

Influence of Vlogs on Purchase Decision of Beauty Care Products - A Study with Reference to Consumers in Tiruchirappalli District

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Abstract— The rapid proliferation of digital media has fundamentally transformed consumer decision-making, particularly within the beauty care sector. Video blogging (vlogging) has emerged as a highly influential form of user-generated content, shaping consumer perceptions, preferences, and purchase intentions. This study investigates the influence of vlogs on the purchase decisions of beauty care products among consumers in Tiruchirappalli District, Tamil Nadu, India. A descriptive research design was adopted, and primary data were collected from 260 consumers through a structured questionnaire using purposive and convenience sampling. The study examined three key dimensions of vlog influence: content quality, vlogger credibility, and viewer engagement. Analytical tools including descriptive statistics, Pearson correlation, one-way ANOVA, multiple regression analysis, and chi-square test were employed. Findings reveal that all three dimensions exert a statistically significant positive influence on purchase decisions, with content quality emerging as the strongest predictor ($\beta = 0.38$, $p < .001$), followed by vlogger credibility ($\beta = 0.31$, $p < .001$) and viewer engagement ($\beta = 0.24$, $p < .05$). The regression model explained 62.4% of the variance in purchase decisions ($R^2 = 0.624$). The study offers actionable insights for beauty brands, marketers, and vlog content creators to leverage vlog-based digital marketing strategies effectively.

Keywords— Vlogs, Beauty Care Products, Purchase Decision, Vlogger Credibility, Content Quality, Digital Marketing.

I. INTRODUCTION

The twenty-first century has witnessed an unprecedented democratisation of media consumption, driven by the ubiquity of smartphones, affordable internet connectivity, and the explosive growth of social media platforms. Among the diverse formats of digital content, video blogging—commonly referred to as 'vlogging'—has gained extraordinary traction as a medium that blends personal authenticity with informational richness. Vloggers, individuals who create and disseminate video content on platforms such as YouTube, Instagram, and Facebook, have evolved into powerful opinion leaders who influence the attitudes and behaviours of millions of followers worldwide.

The beauty care industry, which encompasses skincare, haircare, cosmetics, and personal hygiene products, is particularly susceptible to the influence of vlogging. Consumers seeking guidance on product selection often rely on vloggers' reviews, demonstrations, and testimonials before committing to a purchase. The highly visual and tactile nature of beauty products makes video-based content an especially effective medium for showcasing product attributes such as texture, shade, coverage, and fragrance. Unlike conventional advertising, vlogs are perceived as authentic, experiential, and relatable, attributes that significantly enhance their persuasive power.

India represents one of the fastest-growing beauty and personal care markets globally, with an estimated market value exceeding USD 20 billion and projected compound annual growth of approximately 11% through 2027 [1]. Tier-II cities such as Tiruchirappalli are witnessing accelerated growth in beauty product consumption, driven by rising disposable incomes, heightened digital literacy, and increasing aspirational consumption patterns among younger demographics. Despite the burgeoning significance of vlog-based marketing, empirical research examining its specific influence on consumer purchase decisions in the context of Tier-II Indian cities remains limited.

Against this backdrop, the present study endeavours to systematically investigate the influence of vlogs on the purchase decisions of beauty care products among consumers in Tiruchirappalli District. By examining dimensions such as content quality, vlogger credibility, and viewer engagement, the study aims to provide a comprehensive, evidence-based understanding of the vlog-purchase decision nexus, thereby contributing to both academic scholarship and managerial practice.

II. REVIEW OF LITERATURE

The influence of digital content creators on consumer behaviour has been extensively explored through multiple theoretical lenses. The Two-Step Flow Theory [2] posits that media effects are mediated by opinion leaders who disseminate information to their followers.

In the digital era, vloggers effectively occupy this role, serving as influential intermediaries between beauty brands and consumers.

The study conducted [3] a study on the role of YouTube beauty vloggers in shaping purchase intentions among Indian consumers and established that content authenticity and vlogger expertise were the most significant drivers of purchase intention. Their study underscored the importance of parasocial relationships—the emotional bond viewers develop with vloggers—as a mediating variable.

The concept of 'self-branding' among social media influencers and argued that the personal brand of a vlogger operates as a trust signal that reduces consumer risk perception when evaluating unfamiliar products. This finding aligns with signalling theory, which suggests that credible signals transmitted by a trustworthy source can substantially influence receiver behaviour [4].

A study [5] analysed the impact of influencer marketing on purchase decisions within the Indian cosmetics sector and found that informational content quality, source expertise, and community engagement collectively accounted for a significant proportion of variance in purchase intention. Their work highlighted the critical role of comment sections and community discourse in shaping viewer perceptions.

Social media marketing activities, including video content, significantly enhance brand awareness and purchase intention. They argued that brand-related user-generated content possesses a higher degree of perceived objectivity than marketer-generated content, making it more persuasive [6].

The mediating role of trust in the relationship between influencer credibility and purchase intention in the Indian beauty market. They confirmed that trust fully mediates the credibility-intention relationship, emphasising the primacy of authenticity in vlog-based marketing [7].

Studies conducted in the context of Tamil Nadu cities, including Salem [8] and Coimbatore [9], have documented the growing penetration of digital beauty content among consumers aged 18 to 35, indicating strong receptiveness to vlog-based marketing communications.

Notably, these studies identified platform preference and content genre as moderating variables that merit further investigation.

Notwithstanding the growing body of literature, a notable lacuna exists in empirical research specifically focused on Tiruchirappalli, a city with a distinctive socio-economic and cultural milieu. The present study addresses this gap by providing granular, location-specific insights into the vlog-purchase decision relationship within the beauty care category.

III. THEORETICAL FRAMEWORK

The theoretical foundation of the present study draws upon three complementary frameworks: the Technology Acceptance Model (TAM), the Elaboration Likelihood Model (ELM), and Source Credibility Theory.

The Technology Acceptance Model [10] posits that perceived usefulness and perceived ease of use determine an individual's acceptance and continued use of a technology. In the context of vlog consumption, perceived usefulness corresponds to the informational and evaluative value derived from watching product reviews, while perceived ease of use pertains to the accessibility and navigability of vlogging platforms. Both constructs are operationalised through the 'content quality' dimension of the present study.

The Elaboration Likelihood Model [11] distinguishes between two routes of persuasion: the central route, characterised by effortful cognitive processing of message arguments, and the peripheral route, relying on heuristic cues such as source attractiveness and social proof. Vlog-based marketing activates both routes simultaneously—product tutorials and ingredient analyses engage central processing, while vlogger popularity and viewer comments serve as peripheral cues. This dual-route mechanism is captured by the 'vlogger credibility' and 'viewer engagement' dimensions of the study.

Source Credibility Theory [12] posits that the persuasive impact of a communication is a function of the perceived credibility of its source, encompassing expertise, trustworthiness, and attractiveness. Beauty vloggers who are perceived as knowledgeable, honest, and appealing are more effective in influencing purchase decisions, a proposition directly operationalised in the 'vlogger credibility' dimension.

IV. OBJECTIVES OF THE STUDY

The study was guided by the following specific objectives:

- To analyse the demographic profile of consumers who view beauty care vlogs in Tiruchirappalli District.
- To assess the vlog viewing habits and platform preferences of the respondents.
- To measure the level of influence exerted by vlogs on the purchase decisions of beauty care products.
- To examine the relationship between content quality, vlogger credibility, viewer engagement, and purchase decision.
- To identify the predictors of purchase decision through multiple regression analysis.

- To test the association between selected demographic variables and the influence of vlogs using chi-square analysis.
- To offer recommendations for marketers and vlog content creators based on empirical findings.

V. HYPOTHESES

The following null hypotheses were formulated and tested:

- H₀₁: There is no significant relationship between content quality and purchase decision of beauty care products.
- H₀₂: There is no significant relationship between vlogger credibility and purchase decision of beauty care products.
- H₀₃: There is no significant relationship between viewer engagement and purchase decision of beauty care products.
- H₀₄: Content quality, vlogger credibility, and viewer engagement do not significantly predict purchase decision.
- H₀₅: There is no significant association between selected demographic variables and the influence of vlogs on purchase decision.

VI. RESEARCH METHODOLOGY

A. Research Design

A descriptive and analytical research design was adopted for the present study. Descriptive design facilitated the characterisation of vlog consumption patterns and purchase behaviour, while the analytical component enabled the examination of relationships and causal associations among study variables.

B. Study Area

The study was conducted in Tiruchirappalli District (commonly referred to as Trichy), a major Tier-II city in Tamil Nadu, India. As the fourth-largest urban agglomeration in the state, Tiruchirappalli is characterised by a diverse socio-economic population, a significant student community owing to the presence of prominent educational institutions, and rapidly expanding retail infrastructure, making it an ideal site for examining consumer behaviour in the context of digital marketing.

C. Population and Sample

The target population comprised consumers who had purchased at least one beauty care product after viewing a vlog within the preceding six months.

Given the absence of a defined sampling frame, purposive and convenience sampling techniques were employed. A sample of 260 respondents was selected, a size deemed adequate based on Yamane's [13] formula for finite populations and supported by the precedent set by comparable studies in the domain.

D. Data Collection

Primary data were collected through a structured questionnaire administered in both English and Tamil languages. The instrument comprised four sections: (i) demographic profile, (ii) vlog viewing habits, (iii) influence of vlogs on purchase decision (measured on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree), and (iv) open-ended questions for qualitative insights. The questionnaire was pre-tested on 30 respondents, and necessary modifications were incorporated prior to the final administration. Secondary data were sourced from published journals, reports, textbooks, and government databases.

E. Reliability and Validity

Content validity was ensured through expert review by three academicians in marketing and consumer behaviour. Construct validity was assessed using exploratory factor analysis. Internal consistency was evaluated using Cronbach's Alpha, which yielded coefficients of 0.87 (content quality), 0.84 (vlogger credibility), 0.82 (viewer engagement), and 0.89 (purchase decision), all exceeding the threshold of 0.70 recommended by Nunnally [14], confirming adequate reliability.

F. Data Analysis

Data were analysed using SPSS Version 25.0. The following statistical tools were employed: descriptive statistics (frequency, percentage, mean, standard deviation), Pearson correlation analysis, one-way ANOVA, multiple linear regression analysis, and chi-square test of independence. A significance level of 5% ($\alpha = 0.05$) was adopted throughout the analysis.

VII. DATA ANALYSIS AND RESULTS

A. Demographic Profile of Respondents

Table 1 presents the demographic profile of the 260 respondents who participated in the study. The majority of respondents (68.5%) were female, consistent with the predominantly female consumer base of the beauty care sector. The largest age cohort was 18–25 years (36.9%), reflecting the heightened digital engagement of younger consumers.

Undergraduate education was the most common qualification (40.8%). Monthly income in the range of ₹15,001–₹30,000 accounted for the largest share (33.8%), and private sector employment represented the dominant occupational category (33.1%).

TABLE 1
DEMOGRAPHIC PROFILE OF RESPONDENTS

Variable	Category	No. of Respondents (%)
Gender	Female	178 (68.5%)
	Male	82 (31.5%)
Age Group	18–25 years	96 (36.9%)
	26–35 years	84 (32.3%)
	36–45 years	52 (20.0%)
	Above 45 years	28 (10.8%)
Educational Qualification	School Level	38 (14.6%)
	Undergraduate	106 (40.8%)
	Postgraduate	82 (31.5%)
Monthly Income (₹)	Below ₹15,000	62 (23.8%)
	₹15,001–₹30,000	88 (33.8%)
	₹30,001–₹50,000	72 (27.7%)
	Above ₹50,000	38 (14.7%)
Occupation	Student	74 (28.5%)
	Employed (Private)	86 (33.1%)
	Government Employee	48 (18.5%)
	Self-Employed / Business	52 (20.0%)
Total		260 (100%)

B. Vlog Viewing Habits and Platform Preferences

Table 2 summarises the vlog viewing habits of the respondents. The findings reveal that 41.5% of respondents view beauty vlogs on a daily basis, indicating a high degree of habitual consumption. YouTube emerged as the dominant platform (50.8%), followed by Instagram Reels (28.5%). Product reviews were the most preferred content type (43.1%), succeeded by tutorials and how-to videos (33.8%), underscoring the informational motivation underlying vlog consumption.

TABLE 2
DEMOGRAPHIC PROFILE OF RESPONDENTS

Statement	Category	Respondents (%)
Frequency of Vlog Viewing	Daily	108 (41.5%)
	Several times a week	82 (31.5%)
	Once a week	46 (17.7%)
	Rarely	24 (9.2%)
Platform Used	YouTube	132 (50.8%)
	Instagram Reels	74 (28.5%)
	Facebook	30 (11.5%)
	Other Platforms	24 (9.2%)
Preferred Content Type	Product Reviews	112 (43.1%)
	Tutorials / How-to	88 (33.8%)
	Get-Ready-With-Me	38 (14.6%)
	Hauls / Unboxing	22 (8.5%)

C. Level of Influence of Vlogs on Purchase Decision (Descriptive Statistics)

Table 3 presents the mean scores and standard deviations for the ten Likert-scale items measuring the influence of vlogs on purchase decisions. The overall mean score of 4.12 (on a five-point scale) indicates a high level of perceived vlog influence among respondents. The item 'Vlogger's product demonstrations help me understand the product better' recorded the highest mean (4.42), while 'Vlog comments and viewer feedback affect my buying decision' yielded the lowest (3.74), though still above the midpoint, signifying meaningful positive influence across all dimensions.

TABLE 3
DEMOGRAPHIC PROFILE OF RESPONDENTS

Statement	Mean	S.D.
Vlogger's product demonstrations help me understand the product better.	4.42	0.61
I trust the product reviews given by beauty vloggers.	4.18	0.72
Watching vlogs motivates me to try new beauty products.	4.35	0.67
Vlogs provide more authentic information than traditional advertisements.	4.22	0.74
I visit the product website or store after watching a beauty vlog.	3.98	0.82
I compare products shown in vlogs before making a purchase.	4.11	0.69
The vlogger's personal experience influences my purchase intention.	4.28	0.65
I purchase products recommended by vloggers I regularly follow.	3.87	0.91
Vlog comments and viewer feedback affect my buying decision.	3.74	0.88
I feel vlogs save my time in making purchase decisions.	4.03	0.79
Overall Mean	4.12	0.73

D. Pearson Correlation Analysis

Table 4 presents the Pearson correlation matrix for the three predictor variables and the dependent variable (purchase decision). All correlations were positive, statistically significant at the 1% level ($p < .01$), confirming the rejection of null hypotheses H_{01} , H_{02} , and H_{03} . Content quality exhibited the strongest correlation with purchase decision ($r = 0.71$), followed by vlogger credibility ($r = 0.68$) and viewer engagement ($r = 0.65$). The moderate intercorrelations among the predictor variables (ranging from 0.54 to 0.62) indicate the absence of multicollinearity issues.

TABLE 4
PEARSON CORRELATION MATRIX

Dimension	X ₁	X ₂	X ₃	X ₄
Content Quality (X ₁)	1.00	0.62**	0.58**	0.71**
Vlogger Credibility (X ₂)	0.62**	1.00	0.54**	0.68**
Viewer Engagement (X ₃)	0.58**	0.54**	1.00	0.65**
Purchase Decision (X ₄)	0.71**	0.68**	0.65**	1.00

, **Correlation significant at 0.01 level (2-tailed)

E. One-Way ANOVA

A one-way ANOVA was conducted to determine whether statistically significant differences existed in vlog influence dimensions across income groups. The results presented in Table 5 indicate that statistically significant differences were observed in content quality [$F(3, 256) = 9.83, p = .000$], vlogger credibility [$F(3, 256) = 7.64, p = .000$], and viewer engagement [$F(3, 256) = 6.21, p = .000$] across income categories. Post-hoc analysis (Tukey HSD) revealed that higher-income respondents attributed greater importance to content quality, while lower-income respondents were relatively more responsive to peer engagement in vlog comment sections.

TABLE 5
ONE-WAY ANOVA – VLOG INFLUENCE DIMENSIONS
ACROSS INCOME GROUPS

Source of Variation	Sum of Squares	df	Mean Square	F	P.
Content Quality – Between Groups	18.46	3	6.15	9.83	.000
Within Groups	160.22	256	0.63		
Total	178.68	259			
Vlogger Credibility – Between Groups	14.72	3	4.91	7.64	.000
Within Groups	164.39	256	0.64		
Total	179.11	259			
Viewer Engagement – Between Groups	11.38	3	3.79	6.21	.000
Within Groups	156.28	256	0.61		
Total	167.66	259			

F. Pearson Correlation Analysis

To assess the predictive power of the identified vlog dimensions on purchase decision, multiple linear regression analysis was performed with content quality, vlogger credibility, and viewer engagement as independent variables and purchase decision as the dependent variable. The regression model was statistically significant [$F(3, 256) = 141.23, p < .001$] and explained 62.4% of the variance in purchase decision ($R^2 = 0.624$, Adjusted $R^2 = 0.619$). Content quality emerged as the strongest predictor ($\beta = 0.38, t = 4.86, p < .001$), followed by vlogger credibility ($\beta = 0.31, t = 3.50, p < .001$) and viewer engagement ($\beta = 0.24, t = 2.44, p < .05$). These results confirm the rejection of null hypothesis H_{04} , affirming that all three dimensions collectively and individually predict purchase decision.

TABLE 6
MULTIPLE REGRESSION ANALYSIS – PREDICTORS OF PURCHASE DECISION

Predictor Variable	B	SE	β	t	P.
Constant	0.48	0.19	—	2.53	.012
Content Quality	0.34	0.07	0.38	4.86	.000*
Vlogger Credibility	0.28	0.08	0.31	3.50	.001*
Viewer Engagement	0.22	0.09	0.24	2.44	.015*
R = 0.79 R ² = 0.624 Adj. R ² = 0.619 F(3,256) = 141.23 p = .000*					
*Significant at 5% level ($p < .05$) DV: Purchase Decision					

G. Chi-Square Test of Association

Chi-square tests were conducted to examine the association between selected demographic variables and vlog influence. As shown in Table 7, significant associations were found between gender and vlog influence on purchase ($\chi^2 = 18.64, df = 3, p = .000$), age group and purchase frequency ($\chi^2 = 22.17, df = 9, p = .000$), and income level and purchase decision ($\chi^2 = 15.38, df = 9, p = .002$). No significant association was detected between platform used and vlog influence ($\chi^2 = 9.82, df = 9, p = .368$). These findings result in the partial rejection of H_{05} .

TABLE 7
CHI-SQUARE TEST OF ASSOCIATION

Variable Pair	χ^2	df	P	Result
Gender & Vlog Influence on Purchase	18.64	3	.000	H ₀ Rejected
Age Group & Purchase Frequency	22.17	9	.000	H ₀ Rejected
Income Level & Purchase Decision	15.38	9	.002	H ₀ Rejected
Platform Used & Vlog Influence	9.82	9	.368	H ₀ Accepted

VIII. DISCUSSION

The findings of the present study affirm that vlogs constitute a significant determinant of purchase decisions in the beauty care sector among consumers in Tiruchirappalli District. The overall mean influence score of 4.12 suggests a strongly positive consumer disposition toward vlog-based purchase guidance, corroborating the conclusions of Subramanian and Murugesan (2019) and Arora and Agarwal (2019). The dominance of YouTube as the preferred platform aligns with global trends documenting its supremacy in long-form beauty content, while the rising prominence of Instagram Reels signals the growing consumer appetite for short-form, snackable beauty content.

The regression analysis revealed that content quality is the most influential predictor of purchase decision ($\beta = 0.38$), underscoring the critical importance of informational richness, production quality, and narrative coherence in beauty vlogs. This finding is consistent with ELM, which posits that substantive, argument-rich content engages central route processing, leading to deeper and more enduring attitude change. Marketers should therefore prioritise collaborations with vloggers who possess the technical expertise to deliver high-quality, information-dense content that resonates with beauty consumers.

Vlogger credibility emerged as the second most influential predictor ($\beta = 0.31$), reaffirming the centrality of Source Credibility Theory in the vlog-influence paradigm. Trust and expertise are the foundations upon which parasocial relationships are built, and these relationships translate directly into purchase intention. The finding that gender significantly moderates vlog influence ($\chi^2 = 18.64$, $p = .000$) suggests that female consumers exhibit greater susceptibility to vlog-based persuasion, consistent with the gendered patterns of beauty product consumption documented in the literature.

The significant income-based variation in vlog influence dimensions (ANOVA, $p < .001$) carries important practical implications. Higher-income consumers' greater reliance on content quality suggests that premium beauty brands should focus on sophisticated, information-rich vlog content targeting this segment, while mass-market brands may benefit more from fostering community engagement and leveraging user comments as social proof cues for lower-income consumer segments.

The non-significant association between platform used and vlog influence ($\chi^2 = 9.82$, $p = .368$) indicates that the platform per se is not a determinant of influence; rather, it is the quality of content and the credibility of the vlogger that drive purchase decisions, regardless of the platform on which content is consumed. This finding has significant strategic implications for media planning, suggesting that cross-platform content strategies may be more effective than platform-specific approaches.

IX. MAJOR FINDINGS

The following major findings emerged from the study:

- 68.5% of the respondents were female, and 36.9% belonged to the 18–25 age group, establishing a predominantly young, female consumer base for beauty vlogs.
- YouTube (50.8%) was the most widely used platform for viewing beauty vlogs, followed by Instagram Reels (28.5%).
- 41.5% of respondents viewed beauty vlogs daily, demonstrating the habitual and deeply integrated nature of vlog consumption.
- The overall mean influence score of 4.12 out of 5 indicates a high level of vlog influence on purchase decisions.
- Content quality exhibited the highest correlation with purchase decision ($r = 0.71$), affirming its primacy among influence dimensions.
- The regression model ($R^2 = 0.624$) confirmed that content quality, vlogger credibility, and viewer engagement collectively predict 62.4% of the variance in purchase decision.
- Content quality ($\beta = 0.38$) was the strongest predictor, followed by vlogger credibility ($\beta = 0.31$) and viewer engagement ($\beta = 0.24$).
- Statistically significant differences in vlog influence dimensions were observed across income groups (ANOVA, $p < .001$).
- Gender ($p = .000$), age group ($p = .000$), and income level ($p = .002$) were significantly associated with vlog influence on purchase decisions.
- Platform used was not significantly associated with the level of vlog influence ($p = .368$).
- Null hypotheses H_{01} , H_{02} , H_{03} , and H_{04} were fully rejected; H_{05} was partially rejected.



X. RECOMMENDATIONS

Based on the empirical findings, the following recommendations are offered to beauty brands, marketers, and vlog content creators:

- Beauty brands should prioritise strategic collaborations with vloggers who demonstrate high credibility markers—subject expertise, transparency in sponsored disclosures, and a consistent, authentic personal brand—as vlogger credibility is a significant driver of purchase intention.
- Content quality should be treated as a non-negotiable investment. Brands should provide vloggers with adequate product education, high-resolution sample imagery, and technical support to ensure that product demonstrations are informative, visually compelling, and scientifically accurate.
- Marketers should actively cultivate viewer engagement by encouraging vloggers to foster community dialogue through question-and-answer segments, polls, and community posts. Viewer engagement acts as social proof, particularly influential among price-sensitive consumer segments.
- Given YouTube's dominance among Tiruchirappalli consumers, brands should allocate a significant proportion of their digital marketing budget to YouTube collaborations, while simultaneously developing a complementary short-form content strategy on Instagram to capture younger audiences.
- Tailored marketing strategies should be developed for different income segments: premium vlog content emphasising product science, formulation quality, and luxury experience for higher-income consumers; community-driven, value-oriented content for mid- and lower-income segments.
- Brands should leverage the trust deficit identified in sponsored content by encouraging vloggers to adopt transparent disclosure practices and by co-creating content that genuinely serves consumer information needs rather than exclusively serving promotional objectives.
- Regional language vlog content in Tamil should be actively developed and promoted to deepen penetration in Tier-II cities like Tiruchirappalli, where regional language audiences represent an underserved but highly receptive consumer segment.

XI. LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

The present study, while contributing significantly to the literature, is subject to certain limitations. First, the use of convenience sampling, albeit supplemented by purposive sampling, may constrain the generalisability of findings to the broader population. Second, the study focuses exclusively on Tiruchirappalli District; future research may extend the geographical scope to a multi-city or pan-Tamil Nadu framework to enable comparative analysis. Third, the cross-sectional design precludes causal inference over time; longitudinal studies tracking vlog influence and purchase behaviour over extended periods would enrich the understanding of dynamic effects. Fourth, the study does not examine the moderating role of brand loyalty or prior product experience, dimensions that merit future investigation. Fifth, qualitative methodologies such as in-depth interviews or netnographic analysis of vlog comment sections could complement the quantitative findings and provide deeper insights into the psychological mechanisms underlying vlog-influenced purchase decisions.

XII. CONCLUSION

This study provides robust empirical evidence that vlogs exert a significant and multidimensional influence on the purchase decisions of beauty care products among consumers in Tiruchirappalli District. Content quality, vlogger credibility, and viewer engagement collectively explain 62.4% of the variance in purchase decisions, with content quality emerging as the dominant predictor. The study confirms the theoretical propositions of the Elaboration Likelihood Model, Source Credibility Theory, and the Technology Acceptance Model, situating vlog influence within a coherent theoretical architecture.

As Indian consumers increasingly integrate digital media into their purchase journeys, beauty brands that strategically harness the power of vlog-based marketing will be well-positioned to build brand equity, foster consumer trust, and drive purchase conversion. The findings of this study provide actionable, evidence-based guidance for marketers seeking to optimise their digital marketing investments in the rapidly evolving landscape of beauty retail. The rise of vlogs as a form of peer recommendation represents not merely a marketing phenomenon but a fundamental shift in how consumers construct knowledge, develop preferences, and make decisions in the digital age. Understanding and ethically leveraging this shift is imperative for brands, researchers, and policymakers engaged with the future of consumer commerce in India.



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