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The Influence of Beauty Vloggers, Brand Image, and Product Quality on Lipstick Purchase Decision: A Case of Kathmandu Valley

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Abstract

This study examines the influence of beauty vloggers, brand image, and product quality on lipstick purchase decision: A case of Kathmandu valley. Purchase decision is the dependable variables. The independent variables are brand image, beauty vloggers influence, price, promotion, and perceived quality. The study is based on primary data with 123 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and the influence of beauty vloggers,brand image, and product quality on lipstick purchase decision in Kathmandu valley.

The study showed that brand image is positively correlated to purchase decision. It means that better the brand image higher will be the purchase decision. Likewise, beauty vloggers influence is positively correlated to purchase decision. It implies that the more trust on beauty vloggers influence results to increases in the purchase decision. Similarly, product quality has a positive relationship with purchase decision indicating that increase in the product quality aspect leads to increase in purchase decision. Furthermore, promotion has a positive relationship with purchase decision. It implies that better promotion leads to increase in purchase decision. Likewise, perceived quality is positively correlated to the purchase decision indicating that higher the perceived quality, higher will be the purchase decision.

Keywords: Purchase decision, brand image, beauty vloggers influence, price, promotion, perceived quality

Introduction

Vlogging is a function that involves filming videos about a variety of topics that can be uploaded to YouTube directly as a webcast or as an edited video. Through YouTube, the uploaded vlogs can be watched by others through the vlogger's channel where users can subscribe, rate videos (like likes or dislikes), and leave comments (Frobenius, 2011). Dellarocas (2003) points out that social media platforms provide a new medium for electronic word of mouth (eWOM), where consumers share their opinions and reviews about products and services. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content.

According to Farki *et al.* (2016), review is part of the electronic word of mouth (eWOM), which is a direct opinion from someone and not an advertisement. Wahyuningsih and Sukaatmadja (2020) explained that a good brand image will be easily accepted by consumers from time to time to prove quality and meet buyer expectations. The ability of a brand to influence purchasing decisions is determined by the time it takes to prove how the product purchased by consumers is able to meet the expectations and needs of buyers

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(Hasmiati *et al.,* 2020).

Brand image is the result of consumer views or research on a brand is good or bad (Anggadwita *et al.,* 2019). Keller and Lehmann (2006) note that a strong brand image can lead to greater customer loyalty, higher perceived value, and reduced marketing costs. Similarly, the Instagram social media application that features photo or image sharing is proven to have a strong correlation in influencing consumer-buying interest (Indika and Jovita, 2017). According to Zeithaml (1988), perceived quality is the consumer's judgment about a product's overall excellence or superiority.

According to Firmansyah and Irawan (2019), consumer behavior is an activity that is closely related to the process of buying an item or service. Consumer behavior is the things that underlie and make consumers to make purchasing decisions. Product quality is determined by durability, functions that can be felt by consumers, so consumers will always remember the product (Han *et al.*, 2001). Weenas (2013) revealed that product quality has a positive and significant effect on purchasing decisions and prices and has a positive and significant effect on purchasing decisions.

According to De Vrie *et al.,* (2012), engaging content on social media can significantly increase consumer involvement and brand engagement. Interactive ads, such as polls, quizzes, and videos, encourage user participation and foster a deeper connection with the brand. Social media advertising also provides valuable analytics and insights, allowing marketers to track the performance of their campaigns and make data-driven decisions. According to Kaplan and Haenlein (2010), social media platforms offer robust analytics tools that help marketers understand user behavior, measure campaign effectiveness, and optimize their strategies for better results.

Product quality is a key factor influencing consumer purchase decisions in the beauty industry. According to Zeithaml (1988), perceived quality, which refers to consumers' overall judgment of a product's excellence or superiority, is crucial in the beauty market. High-quality beauty products often lead to greater customer satisfaction and loyalty. These innovations cater to the growing consumer demand for effective and multifunctional beauty solutions. The impact of social media and beauty influencers cannot be overstated. As Vrontis *et al.* (2017) explain, beauty influencers on platforms like Instagram, YouTube, and TikTok have a significant impact on consumer purchasing decisions.

In the dynamic world of cosmetics and consumer behaviour, the influence of beauty vloggers, brand image, and product quality on lipstick purchase decisions stands as a compelling area of study. Lipstick, often symbolic of personal expression and style, has transcended its functional purpose to become a symbol of identity and empowerment. The development and growth of the internet has a significant impact on business in the 21st century (Mata & Quesada, 2014). This is particularly so in relation to marketing and consumer behaviour (Quester *et al.*, 2014). In recent years the internet has also revolutionised the way consumers interact and communicate with one another (Kamboj & Rahman, 2017). In recent years the internet has also revolutionised the way consumers interact and communicate with one another (Kamboj & Rahman, 2017). The advent of Web 2.0, which refers to the second generation of the World Wide Web, enables the creation of user-generated content (UGC) (Mata & Quesada, 2014). UGC refers to various types of media content such as text, video, audio and the like. This content is created by consumers on an online platform and is available

to other consumers (Kim and Johnson, 2016).

Social Networking Sites were introduced as a consequence of the changes in consumers' communication experiences (Ross *et al.,* 2009). The use of social networking sites allows an individual to find others who share similar interests, whether for romantic or socialization purposes (McKenna *et al.*, 2002). Social media is an emerging media that has developed rapidly in recent years. Social media allows users to create different contents to satisfy social behaviour's involving communication and interaction with others.

Social Networking Sites also supports self-creation and content-sharing (Heinonen *et al.*, 2011). The emergence of social networking sites and media sharing sites has created a web-based community that is in constant evolution and development. Furthermore, web applications have become the mainstream for value creation and information exchange (Debei *et al.*, 2013). Since the enhancement of Web 2.0, the source of information has been changed from one-sided provision to two-way communication, allowing individuals and organizations to send and receive messages from each other (Henderson & Bowley, 2010). Users are able to share information with friends and obtain assistance from community members because of the communication function of social networking sites, such as asking their friends for their opinion regarding products that they want to purchase (Liang *et al.*, 2011).

Social networking sites allow users to create a personal webpage, where they can socialize or interact professionally with friends, connect with other people through common friends, and share information about certain events and gatherings (Cheung & Lee, 2010). Vlogging is a function that involves filming videos about a variety of topics that can be uploaded to YouTube directly as a webcast or as an edited video. Social media also exert an impact on viewers' search for product information to support their purchasing decisions (Dellarocas, 2003).

Rawlings and Harding (2004), advancements in dermatological science have led to the development of products with enhanced efficacy and targeted benefits. Djafarova and Rushworth (2017), social media platforms like Instagram and YouTube are pivotal in disseminating information about skincare routines, product reviews, and recommendations. Influencers and dermatologists who share their skincare knowledge and personal experiences play a crucial role in educating consumers and building trust. According to Zeithaml (1988), perceived quality, defined as the consumer's judgment about a product's overall excellence or superiority, is vital in this market. High-quality skincare products that deliver visible results foster consumer satisfaction and loyalty. Brands that invest in clinical research and rigorous testing to substantiate their claims tend to gain a competitive edge.

The selection of Instagram as an active media promotion was based on the reason that Instagram has practicality and provides sales benefits, namely simply uploading product photos or videos to an Instagram see account, then these photos by consumers and consumers are interested in buying. The advantage of Instagram is that the number of users is very large and continues to increase; making it easier to spread messages and the use of social media that is used as a promotional media is usually by making advertisements for its products (Puspitarini and Nuraeni, 2019). The use of advertising is used to expose products and promote the uniqueness of these products by using celebrity endorsers as advertisers to increase product sales. Celebrity endorser is a well-known figure who lends his name and plays himself as a representative customer for a company's product or service (Sanditya,

2019).

For beauty products, reviewers are often referred to as beauty vloggers. According to Agustiara *et al.* (2019), beauty vloggers are content creators who specialize in sharing information related to the world of beauty. Beauty vlogger provides tutorials, tricks, and tips for using makeup and skincare and reviewing a product or giving a review of the products used. Enthusiasm and the high level of public trust in beauty vloggers make forming the image of a product run well. Product involvement affects the buying interest in the communication process between the vlogger and the client. Product involvement is the consumer's perception of an item based on consumer needs, values, and interests (Bian & Moutinho, 2011).

In the context of Nepal, Rana (2018) stated that Nepalese people are highly encouraged through word-of-mouth opinion presented by various Social Media users which directly effects on buying decisions. The electronic reviews given by expert; professionals are considered more in Nepalese society. Neupane (2020) conducted a pilot survey and explained that eighty percent of Nepalese customers check comments, views, opinions and ratings on a particular product. However, Nepalese women still hesitate to buy the cosmetics product online dues various reasons. While e-commerce is booming like anything, online shopping for cosmetics products is still to be improved a lot (Devkota *et al.*, 2021).

The above discussion shows that the studies dealing with the influence of beauty vloggers, brand image, and product quality on lipstick purchase decisions are of greater significance. Hence, the study focuses on the influence of beauty vloggers, brand image, and product quality on lipstick purchase decisions in Kathmandu Valley.

The main purpose of the study is to analyze the Influence of beauty vloggers, brand image, and product quality on lipstick purchase decision in Kathmandu. Specifically, it examines the influence of brand image, beauty vloggers influence, product quality, promotion, price, perceived quality on purchase decision in Kathmandu Valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 123 respondents through questionnaire. The respondents' views were collected on perceived quality, brand image, beauty vlogger's influence, promotion, product quality and purchase decision. This study is based on descriptive as well as causal comparative research designs.

The model

The model estimated in this study assumes that purchase decision depends upon beauty vloggers, brand image and product quality. The dependent variable selected for the study is purchase decision. Similarly, the independent variables are perceived quality, brand image, beauty vlogger's influence, promotion, product quality. Therefore, the model to be estimated in this study is stated as follows:

$$PD = \beta_0 + \beta_1 BI + \beta_2 BV + \beta_3 PQ + \beta_4 P + \beta_5 PQQ + e$$

Where,

PD= Purchase decision

BI = Brand image

BV = Beauty vloggers

PQ = Product quality

P = Promotion

PQQ = perceived quality

Purchase decision was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I often purchase lipsticks based on brand reputation", "Beauty vloggers recommendations influence my lipstick purchase decisions", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.796).

Brand image was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items "The brand image of a lipstick influence my purchase decision", "I trust lipstick brands that are endorsed by beauty vloggers", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.684).

Beauty vloggers was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I am influenced by beauty vloggers recommendations when purchasing lipstick", "Beauty vloggers reviews impact my perception of lipstick brands", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.789).

Product quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "The quality of ingredients in a lipstick is important to me ", "I am willing to pay more for a lipstick that is of higher quality", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.962).

Promotion was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Promotional offers and discounts influence my decision to purchase a lipstick", "I am more likely to try new lipstick brand if it is offering a promotion", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.746).

Perceived quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are five items and sample items include "I consider the packaging of a lipstick when assessing its quality ", "The texture and feel of lipstick are important indicators of its quality", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α

= 0.811).

The following section describes the independent variables used in this study along with hypothesis formulation.

Brand image

Brand image can be defined as perceptions that consumers associate with a particular brand (Keller, 1993). Brand image are among useful factors in consumer's evaluation before purchasing a product (Zeithaml, 1988). Eze *et al.* (2012) found that brand image has a significant influence on intention to purchase cosmetic products among Generation Y female consumers. Similarly, a strong brand image enhances trust and confidence among users, reducing perceived risk (Srivastava *et al.,* 2015). Based on it, this study develops following hypothesis:

H_1: There is a positive relationship between brand image and purchase decision.

Product quality

Product quality is a multifaceted concept that encompasses various attributes critical to satisfying consumer needs and expectations. The importance of reliability, durability, and performance in determining product quality, which collectively enhance value and customer satisfaction (Smith, 2024). Modern definitions of product quality extend beyond physical attributes to encompass service quality and emotional engagement, reflecting evolving consumer demands in competitive markets (Lee, 2023). These perspectives underscore the dynamic nature of product quality assessment in contemporary business environments. Product quality is one of the important variables that effect brand image. Increasing product quality is a way to maintain the brand image of the product (Rohmah and Khuzaini, 2015). The higher the level of quality provided by the company to customers, the higher the level of fulfilment of customer needs, which can be expressed by the level of customer satisfaction (Pabedinskaitė & Akstinaitė, 2014). Based on it, this study develops following hypothesis:

H_2: There is a positive relationship between product quality and purchase decision.

Promotion

Promotion is one of factors determining the success of sales strategy of a company. If a company has a better product quality, unfortunately customers do not get information about that. Brata *et al.* (2017) pointed high degree of correlation has positive relationship. This result of study shows the better promotion, the more positive of purchase decision of customers. Promotion is one of factors determining the success of sales strategy of a company. According to Ben Brahim & Ben Abdelaziz (2019), Promotion is a communication activity carried out by a person or a company with the wider community, where the aim is to introduce something (goods/services/brands/companies) to the public and at the same time influence the wider community to buy and use the product. Based on it, this study develops following hypothesis:

H_3: There is a positive relationship between promotion and purchase decision.

Beauty vloggers

Beauty Vloggers, or content creators who specialize in sharing information about

the world of beauty, arose because of this phenomenon. The ability of beauty vloggers as the beauty brand endorser in their videos will increase a consumer's confidence in that product (Ananda & Wandebori, 2016). The trustworthiness, expertise, and appeal of a beauty vlogger indirectly affect the purchase intention. Beauty vlogger has a significant predictor of intention to purchase some products (Rahmi *et al.,* 2016). Abidin (2016), these influencers play a crucial role in shaping beauty standards and trends. They introduce new products, demonstrate application techniques, and share personal experiences, which can significantly influence their followers' purchasing decisions and beauty routines. Based on it, this study develops following hypothesis:

H_4: There is a positive relationship between beauty vloggers and purchase decision.

Perceived quality

Perceived quality is a critical element for consumer decision making; consequently, consumers will compare the quality of alternatives with regard to price within a category (Jin and Yong, 2005). Bhuian (1997) argued that perceived quality is a judgment on the consistency of product specification or an evaluation on added value of a product. Olshavsky (1998) viewed quality as a form of an overall evaluation of a product. Fenetta and Keni (2019) stated that perceived quality has a positive and significant effect on consumer purchasing decisions. Based on it, this study develops following hypothesis:

H_5: There is a positive relationship between perceived quality and purchase decision

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Table 2.8: Kendall's Tau correlation coefficients matrix

(This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 123 observations. The dependent variable is purchase decision. The independent variables are BI (brand image), BVI (Beauty vloggers influence), PQ (product quality), P (price) and PEQ (perceived quality*).*

Variables	Mean	S.D.	PD	BI	BVI	PQ	P	PEQ
PD	3.993	0.567	1					
BI	4.007	0.484	0.815**	1				
BVI	3.945	0.583	(0.300)**	(0.377*)	1			
PQ	3.963	0.720	(0.369**)	(0.303**)	0.637**	1		
P	3.790	0.531	0.726**	0.804**	(0.428**)	(0.317**)	1	
PEQ	4.122	0.586	0.754**	0.791**	(0.277**)	(0.193**)	0.752**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows that brand image is positively correlated to purchase decision. It means that better brand image leads to increase in purchase decision. Similarly, there is a positive relationship between beauty vlogger and purchase decision. It means that better the suggestion from beauty vlogger, higher will be the purchase decision. Likewise, product quality has a positive relationship with purchase decision. It shows that better the product quality, higher will be the purchase decision. Furthermore, there is a positive relationship between promotion and purchase decision. It indicates that increase in promotion leads to increase in purchase decision. Moreover, perceived quality has a positive relationship with purchase decision. It indicates that increase in perceived quality leads to increase in purchase decision.

2.3 Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of brand image, beauty vloggers influence, product quality, promotion, perceived quality and purchase decision.

Table 2

Estimated regression results of brand image, beauty vloggers influence, product quality, promotion, perceived quality, and purchase decision

The results are based on 123 observations using linear regression model. The model is $CP = \beta_0 + \beta_1 (BI) + \beta_2 (PR) + \beta_3 (PEOU) + \beta_4 (SI) + \beta_5 (CS) + \beta_6 (AC) + e$, where the dependent variable is PD (purchase decision). The independent variables are BI (brand image), Beauty vloggers influence (BVI), product quality (PQ), promotion (P), and perceived quality (PEQ).

Model	Intercept	Regression coefficients of					Adj. R_bar^2	SEE	F-value
		BI	BVI	PQ	P	PEQ			
1	1.066 (3.179)**	0.731 (8.798)**					0.385	0.444	77.405
2	2.358 (7.396)**		0.415 (5.188)**				0.175	0.515	26.912
3	3.893 (13.512)**			0.025 (0.356)			-0.007	0.569	0.127
4	1.045 (4.108)**				0.025 (0.356)		0.527	0.390	136.986
5	1.221 (4.641)**					0.673 (10.664)**	0.479	0.409	113.301
6	0.577 (2.262)*	0.329 (4.738)**	0.415 (5.188)**	-0.346 (-7.856)**	0.304 (3.572)**	0.462 (5.439)**	0.736	0.291	69.149

Notes:

    i.   Figures in parenthesis are t-values
    ii.   The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
    iii.   Purchase decision is the dependent variable.

Table 2 shows that the beta coefficients for brand image are positive with purchase decision. It indicates that brand image has a positive impact on purchase decision. This finding is consistent with the findings Keller, (1993). Similarly, the beta coefficients for beauty vloggers influence are positive with purchase decision. It indicates that product quality has a positive impact on purchase decision. This finding is similar to the findings of Pabedinskaitė & Akstinaitė, (2014). Likewise, the beta promotion are positive with purchase decision. It indicates that the promotion has a positive impact on purchase decision. This

finding is similar to the findings of Brata *et al.,* (2017). Further, the beta coefficients for perceived quality are positive with purchase decision. It indicates that perceived quality has a positive impact on purchase decision. This finding is similar to the findings of Bhuian (1997).

4. Summary and conclusion

This study can provide valuable insights on career adaptability and how it can affect student's performance. Digital distractions, primarily from electronic devices such as smartphones, tablets, and computers, significantly impact time management skills. These distractions increase cognitive load, making it difficult to focus on a single task due to constant interruptions from notifications, emails, and social media. Understanding the impact of digital distractions and implementing these strategies can enhance time management skills, improving productivity and efficiency in both personal and professional contexts.

This study attempts to examine the impact of digital distractions on time management skills in Kathmandu valley. The study is based on primary data collected with 155 respondents.

The study showed that multitasking, social media usage, self-regulation, friends circle and device usage has positive relationship with the time management skills.The study also concluded that the most influencing factor is Friends circle followed by Self-regulation that explains time management skills in Kathmandu valley.

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