent A.

'I do relate. When they film their lives and many of them are students as well and do not live this highlife, then I relate to that and realize they are people as well. Maybe the life situations are the ones that are relatable'.

Samaistun. Kun Tubettajat kuvaa niiden elämää ja monet niistä on opiskelijoita eikä elä semmoista highlifeä, niin samaistun siihen ja älyää et nekin on ihmisiä. Ehkä elämäntilanteet on ne mitkä on samaistuttavia. Respondent F.

'Occasionally a YouTuber talks about a specific product in more detail than normal which makes me notice the partnership with a company'.

Joskus Tubettaja puhuu jostain tietystä tuotteesta tarkemmin kun normaalisti ja silloin huomaan yhteistyöt jonkun yrityksen kanssa. Respondent E.

'In case the commercialized content is well executed in the video, I may be interested in what is being marketed in the video and purchase it'.

Jos se yhteistyö on hyvin toteutettu siinä videolla, niin saatan olla kiinnostunu siitä mitä siinä videolla mainostetaan ja ostaa sen. Respondent F.

'I trust the YouTubers' who have used a certain product for a longer period and is part of their daily routine. But I do not trust the videos that have commercialized content in them since it most likely is the first time they use the product'.

Luotan Tubettajiin, jotka on käyttänyt tiettyä tuotetta pidemmän aikaa ja on osa niiden joka päiväistä rutiinia. Mutta en luota niihin videoihin, joissa on kaupallista yhteistyötä, koska todennäköisesti ne käyttää sitä tuotetta ensimmäistä kertaa. Respondent A.

'These types of videos are fine, but I can't be sure of the YouTubers' real opinions'.

Tämän tyyppiset videot on ihan ok, mutta en voi olla varma sen Tubettajan oikeasta mielipiteestä. Respondent A.

'I trust most of the YouTubers who recommend products, however, not all of them. If I notice a partnership with a company and feel as if the YouTuber has to say certain things about the product, then I can't be sure if they really like the product or they recommend it only to benefit from it themselves'.

Luotan suurimpaan osaan Tubettajista, jotka suosittelee tuotteita, mutta en kuitenkaan kaikkiin. Jos huomaan yhteistyön yrityksen kanssa ja tulee tunne, että sen Tubettajan on pakko sanoa tiettyä asioita siitä tuotteesta, niin silloin en voi olla varma tykkääkö ne oikeasti siitä tuotteesta vai suositteleeko ne sitä ainoastaan sen takia, että hyötyvät siitä itse. Respondent B.

'Some YouTubers' recommend products genuinely, however, that depends on the person'.

Jotkut Tubettajat suosittelee tuotteita aidosti, mutta se riippuu ihmisestä. Respondent B.

'There have been cases where some YouTubers who I have followed went too commercial with their videos and so in the end I decided to unfollow them'.

On ollu tapauksia, kun jotkut Tubettajat joita oon katsonut, on mennyt liian kaupalliseksi niiden videoissa ja lopulta olen lopettanut niiden seuraamisen. Respondent B.

'I trust YouTubers who recommend products because, in my opinion, the companies have chosen them specifically and believe that they are right for the product. The companies believe that the YouTuber can sell the product in the right way where it is not too overpowering but realistic. So in those cases I do trust the YouTubers'.

Luotan tuotteita suositteluihin Tubettajiin, koska mielestäni yritykset on nimenomaan valinnut juuri sen Tubettajan ja usko, että se on sopiva sille tuotteelle. Yritykset uskoo siihen, että se Tubettaja voi myydä sitä tuotetta oikealla tavalla, että se ei ole liian ylivoimainen vaan realistinen. Joten niissä tapauksissa luotan kyllä Tubettajaan. Respondent C.

'Of course YouTubers' should take all the collaborations they can get. If they do not like the product or service themselves, in that case I believe they will not take the collaborations they have been offered'.

Tottakai Tubettajien kannattaa ottaa kaikki yhteistyöt mitä ne saa. Jos ne ei tykkää siitä tuotteesta tai palvelusta itse, niin siinä tapauksessa uskon että ne ei ota niitä yhteistöitä mitä on tarjottu. Respondent C.

'I trust YouTubers' who recommend product since they have shared it with viewers and I believe that they do not do that for nothing'.

Luotan Tubettajiin, jotka suosittelee tuotteita kerta ne on jakanut sen niiden seuraajille, ja uskon että ne ei tee sitä muuten vaan. Respondent D.

'I do not watch commercialized content videos that much and therefore cannot say much about it on the viewers point of view'.

En katso yhteistyö videoita niin paljoa ja sen takia en osaa sanoa katsojan näkökulmasta paljoa. Respondent D.

'I do not completely trust YouTubers who recommend products in their videos. I trust something when have tried it myself, have seen it or if have heard about the product from somewhere else beforehand'

En täysin luota Tubettajiin, jotka suosittelee tuotteita niiden videoissa. Luotan semmisiin, mitä oon itse kokeillut, nähnyt tai kuullut siitä tuotteesta jostain muualta etukäteen. Respondent E.

'I do not mind these collaboration videos and I do notice if the YouTuber recommends something genuinely or not. For example, if the YouTuber just mentions about a product being good and that people should purchase it, it makes you question. However, if the YouTuber continues to use the product after marketing it, then it can be genuine'.

Mua ei haittaa yhteistyö videot ja huomaan kyllä jos Tubettaja suosittelee jotain aidosti vai ei. Esimerkiksi, jos se Tubettaja vaan mainitsee sen tuotteen olevan hyvä, ja että ihmisten pitäisi se ostaa, niin se pistää miettimään. Mutta jos se Tubettaja jatkaa sen tuotteen käyttöä sen markkinoinnin jälkeen, niin silloin se voi olla aitoa. Respondent E.

'I do trust YouTubers when they recommend something but I do use my own sense as well. In my opinion, you can tell if a product is good or not, especially if the YouTuber speaks about the product in a way that makes it seem as they are not so fond of it themselves. In that case, it may be just marketing and not their own opinion'.

Luotan Tubettajiin, kun ne suosittelee jotain, mutta käytän myös omaa järkeä. Mun mielestä sen kyllä pystyy kertomaan, jos joku tuote on hyvä vai ei, varsinkin jos se Tubettaja puhuu siitä semmoisella tavalla mikä antaa vaikutelman, että ne ei oikein tykkää siitä itse. Siinä tapauksessa se voi olla vaan markkinointia eikä niiden omaa mielihpidettä. Respondent F.

'You can notice if a product is good or not based on the videos and usually the YouTuber does state it as well. However, when it comes to the internet, you can never be sure of anything'.

Sen huomaa, jos joku tuote on hyvä vai ei niiden videoiden perusteella ja yleensä se Tubettaja kyllä sanoo siitä myös. Mutta koska kyse on Internetistä, ei voi koskaan olla varma mistään. Respondent G.

'Sometimes YouTubers recommend products genuinely but in some cases, I do feel that it is more marketing than their genuine opinion'.

Joskus Tubettajat suosittelee tuotteita aidosti, mutta joskus tulee tunne, että se on enemmän sitä markkinointia eikä niiden aitoa mielipidettä. Respondent G.

'I do not watch videos with commercialized content. Therefore, when I watch other videos where some products come up, I do feel that the opinions are genuine'.

En katso videoita, joissa on kaupallisia yhteistöitä. Sen takia, kun katson muita videoita, joissa tuotteita tulee esille niin kyllä niiden mielipiteet tuntuu aidoilta. Respondent H.

'Viewers should not be too gullible and believe everything that are said in the videos'.

Katsojien ei pitäis olla liian sinisilmäisiä ja uskoa kaikkea mitä videoissa sanotaan. Respondent H.

'I am not normally a 'commercial slave', but some things can get me to think that maybe that product could be nice. And so, in some cases I do think it does impact'.

En ole normaalisti mainoksien orja, mutta joskus joku saa mut ajattelemaan, että ehkä toi tuote saattaakin olla hyvä. Joten joissakin tilanteissa uskon, että vaikuttaa. Respondent C.

'I purchased a product that was recommended by a YouTuber because they said it was an excellent product which made me question if it was better than something similar I already had'.

Ostin tuotteen, jota Tubettaja suositteli, koska hän sanoi, että se oli tosi hyvä tuote ja sitten aloin miettimään, että jos se onkin parempi tuote kun samanlainen mitä jomistan. Respondent B.

'I felt the products have not been necessary to my needs'.

Minun mielestä ne tuotteet ei oo ollu tarpeellisia mulle. Respondent C.

'I wanted to buy a product but eventually did not make a purchase because I felt it I did not necessarily need it and did not have extra money to spend at the time'.

Halusin ostaa yhden tuotteen, mutta lopulta en koska en sit lopulta kokenut et tarviin sitä ja sillä hetkellä ei ollu ylimäärästä rahaa mitä käyttää. Respondent D.

'Sometimes if I walk by a product that was talked about in some videos, I might think about buying it right away'.

Joskus, jos kävelen jonkun tuotteen ohi mistä on puhuttu videoissa, niin saatan jopa ajatella sen ostamista heti. Respondent G.

'Fashion has been mainly from Instagram, but YouTube has had an impact as well'.

Muoti tulee enemmän sieltä Instagramista, mutta YouTube on vaikuttanut myös. Respondent E.

'YouTubers own marketing is much more interesting and genuine which makes me buy products they recommend'.

Tubettajien oma markkinointi on paljon mielenkiintoisempaa ja aidompaa, ja sen takia ostan niitä mitä ne suosittelee. Respondent E.

'Even though I buy products based on YouTubers own marketing as well, there is no guarantee it is their own marketing and that there still could be commercialized content behind it'.

Vaikka ostankin tuotteita sen Tubettajan oman markkinoinnin takia, niin ei oo varmuutta siitä, että se on varmasti sitä sen omaa markkinointia vaan että taustalla saattaa olla yhteistyö. Respondent G.

'When I notices these type of videos, I tend to skip them right away since they seem way too pushy and annoying'.

Kun huomaan tämän tyyppiset videot, niin usein skippaan ne heti, koska ne aina vaikuttaa niin tunkeilevilta ja ärsyttää. Respondent H.

'I decided to buy a cheap granola bar and moments later I noticed a protein bar used by a YouTuber so I decided to purchase that instead of the previously chosen granola bar'.

Valitsin jonkun halvan patukan ja sitten tunnistin proteiinipatukan, jota yks tubettaja oli käyttäny ni päätin sitte ostaa sen aikasemmin valitun halppispatukan sijaan. Respondent A.

'I had to try it because it looked so good in the video'.

Mun oli pakko kokeilla sitä, koska se näytti niin hyvältä siinä videossa. Respondent B.

'I cannot order anything myself so I have to ask my parents to order for me but if I could, I definitely would order more'.

En pysty vielä tilaamaan mitään itse niin mun pitää kysyä vanhempia tilaamaan, mutta jos voisin, tosiaankin tilaisin enemmän. Respondent A.

'I am ready to order the products from somewhere else as long as the website is reliable'.

Oon valmis tilaamaan tuotteita muualta kunhan nettisivut on luotettavat. Respondent F.

'I am ready to order the products from abroad if I am not able to find them from Finland'.

Oon valmis tilaamaan tuotteita ulkomailta jos en löydä sitä Suomesta. Respondent B.

'I have recommended clothes and talked negatively about them if they have not complied with the description'.

Oon suositellu tuotteita and puhunut negatiivisesti tuotteista jos ne ei oo samanlaisia, kun on kuvailtu. Respondent A.

'If I am about to buy something, I always ask my friends or family members about their opinions and experiences on the product or service'.

Jos oon ostamassa jotain, kysyn aina mun kavereilta tai perheen jäseniltä niitten mielipidettä ja kokemuksia tuotteista tai palveluista. Respondent A.

'Always think about how you spend the money in the long run and if you really need the product'.

Mieti aina miten kulutat rahaa pidemmän päälle ja että tarviitko oikeesti sitä tuotetta. Respondent A.

'Besides the price and the convenience of the product, I pay attention to the amount of YouTubers recommending the product. That makes me trust their opinions more.'

Hinnan ja tuotteen sopivuuden lisäksi kiinnitän huomiota siihen, kuinka monta tuottajaa on suositellu sitä tuotetta. Sillon luotan niiden mielipiteisiin enemmän. Respondent B.

'Since I do not have a stable income, I sometimes have to ask my parents for the money and I do not really want to do that anymore so I have to think carefully about my spending'.

Koska mulla ei oo säännöllisiä tuloja, joudun joskus pyytämään vanhemmilta rahaa enkä haluais kysyä enää, niin joudun miettimään tarkasti miten kulutan. Respondent B.

'My family buys a lot of known brands and expensive clothes, not often but when they do, they spend a lot. I think that is something we, the children, have embraced and will keep continuing.'

Mun perhe ostaa paljon merkkiä ja kalliita vaatteita, ei usein mutta kun ne ostaa, ne kuluttaa paljon. Uskon että lapsetkin on oppinu siihen ja jatkaa sitä. Respondent B.

'If I had bought the product I wanted, I would most likely have experienced all the stages in the process'.

Jos olisin ostanut haluamani tuotteen, olisin todennäköisestään käynyt läpi kaikki prosessin vaiheet. Respondent C.

'If I feel like I do not need the product, I will not buy it but when I recognize the need or I want it really badly, I might buy the product later'.

Jos musta tuntuu etten tarvi tuotetta, en osta sitä, mutta jos tunnistan tarpeen tai haluan sitä todella paljon, niin saatan ostaa tuotteen myöhemmin. Respondent C.

'It is hard to know whether I would recommend or talk negatively about the product because I have never seen the product in real life'.

On vaikeaa tietää suosittelisin vai puhuisin negatiiviseen sävyyn tuotteesta, koska en ole ikinä nähnyt sitä oikeesti. Respondent D.

'It does not matter whether I am employed or a student, I do not spend money in vain.'

Ei oo väliä olisin työssäkäyvä vai opiskelija, en kuluta rahaa turhaan. Respondent D.

'Friends usually encourage me to buy something whereas my family tells me not to buy something that is not suitable for me in their opinion.'

Kaverit yleensä kannustaa ostamaan jotain kun taas perhe sanoo ettei mun pitäis ostaa semmosta mikä ei sovi mulle niiden mielestä. Respondent E.

'The amount of money and product prices has to be taken into account. Because I am a student, I also pay attention to clothes that are meant for younger people although the ones meant for older people would be nice too.'

Rahamäärä ja tuotteiden hinnat pitää ottaa huomioon. Koska mä oon opiskelija, kiinnistän huomiota vaatteisiin, mitkä on tarkotettu nuorille, vaikka vanhemmillekin ihmisille tarkoitettut tuotteet olis myös hienoja. Respondent E.

'I cannot buy from online stores so I need my parents to buy the products. If they do not want me to purchase something, their opinions influence my buying behavior. If the products are cheap, I am not dependable on others' opinions.'

En pysty ite ostamaan nettikaupoista niin tarviin mun vanhemmat ostamaan ne tuotteet. Jos ne ei halua että ostan jotain, niiden mielipiteet vaikuttaa mun ostokäyttämiseen. Jos tuotteet on halpoja, en oo riippuvainen muiden mielipiteistä. Respondent F.

'YouTube is full of beauty videos, I am not so interested in them or intending to purchase such products'.

YouTube on täynnä kauneusvideoita, en ole kovin kiinnostunut niistä tai aikeissa ostaa semmosia tuotteita. Respondent F.

'I still have a budget and if the product does not fit in it, I cannot purchase it even if I wanted to. I might save it for later when I really need it or have the money to purchase it.'

Mulla on silti budjetti ja jos tuote ei mahdu siihen, en voi ostaa sitä vaikka haluaisinkin. Saatan pistää sen korvan taakse ja ostaa sen jos todella tarviin sitä tai on rahaa ostaa se. Respondent G.

'At home I am used to compare prices and I usually buy the cheapest one, like my parents used to. They also value durability and convenience as well as price-quality-ratio. Those things I have learned from home'

Kotona olen tottunut vertailemaan hintoja ja yleensä ostankin sen halvimman, niin kuin vanhempani. He arvostivat myös kestävyyttä ja käytettävyyttä sekä hinta-laatusuhdetta. Nuo asiat oon oppinu kotoa. Respondent G.

'I make the decisions myself, but only if someone has had the same product and they did not like it, I may consider my purchase intentions again'

Teen päätökset itse, mutta jos jollain on ollut sama tuote eikä pitänyt siitä, saatan miettiä ostoaikomustani uudestaan. Respondent H.

'I hope they would test the products on the places where it is supposed to be used'.
Toivon, että tuotteita kokeiltaisiin sinne mihin kuuluukin. Respondent A.

'The products should include in her life. It feels more genuine and reliable'.

Tuotteiden tulisin kuulua hänen [tubettajan] elämään. Se tuntuu aidommalta ja luotettavammalta. Respondent D.

'It is not supposed to feel like an advertisement'.

Sen ei pitäisi tuntua mainokselta. Respondent F.

'I would like to hear more about travelling abroad. About the transportations, prices and routes.'

Olis kiva kuulla enemmän reissaamisesta. Kulkuvälineistä, hinnoista ja reiteistä. Respondent A.

'I want to see and know more about clothes, makeups, foreign brands and different foods'.

Haluaisin tietää lisää vaatteista, meikeistä, ulkomaalaisista vaatemerkeistä sekä erilaisista ruuista. Respondent G.

'In addition to YouTube videos, I pick most of the clothes that YouTubers have from their Instagram pictures and see where they have bought them'.

YouTube videoiden lisäksi, bongaan useimmat tubettajien käyttämät vaatteet niiden Instagram kuvista ja katson, mistä ne on ostettu. Respondent E.