

Beauty Advertisements on YouTube: An Assessment of EMU Students' Perception

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ABSTRACT

The present study aims to assess Eastern Mediterranean University students' perception towards beauty advertisements on YouTube. The study is based on the Uses and Gratification Theory and seeks to explore the extent to which university students see beauty advertisements on YouTube while using YouTube to gratify their needs.

The study employed quantitative methodology. 210 students in the Faculty of Communication and Media Studies were selected for the study. An In-house questionnaire was prepared and in the first section of the questionnaire, demographic information related to the participants were asked; in the second section, information about the use of YouTube was inquired, and in the third section, attitudes of respondents towards beauty advertisements on YouTube were explored.

The study concludes that participants are frequent users of YouTube and YouTube is their most preferred Social Networking Sites for watching videos and participants also rely on YouTube for their beauty products and trust YouTube beauty advertisements.

Further studies can explore beauty gurus on YouTube; their influences and credibility. Studies can also be done by employing a content analysis between certain beauty products on YouTube.

Keywords: YouTube, Advertisement, Beauty, Perception.

ÖZ

Bu çalışma Doğu Akdeniz Üniversitesi öğrencilerinin Youtube'de yayınlanan güzellik reklamlarının algısını değerlendirmeyi amaçlamaktadır. Bu çalışma Kullanımlar ve Doyumlar Kuramına dayanmaktadır ve Üniversite öğrencilerinin Youtube'daki güzellik ile ilgili reklamları ve ölçüde izlediği ve Youtube'u ne ölçüde bu yöndeki gereksinimlerini karşılamada kullandıkları ile ilgilidir.

Çalışmada nicel yöntem kullanılmıştır. İletişim Fakültesindeki 210 çalışmaya katılmak için seçilmiştir. Bir anket hazırlanmıştır. Anketin birinci bölümünde katılımcılarla ilgili demografik bilgi sorulmuş;; ikinci bölümünde Youtube kullanımı sorgulanmış ve üçüncü bölümde katılımcıların Youtube reklamlarına olan tutumları araştırılmıştır.

Çalışma katılımcıların Youtube'u sıklıkla kullandıkları ve Youtube'un vide izlemede en çok tercih edilen Sosyal Paylaşım Sitesi olduğu ve aynı zamanda katılımcıların Youtube'da reklamlarını izledikleri güzellik ürünlerine güvendikleri sonucuna varılmıştır.

İlerideki çalışmalar Youtube'daki güzellik uzmanlarını, onların etkisini ve güvenilirliğini araştırabilir. Çalışmalarda Youtube'daki belirli güzellik ürünleri ile ilgili içerik analizi yapılabilir.

Anahtar sözcükler: YouTube, Reklam, Güzellik, Algı

DEDICATION

I dedicate this thesis to Almighty Allah.

Alhamdulillah.

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Chapter 1

INTRODUCTION

Beauty advertisements on YouTube are watched by university students who have access to new technology all over the world. The present study seeks to assess university students' perception of beauty advertisements on YouTube.

The society has become a global village due to the innovation of technology as McLuhan (1964) stated. It has however made the world an interactive place which has grown to be well-known through the increasing use of Social Media. This has made companies provide an arena so they can publicize their goods in an effective manner. Although, advertising on social media has swayed cognitive attitudes, it has led to an improve on consumers decisions which has made them choose and buy things impulsively. Advertisers understand that they have an edge over others if they are able to wield power of communication and technology together in their hands. Companies strategize with the use of social media forums to acquire audience response and feedback. However, brands on social networking sites have great impact on variety of consumer's opinions and selections. Consumers of such services are being influenced as advertisers continue to market their goods and services using social media platforms.

This study therefore, aims to assess university students' perception of YouTube advertising with respect to beauty advertisements.

1.1 Background of the Study

There has been a visible transformation in our lives over the past ten years. This is evident in the way we are now posting information about ourselves; uploading pictures and sending messages to friends and family about approaching occasions. We can also find and interact with people that we never imagined that we can talk with. This change that we feel is because of the power of social media and not only because of the tremendous rise in technology. Social media is defined according to Kaplan & Hanlein (2010) as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and also allows the creation of User Generated Content”.

Advertisers have noticed the impact of social media in creating awareness and how it has become mainstream. This can be attested to by the percentage of companies advertising on social media which is estimated to be 88% in 2014. These expenses on social media represents over five percentage of advertising revenues on the global level which is anticipated to be more than double in 2018 (Stelzner, 2105).

Advertisers can only prosper if it gains the proper amount of attention regardless of its budget. Appropriate messages and content in advertising are substantial in today’s inflated advertising environment (De Mooij & Hofstede, 2010). As Kilbourne (1999) argues, advertising and body image provides women with an uncompromising image of beauty through advertising. In advertising, individuals act as prototypes from which we observe and learn what is socially acceptable, beautiful, and conventional. He also posits that advertisers do not only sell their products, they also strive to market their values and solutions.

Scholars of consumer culture propose that one's outlook, body shape and physical control is dominant to a person's attribution to an identity in a vastly visual consumer culture (Featherstone, Hepworth, & Turner, 1991) (Domzal & Kernan, 1993). The human body as proposed by Domzal & Kernan (1993) is the most noticeable manifestation one's identity. They also proposed that being well dressed which is evidenced by the need to be eye-catching to others especially in make ups and other beauty related products would yield the gratification of somatic well-being. More recently, Shilling (2012) proposed that the body, as part of the improvement of self-identity, is a 'project' that is worked. He also agreed that the body is mostly referred to in modern time as a method of physical capital. This notion might help in clarifying behaviors which include eating, dressing and wearing make-up. Additionally, with an intensified concern of a person's body and appearance, it leads to an upsurge in the usage of beauty products (Gimlin, 2006).

Debevec, Madden & Kernan (1986), Bloch & Richins (1992) states that there are proves that exists in research in consumers roles which includes physical appearances that occurs in the attitudes of others which thereby changes their behavior in the use of make-up (Miller, Miller, District , & Branch, 1982) and clothing (Solomon & Schopler, 1982). As beauty has been famously celebrated, the need to look sophisticated has become stronger than ever. The Nielsen Company (2007) reports that consumers spend 30% more than they used to on beauty products. It also points that the burden to look attractive by US consumers has gone up by two-thirds of what it used to be. Majority of consumers between the ranges of 18-64 years in 2007 were reported to use more hair products and consumers that are 18 years and above used skin care products, make up products which resulted in over 170 million

beauty consumers of products. It reported that the beauty products consumers acquired is mostly on face, skin and hair care products (Shilling 2007).

The traditional print and broadcast media which are the foremost in marketing techniques have now faced major challenges; this is because most newspapers and television stations have lost their audience in recent years (Gurevitch, Coleman, & Blumler, 2009). Marketing nowadays is simply no longer about developing a good product at affordable expenses and making it available to target consumers. Organizations try to communicate efficiently with existing and prospective customers. Therefore, it would be harmless to state that the new media and by extension, social networking sites (SNS) are remarkably altering the traditional marketing campaigns which can be adjusted to new technologies (Kichatov & Mihajlovski, 2010). Advertisers are therefore capitalizing in social media, in order to reach their target consumers as the cost of delivering to a mass audience has become exorbitant. As a result, a very important tool for marketers to experiment with as part of their online media mix is social networking sites advertising (Logan, Bright, & Gangadharbatla, 2012). Most marketers make use of SNS for fast moving consuming goods, fashion, travel and electronics as an important channel to deliver advertising messages in order to target consumers that are far and wide.

One of such important channels' advertisers have discovered to reach their target audience is YouTube which is the largest video sharing site in the world where videos are watched and distributed to millions of people with no fees attached. It was initiated by Chan Hurley, Steve Chen and Jawed Karim in February 2005 and was attained by Google in 2006. YouTube has over a billion visitors garnered and more

than 120 hours of video are uploaded every minute and approximately 70% of YouTube's traffic comes from outside the United States.

It is a content community which permits users to be able to upload, watch and write feedbacks on videos available on the site. It is the third most visited website worldwide after Google and Facebook recording over one billion visitors monthly who watch more than six billion hours of videos monthly and are highly engaged in liking, sharing, and commenting on videos on YouTube as well as uploading new videos every minute on the website (Bradshaw & Garrahan, 2008).

In YouTube, videos are uploaded to the user's channel. It has no gatekeeper and contents can be posted freely as long as it conforms to the rules and regulations of YouTube. Videos on YouTube can be made either private or public and users can watch other users' content and pledge to their channels by subscribing so as to get new video update after such users must have subscribed to the person. Users can like, dislike and comment on a video, comment on other people's comments as well as commenting in other user's channels. Smith, Fischer, & Yongjian (2012) defines YouTube as "content community" which is created for the viewing pleasure of others by consumers who share the content they created. These contents created by users are called user-generated content (UGC). Kaplan & Hanlein (2010) defines UGC as "the different types of media content that is created for the public's consumption which includes photos, videos, text and power-point presentations". UGC can be either for personal or public use on YouTube and as a result, Simonsen (2001), states that there are disparity between the personal content creators who create provide contents from time to time and the public content creators who take over YouTube and has somewhat become celebrities in their own little world on YouTube.

Moreover, young consumers within the range of 18 and 35 years old are regular users and dominates two-thirds of its contents and watch YouTube videos more than any television channels.

1.2 Motivation for the Study

Quite a lot of communication research have been carried out on uses of social media and traditional methods of advertising but research on advertisements on YouTube most especially pertaining to beauty ads has not been conducted as at when conducting this study. Researchers have previously carried out several research studies on consumers' attitudes towards traditional advertising media, internet advertising and mobile phone advertising. Other researchers focused on evaluating the influence of YouTube advertising for attraction of young customers. This research work will investigate university students' perception towards beauty advertisements on YouTube.

Students' use of social network has made life easier for them to communicate with each other's around the world because of its steadfastness in connecting with people. The availability of the Internet both on campus and outside campus has made interaction among students easier through the use of technological gadgets such as smart phones, tablet and iPad which they can readily associate and relate with on the internet with their friends and family whenever they are convenient in any part of the world.

A lot of beauty advertisements are rampant on YouTube that users come across when watching YouTube videos. As only a limited number of studies assessing YouTube advertising were conducted especially concerning their perceptions towards

YouTube beauty advertising, this research therefore addresses the following question: "What is university students' perception toward YouTube beauty advertising?"

1.3 Aim and Objectives of the Study

This study is built on the arguments that YouTube advertising can be annoying and distracting especially due to the fact that users have to watch an advertisement for at least the first five seconds before it can be skipped. Sometimes, the advertisement has no option of it being skipped thereby users are forced to watch it.

Social networking sites (SNS) have generated several research topics for media scholars to embark on. YouTube being the largest online video platform attracts many people through its diverse activities provided for users and content producers in order to ease solitude, communicate with friends and family or simply to get entertained. This study therefore, aims to broadly assess Eastern Mediterranean University (EMU) spring 2016 students' perception towards beauty advertisements on YouTube.

Specifically, within the context of social networks, the objectives of this study are:

- To find out the extent to which university students use YouTube;
- To explore the students perception on YouTube beauty advertisements;
- To investigate if beauty advertisements create an impact on students' life;
- To find out if university students purchase beauty products as advertised on YouTube;

- To determine if the “skip ad” option is being used by viewers thereby undermining the purpose of the advertisement.
- To determine if there is a gender difference in beauty advertisements with respect to sex among students.

1.4 Research Questions

This study as mentioned earlier focused on EMU students’ perception of beauty advertisements on YouTube in spring 2016. This research tries to find out answers to the following research questions:

RQ1: To what extent do university students use YouTube?

RQ2: What is the perception of students on YouTube beauty advertisements?

RQ3: Do beauty advertisements create an impact in the life of university students?

RQ4: Do university students make any purchases relating to the beauty products advertised on YouTube?

RQ5: Do university student use the “skip ad” option available to them when a beauty advertisement comes up”?

RQ6: Is there a gender difference in beauty advertisements with respect to sex among university students?

1.5 Significance of the Study

Beauty is the most attractive word to advertisers because they embellish. Most students are being targeted to sell their products. Studying the importance of beauty advertisements on YouTube is of great importance on both the academic and practical levels.

As far as academic importance is concerned, there are a limited number of researches that have tackled the topic of advertising on social media most especially on YouTube. There are also very limited studies on beauty advertisements on YouTube. Most research studied on the area of attitude towards online advertising on YouTube advertisement.

Furthermore, majority of the studies that were conducted previously about advertisements on SNS focused more on other social platforms such as Facebook and Twitter; other studies simply researched on political advertisements on YouTube. Therefore, it is important to study on advertisements regarding beauty products on YouTube. This lack of research serves as a start for this study.

In relation to practical importance, the findings of this research will be beneficial for both EMU students and advertisers of beauty products as well as for YouTube beauty community as a medium for advertisers to target consumers. Due to the low development in business, it is of utmost importance that companies protect their market share, identify new media and prospects that would be eye catching to the customer and understand the market trends. Rotem (2009) states that many companies in different industries start realizing the significance of using SNS as marketing tools. The tools of social media are becoming a competitive advantage and a point of differentiation. As YouTube is considered as the most visited online medium for video viewing and sharing which is gradually taking over Television, it would also be a competitive advantage and a point of disparity to advertise through it. Thus this research would be of benefit to the companies and marketers in order to help them understand how university students' perceive and assess beauty advertisements on YouTube.

1.6 Limitations of the Study

This research is limited to students of Eastern Mediterranean University for a period of four months in 2016. The study is limited to 210 students who study in Faculty of Communications and Media Studies at the Eastern Mediterranean University, North Cyprus. Also it is limited to beauty (clothing, make-up and hair products) advertisements on YouTube.

Chapter 2

LITERATURE REVIEW

This chapter presents some of the existing literature review on the subject in order to build a case for the present study. To achieve this aim, definitions and literature reviews are presented with respect to advertising, Social Networking Sites (SNS), Social Media, YouTube, YouTube beauty community and stereotypes about beauty and women. The theoretical framework of Uses and Gratifications Theory is also examined, and lastly advertising applications of Uses and Gratifications Theory are presented.

2.1 Advertising

Advertisers these days come across difficulty when trying to reach out to their consumers on the new media. These days, the interaction between consumers and brands resembles a two-ways communications. According to Cole, Long, Chiagouris, & Gopalakrishna, (2011) “Communication has moved from the traditional medium which includes telling customers about their products to a communication interaction between a company and its potential customers”. This is referred to as 2.0 and is described as a shift in interaction between consumers through social media. Social media is defined by Mangold & Faulds (2009) as “a range of new medium of online information that is intended for consumers to acquire knowledge about brands, products, personalities and issues”. Mangold & Faulds (2009) pinpoints six classes of social media as “social networks, blogs, wikis, podcasts, forums, content communities and microblogging”.

Online advertising has grown tremendously in recent past, a global market predicted to grow from approximately \$10 billion in 2001 to over \$28 billion by 2005 (Gluck, 2001). In general, online advertising consist of any paid advertisement, from posters to sponsorships, which appears on the web or other Internet channels, including e-mail. Online advertising is already on the rise as both retailers and manufacturers use the Internet's unassuming powers to attract the potential consumers, establish consumers potential benefits, and tailored products and services such that it amounts to good customer relations between the parties involved for a long period of time. (Dutta & Segev, 1999). This is possible by strengthening growth of customer service online tools and methods where advertisements carried out online would be liked by electronic means to aid feedbacks, special offers, consultancies, mailings among others (Barnes, Wireless digital advertising: nature and implications., 2002).

According to Meeker, online advertising as opposed to traditional advertising provides tremendous benefits by establishing a forum that is answerable to the public or its customers and dedicated for personal marketing (Meeker, 1997). Based on the consumer's demographics, these marketers can determine prospective customers that haven either seen or reacted to an advertisement by putting a specific ads on particular sites Eighmey (1997). Accordingly, traditional media such as TV have a higher cost compared to the online media, with the likelihood of using specific techniques for steady streamlining, enhancement and optimal use. Furthermore, there are empirical proofs that states that advertising online has a significant influence on consumers behavioral pattern when they are offline; for instance, buyers who acquired a car offline have first investigated the product online Eighmey (1997). With such benefits, it is probably not surprising that, despite the

economic slowdown, online advertising remains somewhat buoyant, accounting for 3% of all advertising in 2001, and expected to rise in 2005 to 8% (Gluck, 2001).

Indeed advertising and other media become the driving forces and substance of our one's dreams. As Kilbourne (1999) points out, advertising is often premised on the fact that what is being publicized will enable us to discover and let the world know our true selves. Kilbourne (1999) writes, "Advertisements tries to let people know that they can make people relate with their identity and also make them understand themselves better".

In addition, Kilbourne specifically looked at L'Ore 'al beauty products that emphasize on the tagline "because you're worth it" to show that several products and not just L'Ore 'al beauty products, promise to improve self-esteem by purchasing the product and making use of the product judiciously. According to L'Ore 'al beauty, women will generally feel better once they buy and use more costly products as they believe they are treating themselves to a "luxury" beauty product. He also explains that the idea of self-worth or what we would frame as authenticity can lead, on the downside (Kilbourne, 1999). Furthermore, in order to discover our true selves with many contours of our bodies and faces, we can scrutinize each and every part of ourselves using beauty advertising. In all this, the face most importantly becomes the most essential reference point for meeting expectations of beauty and expressing one's authenticity.

As a result, most beauty advertisement feature products that are designed to remedy specific issues of aging affecting not just the face as a whole but different part of the face such as eyes, lips, and skin. Furthermore, as our analysis has clearly

demonstrated, generally the beauty industry has opened up its market and its lines of products to get across to women in different age groups and to target their specific needs and to show that these are uniquely different, in effect, taking advantage of the divisions among different generations of women and also reinforcing them in the process. In their research of how relationships between women are affected by beauty culture. Gosselink, Cox, McClure, & De Jong, (2008) found that “as women of all ages mature, it is apparent that generational divisions in their relationships rob them of ties between women as few as five to ten years apart in age” (p. 323). They realized that beauty culture is directly proportional women’s relationships with one another, always in completion for men’s attention and showing insecurity about their personal appearance, and as an after effect, strains relationships between older and younger women. It is possible that advertising may not have been the cause of those divisions, it is also not easy to determine the cause and effect, and it certainly makes salient the meanings that constitute those divisions and replays them over and over again.

The size of the budget does not really matter; the success of advertising depends on how much attention it gains from the communities, the better attention it recorded from the communities, the better the success of the advertising. Appropriate messages and contents on advertising are vital in today’s costly and cluttered advertising environment (De Mooij & Hofstede, 2010). Advertisers have noticed the trend of Social Media becoming the mainstream. Approximately 88% of companies used social media for advertising in 2014. According to Nielsen Company, social media advertising expenditure is expected to double by the year 2018 as opposed to the current five percent it currently holds on the international level (The Nielsen Company, 2007). It is worthy to note that this research appeals to a big number of

the population worldwide which is directly or indirectly linked with, or at the very least, familiar with social media and the power it holds.

From its inception, advertising is used to disseminate strictly factual information and so-called cognitive information Ekström & Gustafsson (2012). Advertising is a component of the promotion mix, which can be defined as "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor" (Kotler & Armstrong, 2013). Richards & Curran, (2002) stated that "Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some actions now or in the future". Therefore, building a reputable image of a product and have the ability to persuade the potential customers to buy and use the product is the purpose of advertising.

Advertising is a major chunk of the promotional mix so therefore, it is an indispensable component of the integrated marketing communications (IMC), and it plays the major role in the communication process concerning an organization and the consumer (Chouhoud & El Sahn, 2013). Various business firms used this promotional tool. Also, non-profit organizations, governments, social agencies and professionals use the promotional tool (Kaur, 2008). In addition, organizations usually pay for advertising with the sole intention of urging the audience to change its perception or make a decision that would of course favor the advertisers which is why it is considered as non-personal way of communicating (Bové, Thill, & Schatzman, 1992).

Effective persuasion of target audience and achieving desired responses is the main goal of advertising (Chouhoud & El Sahn, 2013). The use of advertising includes

promotion of goods and services with the aim of notifying, influencing and reminding (Lee & Johnson, 2005). The audience can be coerced by using advertising to either take action or make further actions for the future (Richards & Curran, 2002). Moreover, advertising is deliberately created to imprint a promising response and also to build a good brand image or attitude and not just to deliver information to the consumers or get their attention. It requires a lot of work to be able to create a perfect advertisement as it is a complex task in creating a perfect ads, the consumer should have the opportunity to pay attention to the advertisement, then gain an understanding of the presented message and finally take the decision to act upon it (Ekström & Gustafsson, 2012). There are some limitations to advertising even though it has many benefits; example includes not focusing on individual needs, as it is generally believe advertisements are made for the masses. Furthermore, small organizations are finding advertising to becoming very expensive. Additionally, the advertisement is not providing in-depth information about the products (Kaur, 2008).

The most important topic for advertisement researchers is to develop various methods to measure advertising effectiveness or persuasion (Mehta, 1994). The Attention, Interest, Desire, Action model (AIDA) is the first and most commonly used method used to outline the impact of advertising (Moriarty, Mitchell, & Wells, 2009). There are also many other advertising effectiveness methods that have been designed and developed over the years. According to researchers, there may not be, neither today or in the nearest future, one best way to outline how advertising works, advertising models have at least defined some factors that lead to effective advertising (Vaughn, 1980). Nevertheless, these models are used always by

advertisers to help to decide on which factors need to be considered in order to ensure the success of advertising campaigns (Mehta, 1994).

The marketing communications and consumer behavior are related in the sense that the consumer behavior is more intellectual in its orientation. Forming attitudes is an important part of advertising and an effective marketing campaign has the capacity to make or mar an approach in a company or a product in the mind of the consumers (Dahlén, Lange, & Smith, 2010). Media platforms could be used as a medium for advertising messages: traditional media such as newspaper, magazines, television, radio, direct mail and outdoor advertising and new media such as the internet, text messages or social media (Graydon & Clark, 2003).

2.1.1 Online Advertising

Companies use different media or communication channels to advertise their products to consumers. Television, newspapers, magazines, radio, brochures and billboards are the major media types. Kotler & Armstrong, (2013) pointed out that television and magazines are the two major advertising tools dominating for a very long period of time. But currently, traditional mass media are being supplemented by more specialized and highly targeted media; these non-traditional media are online advertising, mobile advertising and social network sites advertising. These new media are more specialized and highly targeted ones which cost less, target effectively and engage consumers more.

Online advertising can be defined as "advertising that appears while consumers are browsing the web, including display ads, search-related ads, online classifieds, and other forms" (Kotler & Armstrong, 2013). Hanafizadeh, Behboudi , Ahadi, & Ghaderi, (2012) believe that these definitions don't explain the real personalized and

customized nature of the online advertising. They therefore define online advertising as

An internet based process by which advertisers communicate, interact with and persuade online users in order to position a brand, which allows a company to promote both consumer awareness and preference in a customized and personalized way, and to decrease the time needed to make a buying decision (p. 34).

The goals of traditional advertising are akin to the online advertising goals (Kaur, 2008). Forming consumers' positive attitudes towards the advertisement as well as advertising the brand is one of the online advertising goals, this will invariably motivate the customer to buy the product. Furthermore, brand awareness is increased by online advertising. Brands that are readily remembered off-hand have a competitive advantage over the brands which are not readily remembered by consumers (Goldsmith & Lafferty, 2002).

Banner advertising started the online advertising in mid-90's which have since being appearing in commercial websites. Online advertisers use varieties of different advertising models other than the classic banner advertising. Examples of variety of advertising models used currently include search engine marketing or price comparison web sites. The internet's unique advantage is being used maximally by these websites, which is the interaction between consumer and advertiser (Rappaport, 2007). Though, the most dominant form of online advertising is the banner advertising, which makes it the standard advertising format on the internet (Cho, Lee, & Tharp, 2001). People are taken directly to the advertising pages once they click on the banners. It is believed that this banner ads clicking is the first advertising that created interactivity through the internet (Shamdasani, Stanaland, &

Tan, 2001). Page impression, cost per sale, click-through rate, etc. are some of the ways online advertising can be measured. Generally for online advertising, the advertiser needs to buy a space in high traffic websites such as Google, eBay, YouTube and other popular social networking sites, such as Myspace.com, Facebook.com, etc (Kaur, 2008).

Liu (2001) recognizes that online advertising consists of four different characteristics, which are: active control, two-way communication, freedom of choice and felt synchronicity. Higher interactivity of internet based advertising is provided through these four characteristics than most advertising delivered through traditional media. The consumers feel that they have no control of advertisement on the majority of current traditional media, while on the internet, users may take control whenever they want and even see whatever they want (Liu, 2001). The internet has the capability to personalize communication and this capability makes a key difference that differentiates online advertising from other traditional advertising media, this invariably allows the advertiser to put the right message at the right time for the right user (Hanafizadeh, Behboudi , Ahadi, & Ghaderi, 2012).

The pros and cons of online advertising is numerous. The first advantage of online advertising is that it is a place where information can be presented with images, sound, text and animation (Kaur, 2008). Secondly, the internet has the largest network all over the world with the widest reachable medium of advertising. Furthermore, the internet is a relatively cost effective medium and this invariably helps the advertiser. It is used by people everywhere: in homes, offices, public places, etc (Kaur, 2008).

Not minding the numerous pros of online advertising, it admittedly comes with its cons; some of them will be listed as follows. The first disadvantage is that it is difficult to deliver the message to everyone, as users have the choice to see the message. The second disadvantage is that some business owners still think that internet advertising is complex, expensive and has less reach to customers. What these business owners don't know about online advertising is that the cost of online advertising is decreasing with the advent of broadband and the advances in technology. They are also not aware that adults and older people are spending more time on the internet compared with TV and other media of entertainment (Kaur, 2008).

2.2 Social Media

Social media is a new type of unpaid media, created on the internet by individuals and companies (Weber, 2009). Social media is defined as "a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues" (Mangold & Faulds, 2009). Weber (2009) defines social media as "the online place where people with a common interest can gather to share thoughts, comments and opinions". According to Weber (2009) traditional media like TV, radio and newspapers do not allow people to contribute because they are one-way communication whereas, social media allows everybody to publish and contribute to online conversations. It is the media for social interaction that adopts highly open and accessible communication techniques (Kaplan & Hanlein, 2010).

Nowadays the term "social media" is widely used by Kichatov & Mihajlovski, (2010). 80% of the internet population is made up of social media users, 70% of

these social media users using it on a weekly basis (Santiesteban, 2010). Furthermore, 93% of social media users trust that a company should have a presence in social media, while 85% of social media users also believe that a company should also interact with its customers. Most organizations now use social media for business because of high volume of number of social media users. An increase in social media projects is expected by 81% of company's executives, which leads to a reduction in the money spent on traditional marketing, and to more investigating of money into digital projects (Santiesteban, 2010). It is a well-known fact that both large businesses and small scale enterprises uses social media. The following are some advantages companies derive by using social media; improved feedback, improved customer satisfaction, improved customer support, increased sales and improved public perception of the company (Santiesteban, 2010).

According to the model of Cavazza (2008), social media can be divided into ten different subgroups or subcategories; each subgroup has slightly different characteristics and functions. The ten subgroups of social media are surrounded by different logos; these logos are examples of the web pages that belong to that subgroup. For example, YouTube, Facebook, MySpace, LinkedIn and other social network sites are surrounding the social networks sub group (Nopanen, 2010).

2.2.1 Social Network Sites (SNSs)

Social networking is a fast growing technique of communication sharing similar activities with others through online communities (McKenzie, 2009). Most users of social network are adults and not teenagers (Santiesteban, 2010). Furthermore, approximately 80% of American adults are online almost all the time, and about 60% of them use social network sites (Hampton, Goulet, Rainie, & Purcell, 2011).

In fact, most times spent online are spent social network sites as one out of every six minutes spent online are spent on social network sites.

Social media and social network are not the same as there has been a common misunderstanding that they are both the same. While most people frequently use the terms interchangeably, they both refers to different things (Safko, 2010). Social Network Sites (SNS) are a subclass of social media which has enticed millions of users in recent years, therefore they are considered to be a phenomenon (Boyd & Ellison, 2008). The term SNS could refer to: Social Networking, Social Networking Sites or just Networking. Two reasons were responsible for not using the term networking in this research: emphasis and scope. Though networking on these sites has high possibilities for networking but this is not the main function on many of them. Networking is not also what differentiates these sites from other forms of computer-mediated communications.

For us to define SNS, the meaning of social network before the age of computers has to be assessed. The key words: personal interaction, interconnection and reciprocity, within a social environment, were related to the term social network. One additional characteristic was added to the social network concept to make it a virtual social network not an in person one. This characteristic is referred to as "online". According to Frey & Rudloff, (2010), a platform whereby users create a personal web profile and connect it to other users is call social networks. Also, users of social networks can share information, debate and share pictures and other media with friends and other users. Boyd & Ellison, (2008) defined social networks as:

Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (p. 23).

Murray & Waller (2007) also defines social network sites as "virtual communities for people interested in a particular subject or just to "hang out" together". Another definition for social network websites was developed by Kaplan & Hanlein (2010) as "Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other".

Social network sites (SNSs) allow their users to create a profile including information, such as: date of birth, relationship status, hobbies, preferences, interests, etc (Tapia, 2010). Networks are created on SNS by various users create networks by linking their profiles with one another (Trusov, Bodapati, & Bucklin, 2010). SNS offers three key elements for their users: constructing a profile for public or semi-public use, creating a list of users with whom they share a connection, and viewing the list of connections of other users (Boyd & Ellison, 2008). There are five main motives that encourage users to participate in online social networks. The motives include community membership, information value, participation concern, friendship connections, and participation confidence (Foster, Francescucci, & West, 2010). Community membership represents mainly the need of the consumers to belong to a certain community with a large base. Information value motive is one of the key motives, which is related to the content found on the network, in terms of accuracy importance and credibility. The motive of friendship connections refers to maintaining contact with existing and old family members and

friends. The motive of the participation confidence explicates the fear of the damage of someone's image when contributing to the online community, and the concerns of participation deal with the concerns of privacy and the harm that possibly can result due to the access of strangers to the posted information (Foster, Francescucci, & West, 2010).

Interactivity at a great level can be used to define the SNS. This exceptional element is presented through the usage of different applications within a site, such as building a personalized profile, creating a network from existent offline contacts, the possibly of connecting with new contacts, the elements of participation offered through discussion forums, creating photo albums, sharing information, expressing a positive disposition towards an idea or subject by clicking on the like button and providing feedback by commenting on what other users write about (Tapia, 2010).

The impact of SNS has not only changed the way users interact with businesses, but it has also changed the way of communication between advertisers and marketers and potential customers. The importance of SNS nowadays cannot be over emphasized as there is no difference between a computer page and an advertisement in the newspaper (Tapia, 2010). This confirms the impact of SNS within the field of marketing. Trusov, Bodapati, & Bucklin, (2010) established another important feature of SNS that has had an effect in the field of marketing, the social influence that is similar to the offline experience where a user can influence others. Social influence is generally defined as "a socially induced behavior change that occurs whenever a person changes his behavior as a result of induction by another person or group" (Kelman, 1974). This effect is typically what a leader of opinion does. While some users have an impact on others as they are producers of content, and the

other users are only consumers of it. According to many researchers, it has been proven that some users can have a very strong influence on others (Trusov, Bodapati, & Bucklin, 2010). Another major discovery by the authors is that around one-fifth of a user's friends influence the other through his/her activities on the site.

The success of an SNS have numerous dimensions used by analytics to measure its success; the main ones comprise of the number of active users, how often users post comments, the number of visitors, the number of registered users, the number of repeat visitors and the time spent on the website per day or week. There are also minor dimensions that the analytics depend on in measuring the dimensions of social networks. These include engagement, changes in traffic over time, page views, rate of growth and increase in search engine rank (Moran & Gossieaux, 2010).

Advertisers have expressly adopted SNSs in order to develop lasting relationships with young consumers. During 2011, \$3 billion were predictable to be used up by advertisers to advertise on SNSs, signifying a rise of 55 percent in costs as opposed to the year before, with a prediction that expenses on SNSs advertising will triple in the coming years (Hof , 2011).

2.3 YouTube Advertising

YouTube was established by Chan Hurley, Steve Chen and Jawed Karim in February 2005 and was attained by Google in 2006. It is a site where videos are uploaded and watched without any fee attached to it. Over 100 hours of videos are uploaded every minute in a day and it is visited daily by more than 1 billion visitors. YouTube is a content community that permits users to be able to search, post, view

and comment on its site. YouTube is ranked third place as the most visited worldwide after Google and Facebook (Bradshaw & Garrahan, 2008).

Videos being uploaded into the user's channel on YouTube can be customized and depending on preferences, an uploaded video can be made either public or private. YouTube allows viewers to be able to view another viewer who may or may not double as a user's content. Users can also subscribe to their favorite channels to be able to get new videos and can like, dislike or comment on a video and reply other comments as well.

Users generates contents by themselves on YouTube and this is known as User Generated Content (UGC) which is well-defined by Kaplan & Hanlein (2010) as "several forms of media content that is available to the public and created by end-users and takes into account texts, photos, videos and power point presentations". UGC on YouTube can either be personal or professional hence Simonsen (2011) states that some frequent users have earned the title "YouTube Celebrity" and as a result, dominate the popular sphere of YouTube. Frequent audience members of YouTube who make up large percentage of viewers are between the age range of 18 to 35 years and watch YouTube more than they watch the television.

YouTube is a rich source of information and insights regarding markets and consumption. Cellphone companies such as Iphone and Blackberry were offered a localized version of YouTube, which made it possible for YouTube viewers to be able to watch videos on YouTube with their phones. (Bradshaw & Garrahan, 2008).

Furthermore, YouTube has allies with other program with web video producers and join forces with them to produce an original new content for the site to benefit in sharing the profits it makes from advertisements on YouTube. In fact, over 30,000 partners have merged in the program from over 27 countries. (Kotler & Armstrong, 2013).

Advertisers are drawn by the contents of YouTube and as such, try to capitalize on it because of its effective online sharing medium (Peterson, 2014). Advertisements can also be in form of a banner which is evident on the videos page. The advertisers may also request that the product they want to advertise be in line with the content of the video which is likely going to be more expensive (Bergen, 2014).

Primarily, two types of advertisements are available on YouTube namely In-Stream video advertising and In-display advertising. In-stream advertising which usually for 15 seconds the user watching the video to watch products advertisements and or gives an option to skip such ads after one must have watched it after 5 seconds. Some advertisements give no room to skip thereby enforcing the advertisement on the viewer to watch. In -display ads are ads that appear on the side of the video the viewer is watching. This ad type is shown on the recommended section to catch the viewers' attention as they are viewing other contents (Adage and Pikas and Sorrentino, 2014). Although television can still be considered as the main media and continues to hold a moderately consistent influence on viewers, new media channels such as YouTube remains viewer's choice and is beginning to really bring revenue from its advertisements (Adage, Bellman et al., 2009 and Clancey, 1994). Thus, the question remains if advertisers undergoing these rising change in the replacement of advertisements between YouTube (New Media) and television (Traditional Media)

will be able to function well to be able to achieve their profits through the use of YouTube for their advertisements.

2.3.1 YouTube Beauty Community

The YouTube beauty community is largely made up of female members. There are subscribers who subscribe individually to beauty channels and there are also content creators that post videos on beauty related topics or products. Regular videos are mostly on products review by the “Beauty Guru”, videos about recently purchased items usually called Beauty Hauls and Tutorials which is often referred to as DIY (Do It Yourself). These DIY’s are mostly on make-up, clothes, hair products or styles, beauty creams for face and body, home-décor, lifestyle among others.

Companies frequently sponsor some beauty channels and send products for them to review on their channels to inform viewers to adopt the product or persuade them to buy such products. Most often, the videos are usually favorable to the beauty brand. The community has a multifaceted social network, with social interpersonal communications between the subscribers and beauty gurus or between subscribers who drop their opinions on the comment section. Beauty Gurus together with other beauty gurus once in a while feature each other on their channels. This expands the beauty community on YouTube because subscribers often subscribe to more than one beauty guru. This beauty community is progressively growing; this is evidenced in the number of non-brand-affiliated beauty channels currently present on YouTube going on 45,000 channels. The beauty community dominates the popular sphere with content creators uploading up to 75 hours of beauty related contents every day and the numbers of views have virtually risen from 300 million to 700 million from 2010 to 2013 channels (Pixability, 2014).

2.3.2 Opinion Leaders

Opinion leadership is present when three variables are met, a high “personification of values, competence and strategic social location.” (Windahl, Signitzer, & Olson, 2008, p. 71). Beauty gurus express their values through their videos. One example is Michelle Phan who did a charity video “Remember The Girl” to bring awareness for a cause she is engaged with and “How to look like a bad girl” encouraging her viewers to be empowered women. Meredith Foster did a video “What I do on V-Day: Spa Night essentials + Homemade treats” in which she communicated that being single in valentine’s day is acceptable, sending a positive message to her young viewers. Likewise, Bethany Mota did a video “Easy & Unique DIY T shirts for Spring Break!!” where the message that repurposing old clothes is just as good and fun as buying new ones. These are some examples of values the community shares and through which the beauty gurus express themselves. Beauty YouTubers are a brand and as such they portrayed themselves in a positive light, resulting in viewers aspiring to be like them.

Aside from videos beauty gurus express who they are through their other social media platforms, which allows them to constantly communicate and engage with their viewers. All YouTubers were present in other social media sites, and provided links to them in the information boxes underneath their videos. These beauty gurus give their opinions on brands in 84.4% of their videos, in which they were highly expressive towards their opinions on what constituted desired traits for the purchase and consumption of these items, highly communicating their values on the topic. Beauty YouTubers are regarded as competent by their viewers because of the constant engagement they have with the community and the consumption activity, most of them posting a video once or twice a week. Furthermore, most of the beauty

gurus are YouTube partners, which add to their perceived competence. Competence is closely related to credibility, an important aspect for beauty YouTubers.

Beauty YouTubers are as well considered to have a strategic social location. According to Pixability (2014: 2), the “top 15 beauty YouTuber average 2.1 million subscribers”. Beauty YouTubers are placed in a strategic social location because of the opportunities they have to expand their audience as the community is embedded in a social media platform with a high flow of users. Furthermore, beauty gurus’ videos can be share to other social media platforms which allow them to increase their audience. Additionally, another strategy beauty gurus employ to expand their subscription base is to do collaborations with other YouTubers to gain exposure to new audiences.

2.5 Stereotypes about Women and Beauty

Women are often biased and stereotyped when it comes to beauty. Ronald Barthes in his book *Mythologies* (1981) states that ‘the more a system is specifically defined in its forms, the more amenable it is to historical criticism’ (p.112). Beauty can be referred to as an open system where people willingly associate themselves to it and relate to each other about it. Beauty dates back to the early dates so it can be clearly defined. Beauty has however been criticized and this has in turn become stereotypes. Stereotypes are ‘widely held but static and overgeneralized image or idea of a particular type of person or thing’. According to this definitions and the early times of where beauty erupted from, it can be seen that stereotypes have eventually become part of beauty and not in a positive way and most especially in the lives of women. Beauty is observed to be superficial with no particular depth attached to it. Issues concerning beauty stereotypes have to do with women and their

opinion about it and these stereotypes have been conveyed through the years and their existence is reliant on the status women had and in association with men.

Women have always been seen as beings that are meant to get married and reproduce. This has affected people's opinions that the only "gift" a woman can possess is to be beautiful for men so as to attract them and cannot have an intelligent mind of their own to think for themselves. Sadly, these myths can take a very long time to be eradicated because they have been embedded in human's mind and their cultures have gotten used to it. A common stereotype is people witness is that beautiful women are not as intelligent as others. Andreoni & Petrie (2008) states that it has been proven that beautiful people can be just as efficient and effective as others and these myths are not true and in any case, it is known to improve productivity because it given people confident boost.

Additionally, the fact that women spend substantial amount of time and money on beauty products and also a lot of time making their faces up and taking care of their body has strengthen the argument that women only care about their looks and worry only about how to beautify themselves. Women have been spitefully judged over their need to take care of their selves and look beautiful which gives them a feeling of satisfaction and excitement. The need to look beautiful and attractive for women emanates from the satisfaction women get from the process that most people especially men, do not get. During this process, women have the opportunity to get away from their problems, have fun while doing something that they enjoy doing every day in the process.

Although, the idea of beauty is debatable, society however, has found a way to make stereotypes believable. For example, most presenters on television are chosen due to their professional qualifications; but it would be unrealistic to say that their physical beauty and appearance was not put into consideration when choosing the presenter. so therefore, despite that there is the need to move away from these stereotypes, the way the society is being constructed serve as an obstacle in accomplishing it. Inner beauty is beginning to come to light and people are beginning to understand the true meaning of beauty as coming from within as opposed to the physical beauty it has always been attributed to. The beauty within is now of value than the physical appearance which is vital for the improvement of how beauty is perceived.

Beauty content creators on YouTube are well thought of as contributors because of their influence and ability to sway public opinions of people who are attracted to beauty products and DIY make up tutorials. Unfortunately, they are being judged as those that are unintelligent and only care about their outlook and appearance and have no idea on how to enrich and motivate themselves in other aspects. In reality, these people have more experience and are expertise in their given field. In other words, they are “small entrepreneurs”, handling their own YouTube beauty channels, blogs, make-up or clothing lines with big success.

2.6 Theoretical Framework

This study applied Uses and Gratifications Theory which explains our needs and motives of using media.

2.6.1 Uses and Gratifications Theory

The number of times people use the internet as a new communication tool has changed the way people relate to the internet. Uses & Gratification (U&G) theory was originally developed to discover traditional media like newspapers and television. It focuses on what audience members do with the media rather than how the media impact people (Blumer & Katz, 1974). Audience members have the power to decide on what media they want to listen to or watch to gratify their needs. Uses and Gratification (U&G) Theory assumes that audience members enthusiastically decide on the kind of media they want and make use of it based on the needs it will serve them (Katz, Haas, & Gurevitch, 1973).

Since SNS has been introduced, there has been an immense movement from traditional media to new media. Evidence has shown that users are now more comfortable with using SNS due to its exceptional characteristics and its ability to get feedback on time Eighmey & McCord (1998). Therefore U&G Theory lets people to use and do whatever they like according to their wishes. It explores audience use of the media and concentrates on audience enthusiasm and attitude on the why and how they use a particular media. Uses and Gratification Theory can consequently be categorized into “gratification sought” (user motives) and gratification obtained (fulfillment of these motives). As previously indicated, users use a certain medium on purpose to attain some deliberate needs Palmgreen Wenner, & Rayburn (1980).

Users make use of alternative media when what they seek to gratify on a particular media is not achieved; when they find their gratification on a certain medium, they become pleased. Participants are mindful of their social and psychological needs

thereby facilitating those that are very active on SNS so as to become gratified Palmgreen (1984).

Audience members can decide to stick with a certain mass media and this decision is easily understandably depending on what the person is expecting to derive from the media. Joines, Scherer, & Scheufele (2003), have expanded the gratification theory to:

- Information seeking;
- Entertainment;
- Interpersonal utility;
- Passing time, and
- Convenience.

U&G Theory demonstrates that people use the media for different reasons to satisfy their wants such as to communicate and to update themselves about what is happening in their surroundings. This Theory allows for freedom to choose whatever media the users want. Audience members are active people and not passive so therefore they may choose not to watch certain media that does not gratify their needs whenever they feel like it.

2.6.2 Advertising Applications of Uses and Gratification Theory

The British advertising practitioners while studying advertising, enjoyed at least 25 years of exclusive support on the Uses and Gratification Theory. According to Joyce (1968), consumers are not unreceptive, stranded advertising silage, whereas Hedges (1974) recommends that it is more advantageous when emphasis are not laid on effect of advertising towards people, but emphasis should be laid on various things

people do with advertising. McDonald (1980) criticizes the “myth of causality” that connotes that every ad possesses its own electric charge to be “transmitted to its victim on impact”. He further reasons that consumers are not submissive, but somewhat selects to be attentive, and concludes the only value an ad has is the one the consumer assigned to it. Likewise, Meadows (1983) discusses the active, classy “consumers of advertising”, and furthermore, Lannon (1985) perceives that most consumers assume advertising to deliver appealing, passionate or intelligent booties.

Conversely, viewpoints such as this have not been fully acknowledged by many practitioners and researchers: Lannon (1985), p.16 explains the case for a “new model” to inform the growth and appraisal of advertising.

Accordingly, advertising industry has a support base to lend a voice to consumers as dynamic and looking for various rewards from their encounters with advertisements. It is pertinent to mention that some of these rewards are similar to the ones discussed earlier for the general mass media. While it is plausible that some of these rewards are similar to the classifications discussed above for the mass media in general, efforts has been put in place to clearly discussed the uses and gratifications of advertising.

Crosier (1983) swayed by the work of May (1983), who proposes that advertising are consumed by minimum of seven types of satisfaction, this includes product information, entertainment, implied warranty, value addition, post-purchase reassurance, vicarious experience and involvement. Vicarious experience can be defined as the chance to experience circumstances or lifestyles to which we would not have had access. Involvement denotes the intelligent desire of contribution in

the puzzles or jokes presented by some advertisements. Alwitt & Prabhaker (1992) have recommended that consumers' approaches to television advertising are connected to the purposes which it serves for them. Taking references on some of the uses and gratifications literature, four of such models were fused into their attitude model: hedonic, knowledge, social learning or contact and value affirmation. It was discovered that all four functions were connected to attitudes to television advertising, though, owing to interconnection, the hedonic function was the only significant predictor of attitudes.

Buttle (1991) analyses several studies on the role of television advertising in interpersonal communication, and established a limited role in generating conversation. Children, nevertheless, occasionally use it to start or sway communication with family members, or for ideas for play.

Willis (1990) provides some further useful insights, by piloted an ethnographic study regarding young adults' meanings and interpretations of popular cultural forms. Though the study mainly concentrated on music, fashion and the media in general, advertising are smartly mentioned. Willis reasons that young people are skilled at, and enjoy decoding, complex messages, jokes and cross-references. He further proposes that they use ads as "tokens" in social exchanges, and this should be consumed independently of the advertised product.

Therefore, being a part of the mass media, advertising may provide its audience various uses and gratifications. Information, entertainment, reassurance and added value which are some of the various uses and gratification may be associated directly to marketing objectives. Others, that includes personal identity, social

relationships and vicarious experience may or may not be interconnected to these objectives.

Chapter 3

RESEARCH METHODOLOGY

The literature review (Chapter Two) underlined related studies and background in the area of social media and beauty advertisements on YouTube. This study employed quantitative methodology and this Chapter explains the detailed methodology on how the study is carried out. The present chapter contains six segments in the following order; research methodology, research design, data collection instrument, population and sample, data collection and analysis procedures and validity & reliability of data collection of instrument.

3.1 Research Methodology

A quantitative research methodology was suitable for the research because it allows for the gives room for the recovery of the data administered to participants with the objective of attaining similar responses.

Stokes (2003) explains that quantitative method is suitable evaluating participants' data or the quantities that are attributed with statistical analysis of the participants. Quantitative method is helpful especially when the researcher wants to find out about participants attitudes, behaviors and perception concerning a certain topic.

Quantitative study uses numerical data analysis, it collects data using a mathematical based method and all data collected and analyze must be in numerical form (Muijs, 2010). Quantitative research has been chosen for this study.

3.2 Research Design

This study is a case study of Nigerian students studying at Faculty of Communication and Media Studies in Eastern Mediterranean University in 2016 Spring semester. An in-house questionnaire was prepared and distributed to a sample chosen for these students.

The research employed a case study research and agreeing with Cassell & Symon (2004), a case study research has to do with a wide-ranging study within a certain frame of time with the intention of investigation the context of what is being studied. Shields (2009) also described a case study as a detailed analysis of happenings and remarkable surveillance of a certain topic to investigate and develop. A case study research can be either be quantitative, qualitative or a mix of both approach.

3.3 Data Collection Instrument

The study sought to assess how university students perceive beauty advertisements on YouTube. The data collection instrument used was a questionnaire. The questionnaire was divided into three parts. The first section seeks to obtain demographic information of the participants the second part seeks to acquire their use of YouTube. The third part of the questionnaire made use of the five-point Likert Scale based questions in order to determine the extent of their responses and attitude concerning the research. These five-point Likert Scale questions are mostly being used when the researcher needs to know the degree of participants' agreement or to determine what participants feel about a certain thing (Neuman, 2003). Respondents were expected to answer on their reliance on the use of YouTube and beauty advertisements on YouTube.

The questionnaires were administered on 210 students in the Faculty of Communication and Media Studies. Respondents were required to respond their reliance on the use of YouTube and beauty advertisements on YouTube. All data collected and assembled into SPSS (Statistical Package for Social Sciences) software to facilitate the analysis. The comparisons and analysis of the results are detailed in the next chapter.

3.4 Population and Sample

The population of this research consists of Nigerian students in Eastern Mediterranean University North Cyprus. With a total number of 907 international students in the Faculty of Communication and Media Studies, a sample of 210 out of 275 Nigerian students were used in the study.

The sampling strategy used was simple random sampling and the Faculty of Communication and Media Studies was selected by the researcher because it is a faculty that deals heavily with the media and the students are exposed to social media and understand the concept of media tools and media literacy.

3.5 Data Collection and Analysis Procedures

This study was piloted in the spring semester of the year 2016. Questionnaire was the method of data collection. The questionnaire was prepared and piloted first among 10 international students from the Faculty of Communication and Media Study as this was done to aid the researcher in getting a feedback from the respondents for the clarity, reliability and understanding of the last corrected version of the questionnaire which was distributed among 210 university student of Eastern Mediterranean University. The data's collected were imputed into SPSS program for analysis.

3.6 Validity and Reliability of Data Collection Instrument

A research becomes valid when it is truthful, seems real and states how an idea conforms with reality (Neuman, 2003). Validity also put into enquiry and discourses how the social reality that investigation is carried on. Also the validity of a research work puts into question and addresses how the social reality that is been measured relates with the idea the researcher is trying to get with it (Neuman, 2003).

A pilot study was done with 10 international students selected outside the Faculty of Communication and Media studies. Most of them were international students and this was carried out to boost the content validity of the survey.

Neuman (2003) states a research work is relied upon by the that the reliability of a research work refers to the stability and dependability of the researched work. This researched work's reliability was verified with Cronbach alpha. Cronbach alpha 0.701 signifies the reliability of the measuring device and this is evidence in the table shown below that this research is reliable with (.701).

Table 3.1: Reliability Statistics

Cronbach's alpha	N of items
.701	20

The questionnaire was worked on and improved by the supervisor before it was administered to the participants in the faculty of Communication and Media studies.

Chapter 4

ANALYSIS AND FINDINGS

This section contains the data analysis of the questionnaires distributed to 210 students of Faculty of Communications and Media Studies. This chapter lays down the result of the analysis conducted for the study. It covers descriptive statistics in three sections namely; demographic information, usage of YouTube and five point Likert Scale questions.

4.1 Analysis of Questions on Demographic Information

This section presents analysis of demographic questions such as participant's age, sex, nationality, faculty, program of study and duration of stay.

Table 4.1: Participant's Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	108	49.5	51.4	51.4
	Male	102	46.8	48.6	100.0
Total		210	96.3		

According to Table 4.1, out of a population of 210 participants, 108 participants who make up 49.5% are female while 102 participants who make up 46.8% are male.

Table 4.2: Participant's Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 or under	41	18.8	19.5	19.5
19-25	140	64.2	66.7	86.2
26-32	22	10.1	10.5	96.7
33-40	7	3.2	3.3	100.0
Total	210	96.3		

Table 4.2 describes the age of respondents. Out of a population of 210 participants, 41 participants who make up 18.8% are between the ages of 18 and under, 140 who make up 64.2% of the population are between the ages of 19-25, 22 participants who make up 10.1% are between the ages of 26-32 while 7 participants who make up 3.2% are between the ages of 33-40.

Table 2.3: Participants' Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Nigeria	210	100	100.0	100.0
Missing System	8	3.7		
Total	218	100.0		

Table 4.3 shows the 100% of the participants are Nigerians.

Table 4.4: what is your faculty at EMU?

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Communication and Media Studies		210	100	100.0	100.0
	Total		210	96.3	100.0	
Total			218	100.0		

Table 4.4 shows that 100% of the populations are from the Faculty of Communication and Media Studies in Eastern Mediterranean University.

Table 4.5: Program of Study at EMU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	137	62.8	65.2	65.2
	Masters	52	23.9	24.8	90.0
	Ph.D	21	9.6	10.0	100.0
Total		210	96.3		

The results in Table 4.5 shows that 135 participants who make up 62.8% are undergraduates, 52 participants who make up 23.9% are studying Masters while 21 participants who make up 9.6% are Ph.D students.

Table 4.6: Duration of stay in North Cyprus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	65	29.8	31.0	31.0
	1-2 years	60	27.5	28.6	59.5
	3-4 years	62	28.4	29.5	89.0
	5-6 years	23	10.1	10.5	99.5
Total		210	96.3		

Table 4.6 shows that 65 participants who make up 29.85 have stayed in Cyprus for less than a year, 60 of the participants who make up 27.5% have stayed in Cyprus for 1-2 years, 62 participants who make up 28.4% have stayed in Cyprus for 3-4 years, while 23 participants who make up 10.1% have stayed in Cyprus for 5-6 years.

4.2 Analysis of Questions on YouTube Use

This section covers the use of media usage of the participants and frequency of use based on the research questions.

Table 4.7: Which of the following Social Networking Sites do you use to watch videos frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YouTube	133	61.0	63.3	63.3
	Facebook	39	17.9	18.6	81.9
	Twitter	12	5.5	5.7	87.6
	Instagram	24	11.0	11.4	99.0

Periscope	2	.9	1.0	100.0
Total	210	96.3		

Results in Table 4.7 shows that 133 participants which represents 61.0% use YouTube frequently to watch their videos, 39 participants which represents 17.9% use Facebook frequently to watch videos, 12 participants which represents 5.5% use Twitter frequently to watch videos, 24 participants which represents 11.0% use Instagram frequently to watch videos while 2 participants who which .9% use Periscope frequently to watch videos.

Table 4.8: I connect to YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	128	58.7	61.0	61.0
	Weekly	63	28.9	30.0	91.0
	Monthly	13	6.0	6.2	97.1
	Quarterly	6	2.8	2.9	100.0
Total		210	96.3		

Table 4.8 shows that 128 participants which represents 58.7% connects to YouTube every day, 63 participants which represents 28.9% connects to YouTube weekly, 13 participants which represents 6.0% connects to YouTube monthly while 6 participants which represents 2.8% hardly ever connects to YouTube.

Table 4.9: I use YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than an hour a day	41	18.8	19.5	19.5
	2-4 hours a day	116	53.2	55.2	74.8
	4-8 hours a day	27	12.4	12.9	87.6
	9-12 hours a day	21	9.6	10.0	97.6
	more than 12 hours a day	5	2.3	2.4	100.0
Total		210	96.3		

According to Table 4.9, 41 participants who make up 18.8% use YouTube for less than an hour a day, 116 participants who make up 53.2% use YouTube for 2-4 hours a day, 27 participants who make up 12.4% use YouTube for 9-12 hours a day, while 5 participants who make up 2.3% use YouTube for more than 12 hours a day.

Table 4.10: What do you mostly use YouTube for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Education	51	23.4	24.3	24.3
	Entertainment	90	41.3	42.9	67.1
	Surveillance	17	7.8	8.1	75.2
	Transfer of cultural heritage	14	6.4	6.7	81.9
	All of the above	38	17.4	18.1	100.0
Total		210	96.3		

In Tables 4.10, participants were asked what they use YouTube for and 23% said that they use YouTube for educational purposes, 41.3% said that they use YouTube for entertainment purposes, 7.8% use YouTube for surveillance purposes, 6.4% use YouTube for transfer of cultural heritage while 17.4% use YouTube for all of the above.

Table 4.11: What aspect of beauty advertisements are you attracted to on YouTube?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Make-up products	50	22.9	23.8	23.8
	Hair products	46	21.1	21.9	45.7
	Clothes	56	25.7	26.7	72.4
	All of the above	33	15.1	15.7	88.1
	None of the above	25	11.5	11.9	100.0
Total		210	96.3		

In Table 4.11, participants were asked what aspect of beauty advertisements they were attracted to and 22.9% responded to make up products, 21.1% responded to hair products, 25.7% responded to clothes, 15.1% responded to all of the above while 11.5% were not attracted to any beauty advertisements on YouTube.

Table 4.12: I skip advertisements on YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	16	7.3	7.6	7.6
	Once in a while	83	38.1	39.5	47.1
	Often	61	28.0	29.0	76.2
	Always	50	22.9	23.8	100.0
	Total	210	96.3	100.0	

Participants in table 4.12 were asked if they skip advertisements on YouTube and 7.3% said that they never skip, 38.1% skip advertisement once in a while, 28.0% often skip advertisement while 22.9% always skip advertisements on YouTube.

4.3 Analysis of Attitude Scale Statements

The study employed the use of five point Likert scale to restate participants use and perception of Beauty advertisements on YouTube and to know their level of agreement and disagreement to the statement. The values involved to quantify the attitude of scaled questions for the participants include a choice of Strongly Agree - (4.20- 5.0), Agree - (3.40- 4.19), Undecided - (2.60- 3.39), Disagree - (1.80- 2.59) and Strongly Disagree - (1-1.79). This is in accord with the recommendation of Balci (2004).

The information retrieved shows that participants virtually agreed with all the statements stated in the table. It can be discoursed that participants have similar perceptions on beauty advertisements on YouTube. Out of the 22 statements in table 4.3.1, participant generally agreed with 15 statements except for 7 statements which

left participants undecided. Although their perceptions ranges from agreed to undecided, it can it can however be concluded that participants have similar perceptions towards beauty advertisements on YouTube. The table below explicitly details their variance.

Table 4.13: Means and attitudes of respondents' perception of beauty advertising on YouTube

Statements	Means	Attitudes
I found that the content of beauty advertisements on YouTube is entertaining	3.66	A
I enjoy watching beauty advertisement on YouTube.	3.37	U
Beauty advertisements on YouTube are pleasing.	3.60	A
YouTube beauty advertisements provide the information I need.	3.50	A
I trust YouTube beauty advertisements.	3.42	A
I am exposed to lots of YouTube beauty advertisements.	3.44	A
YouTube beauty advertisements are annoying.	3.35	U
I rely on YouTube advertisements for my beauty products.	3.31	U
I subscribe to beauty channels on YouTube.	3.32	U
Beauty products advertisements have an impact in my life.	3.30	U
I use YouTube as a reference for my purchase of beauty products.	3.48	A
YouTube advertising facilitates feedback on beauty products.	3.60	A
YouTube beauty products give me a lot of control over my experience with its advertisements.	3.56	A
I watch beauty advertisements on YouTube but don't buy.	3.55	A

I search for beauty products on YouTube.	3.42	A
I learn how to use beauty products through YouTube.	3.50	A
YouTube provides timely information in the information they give.	3.60	A
YouTube is a good source of up-to-date beauty product/service information.	3.74	A
When I see a person with the beauty product advertised, I imitate it.	3.36	U
I prefer watching beauty related products on YouTube than on traditional means of advertising.	3.74	A

The Table above discloses the means and attitudes of participants towards beauty advertisements on YouTube. Participants agreed or are undecided about the statements put forth in the questions.

All the participants agreed that they found the contents of beauty advertisements on YouTube to be entertaining, they also agreed that beauty advertising on YouTube is pleasing, agreed that YouTube beauty advertisements provides the information they need, agreed that they trust YouTube beauty advertisements and also agreed that they are exposed to a lot of YouTube beauty advertisements.

Also, majority of the participants were all in agreement that they use YouTube as a reference for their purchase of beauty products, that YouTube facilitates feedback on their beauty products and YouTube beauty products gives them a lot of control over their experience with its advertisements. The participants also agreed that they search

for beauty products online and agreed that though they watch beauty advertisements on YouTube, they don't buy. Participants also admitted that they learn how to use beauty products through YouTube and that YouTube provides timely information in the information they give and is also a good source of up-to-date beauty products or service information. Finally they agreed that they prefer watching beauty related products on YouTube than on traditional means of advertising.

The participants did not agree to all the statements provided by the researcher; they were also undecided about some. To the statement of if they enjoy watching beauty advertisements on YouTube, participants were undecided. They were also undecided about if beauty advertisements on YouTube are annoying, if they rely on YouTube advertisements for their beauty products, if they subscribed to beauty channels on YouTube, if beauty products advertisements have an impact in their lives and if they imitate a person they see wearing or using the beauty products advertised.

Participants were undecided about 6 out of the 20 statements, the researcher found that although they were undecided, they are however undecided towards agree. This is because according to their mean, they are above 3.1. This can be backed up by the mean of the 6 undecided statements which are; 3.37, 3.35, 3.31, 3.32, 3.30 and 3.36. So although they are undecided, they are still close to agreement meaning they are on the border.

Table 4.14: I found that the content of beauty advertisements on YouTube is entertaining

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Disagree	14	6.4	6.7	6.7
	Disagree	19	8.7	9.0	15.7
	Undecided	39	17.9	18.6	34.3
	Agree	90	41.3	42.9	77.1
	Strongly Agree	48	22.0	22.9	100.0
Total		210	96.3		

Table 4.14 above shows that 6.4% strongly disagree that the content of beauty advertisements is entertaining, 8.7% disagree that beauty advertisements is entertaining, 17.9% are undecided, 41.3% agree while 22.0% strongly agree that the content of beauty advertisements on YouTube is entertaining.

Table 4.15: I enjoy watching beauty advertisement on YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	6.9	7.1	7.1
	Disagree	33	15.1	15.7	22.9
	Undecided	58	26.6	27.6	50.5
	Agree	67	30.7	31.9	82.4
	Strongly Agree	37	17.0	17.6	100.0
Total		210	96.3		

According to Table 4.15, 6.9% strongly disagree that they enjoy watching beauty ads on YouTube, 15.1 disagree, 26.6% are undecided, 30.7% agree while 17.0% strongly agree that they enjoy watching beauty ads on YouTube.

Table 4.16: Beauty advertisements on YouTube are pleasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	3.7	3.8	3.8
	Disagree	22	10.1	10.5	14.3
	Undecided	59	27.1	28.1	42.4
	Agree	78	35.8	37.1	79.5
	Strongly Agree	43	19.7	20.5	100.0
Total		210	96.3		

According to Table 4.16, participants were asked if YouTube advertising are pleasing and 3.7% strongly disagreed, 10.1% agreed, 27.1% were undecided, 35.8% agreed while 19.7% strongly agreed.

Table 4.17: YouTube beauty advertisements provide the information I need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	4.6	4.8	4.8
	Disagree	27	12.4	12.9	17.6
	Undecided	51	23.4	24.3	41.9
	Agree	91	41.7	43.3	85.2

Strongly Agree	31	14.2	14.8	100.0
Total	210	96.3		

In Table 4.17, participants were asked if YouTube advertisements provide the information they need and 4.6% strongly disagreed, 12.4% disagreed, 23.4% were undecided, 41.7% agreed while 14.8% strongly agreed.

Table 4.18: I trust YouTube beauty advertisements

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	3.7	3.8	3.8
Disagree	36	16.5	17.1	21.0
Undecided	56	25.7	26.7	47.6
Agree	78	35.8	37.1	84.8
Strongly Agree	32	14.7	15.2	100.0
Total	210	96.3		

In Table 4.18, 3.7% of the participants strongly disagreed that they trust YouTube beauty ads, 16.5% disagreed that they trust YouTube beauty ads, 25.7% were undecided, 35.8% agreed that they trust YouTube beauty ads while 14.7% strongly agreed that they trust YouTube beauty ads.

Table 4.19: I am exposed to lots of YouTube beauty advertisements

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Disagree	9	4.1	4.3	4.3
	Disagree	36	16.5	17.1	21.4
	Undecided	50	22.9	23.8	45.2
	Agree	83	38.1	39.5	84.8
	Strongly Agree	32	14.7	15.2	100.0
Total		210	96.3		

4.1% in Table 4.19: strongly disagreed that they are exposed to a lots of YouTube ads, 16.5%disagreed that they are exposed to a lot of YouTube ads, 22.9% were undecided, 38.1% agreed while 14.7% disagreed that they are exposed to a lot of YouTube beauty advertisements.

Table 4.20: YouTube beauty advertisements are annoying

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	6.9	7.1	7.1
	Disagree	32	14.7	15.2	22.4
	Undecided	60	27.5	28.6	51.0
	Agree	69	31.7	32.9	83.8
	Strongly Agree	34	15.6	16.2	100.0
Total		210	96.3		

In Table 4.20, 6.9% of the participants strongly disagreed that YouTube beauty ads are annoying, 14.7% disagreed, 27.5% are undecided, 31.7% agree that YouTube beauty ads are annoying while 15.6% strongly disagreed that YouTube beauty advertisements are annoying.

Table 4.21: I rely on YouTube advertisements for my beauty products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	9.2	9.5	9.5
	Disagree	42	19.3	20.0	29.5
	Undecided	49	22.5	23.3	52.9
	Agree	77	35.3	36.7	89.5
	Strongly Agree	22	10.1	10.5	100.0
Total		210	96.3		

In Table 4.21, 9.2% of the participants strongly disagreed that they rely on YouTube ads for their beauty products, 19.3% disagreed that they rely on YouTube ads for their beauty products, 22.5% were undecided, 35.3% agree that they are rely on YouTube ads for their products while 10.1% strongly agreed that they rely on YouTube ads for their beauty ads.

Table 4.22: I subscribe to beauty channels on YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	10.1	10.5	10.5
	Disagree	34	15.6	16.2	26.7

Undecided	43	19.7	20.5	47.1
Agree	75	34.4	35.7	82.9
Strongly Agree	36	16.5	17.1	100.0
Total	210	100.0		

Participants in Table 4.22 were asked if they subscribed to beauty channels on YouTube and 10.1% strongly disagreed, 15.6% disagreed, 19.7% were undecided, 34.4% agreed that they subscribed to beauty channels on YouTube while 16.5% strongly agreed that they subscribed to beauty channels on YouTube.

Table 4.23: Beauty product advertisements have an impact in my life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	43	19.7	20.5	48.1
	Disagree	35	16.1	16.7	27.6
	Undecided	23	10.6	11.0	11.0
	Agree	74	33.9	35.2	83.3
	Strongly Agree	35	16.1	16.7	100.0
Total		210	96.3		

19.7% of the participants in Table 4.23 strongly disagreed that beauty advertisements have an impact in their life, 16.1% of the participants disagreed, 10.6% were undecided, 33.9% strongly agreed that beauty product advertisements have an impact

in their lives while 16.1% strongly agreed that beauty products have an impact in their lives.

Table 4.24: I use YouTube as a reference for my purchase of beauty products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	9.2	9.5	9.5
	Disagree	81	32.2	38.6	78.1
	Undecided	31	14.2	14.8	39.5
	Agree	32	14.7	15.2	24.8
	Strongly Agree	46	21.1	21.9	100.0
Total		210	96.3		

According to Table 4.24, 9.2% strongly disagreed that they use YouTube as a reference for their purchase of beauty products, 32.2% disagreed that they use YouTube as a reference for their purchase of beauty products, 14.2% were undecided, 14.7% agreed that they use YouTube as a reference for their purchase of their beauty products while 21.1% strongly agreed that they use YouTube as a reference for their purchase of their beauty products.

Table 4.25: YouTube advertising facilitates feedback on beauty products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	4.6	4.8	4.8
	Disagree	32	14.7	15.2	20.0

	Undecided	50	22.9	23.8	43.8
	Agree	57	26.1	27.1	71.0
	Strongly Agree	61	28.0	29.0	100.0
Total		210	96.3		

In Table 4.25 above, 4.6% strongly disagreed that YouTube advertising facilitates feedback on beauty products, 14.7% disagreed that YouTube advertising facilitates feedback on beauty products, 22.9% were undecided, 26.1% agreed that YouTube advertising facilitates feedback on beauty products while 28.0% strongly agreed that YouTube advertising facilitates feedback on beauty products.

Table 4.26: YouTube beauty products give me a lot of control over my experience with its advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	4.6	4.8	4.8
	Disagree	24	11.0	11.4	16.2
	Undecided	60	27.5	28.6	44.8
	Agree	70	32.1	33.3	78.1
	Strongly Agree	46	21.1	21.9	100.0
	Total	210	96.3	100.0	
Total		210	96.3		

The Table above shows that 4.6% strongly disagreed that YouTube beauty products gives them a lot of control over their experience with its advertisers, 11.0% disagreed, 27.5% were undecided, 32.1% agreed while 21.1% strongly agreed that YouTube beauty products give them a lot of control over their experience with its advertisers.

Table 4.27: I watch beauty advertisements products on YouTube but don't buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	4.6	4.8	4.8
Disagree	30	13.8	14.3	19.0
Undecided	43	19.7	20.5	39.5
Agree	88	40.4	41.9	81.4
Strongly Agree	39	17.9	18.6	100.0
Total	210	96.3		

Table 4.27 which makes up 4.6% strongly disagreed that they watch beauty ads products on YouTube but don't buy, 13.8% disagreed, 19.7% were undecided, 40.4% agreed, while 17.9% strongly agreed that they watch beauty advertisements products on YouTube but don't buy.

Table 4.28: I search for beauty products on YouTube

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	21	9.6	10.0	10.0

Disagree	39	17.9	18.6	28.6
Undecided	30	13.8	14.3	42.9
Agree	70	32.1	33.3	76.2
Strongly Agree	50	22.9	23.8	100.0
Total	210	96.3		

According to Table 4.28, 9.6% strongly disagreed that they search for beauty products on YouTube, 17.9% disagreed that they search for beauty products on YouTube, 13.8% are undecided, 32.1% agreed while 22.9% strongly agreed that they search for beauty products on YouTube.

Table 4.29: I learn how to use beauty products through YouTube

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	15	6.9	7.1	7.1
Disagree	31	14.2	14.8	21.9
Undecided	35	16.1	16.7	38.6
Agree	91	41.7	43.3	81.9
Strongly Agree	38	17.4	18.1	100.0
Total	210	96.3		

Participants were asked in Table 4.29 if they learn how to use beauty products through YouTube and 6.9% strongly disagreed, 14.2% disagreed, 16.1% were

undecided, 41.7% agreed while 17.4 strongly agreed that they learn how to use beauty products through YouTube.

Table 4.30: YouTube provides timely information on beauty products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.1	4.3	4.3
	Disagree	19	8.7	9.0	13.3
	Undecided	51	23.4	24.3	37.6
	Agree	99	45.4	47.1	84.8
	Strongly Agree	32	14.7	15.2	100.0
Total		210	96.3		

According to Table 4.30, participants were asked if YouTube provides timely information on beauty products and 4.1% strongly disagreed, 8.7% disagreed, 23.4% were undecided, 45.4% agreed while 14.7% strongly agreed that YouTube provides timely information on beauty products.

Table 4.31: YouTube is a good source of up-to date beauty product/service information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	4.1	4.3	4.3
	Disagree	16	7.3	7.6	11.9

Undecided	44	20.2	21.0	32.9
Agree	91	41.7	43.3	76.2
Strongly Agree	50	22.9	23.8	100.0
Total	210	96.3		

In Table 4.31, participants were asked if YouTube is a good source of up-to-date beauty products or service information and 4.1% strongly disagreed, 7.3% disagreed, 20.2% were undecided, 41.7% agreed while 22.9% strongly agreed that YouTube serves as a good source of up-to-date beauty products or service information.

Table 4.32: When I see a person with the beauty product advertised, I imitate it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	9.6	10.0	10.0
	Disagree	38	17.4	18.1	28.1
	Undecided	34	15.6	16.2	44.3
	Agree	78	35.8	37.1	81.4
	Strongly Agree	39	17.9	18.6	100.0
Total		210	96.3		

In Table 4.32, participants were asked if they imitate a person when they see the beauty product advertised, 9.6% strongly disagreed, 17.4% disagreed, 15.6% were undecided, 35.8% agreed while 17.9% strongly agreed that they imitate a person when they see the beauty product advertised.

Table 4.33: I learn how to use beauty products through YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	5.0	5.2	5.2
	Disagree	33	15.1	15.7	21.0
	Undecided	34	15.6	16.2	37.1
	Agree	78	35.8	37.1	74.3
	Strongly Agree	53	24.3	25.2	99.5
Total		210	96.3		

Participants were asked in table 4.33 if they learn how to use beauty products through YouTube and 5.0% strongly disagreed, 15.1% disagreed, 15.6% were undecided, 35.8% agreed while 24.3% strongly agreed that they learn how to use beauty products through YouTube.

Table 4.34: I prefer watching beauty related products on YouTube than on traditional means of advertising. E.g Television, Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	14	6.4	6.7	6.7
	Disagree	24	11.0	11.4	18.1
	Undecided	41	18.8	19.5	37.6
Valid	Agree	54	24.8	25.7	63.3
	Strongly Agree	77	35.3	36.7	100.0
Total		210	96.3		

According to Table 4.34, 6.4% of the participants strongly disagreed that they prefer watching beauty related products on YouTube than on traditional means of advertising, 11.0% disagreed, 18.8% were undecided, 24.8% agreed while 35.3% strongly agreed that they prefer watching beauty related products on YouTube than on traditional means of advertising.

4.3 Findings

A Chi-square test was conducted for the demographic questions with respect to attitude scale questions in the study; this was done in order to determine if there are marked significant differences in participants' attitude towards media usage habits. The result shows that there is a statistically significant difference found in participants' age and sex. When all attitude scale question were run into Chi-square test with respect to sex at the $p \leq 0.05$ level, it reveals that there is statistically significant difference with respect to sex at Value 13.860^a Df = 4 Sig. = .008, and age of the participants at Value 33.471^a Df= 16 Sig. = .006.

There is also a statistical significant difference with respect to the participants' reliance on YouTube beauty advertisements (p.005) at $p \leq 0.05$ level.

Chapter 5

CONCLUSION

This section presents the summary, interpretation of the study done based on the research questions and conclusions drawn. Suggestions are also proposed by the researcher for further studies.

5.1 Summary of the Study

This study was carried out to assess university students' perception of beauty advertisements on YouTube. Social Networking Sites has become a huge attraction for marketers and advertisers have noticed this trend. YouTube being the largest online video platform attracts many people through its diverse activities provided for users and content producers in order to ease solitude, communicate with friends and family or simply to get entertained.

The study used the Uses and Gratification Theory and seeks to assess the extent to which university students see beauty advertisements on YouTube while using YouTube to gratify their needs. Therefore, beauty advertisements on YouTube can give different gratifications to the audience members. These may include information purposes, entertaining purposes as well as assurance purposes which is connected to the advertising purposes.

The study was carried out in Eastern Mediterranean University and the participants were chosen from the Faculty of Communication and Media Studies. With a total

number of 907 international students in the Faculty of Communication and Media Studies, a sample of 210 out of 275 Nigerian students was used in the study. The sampling strategy used was simple random sampling and the survey was carried out by administering questionnaires. The research was guided by 5 research questions and the questionnaires administered focused on YouTube usage by the students and beauty advertisements on YouTube, their attitude towards it and their perception of it.

5.2 Conclusions Drawn from the Study

The study aimed to broadly assess Eastern Mediterranean University (EMU) spring 2016 students' perception towards beauty advertisements on YouTube. The study intended to first determine if YouTube is students' first choice when they want to watch videos on Social Networks and their frequency of use, secondly to determine if students use the skip option button on YouTube when an advertisement comes up and thirdly, what is their attitude towards YouTube and beauty advertisements on YouTube.

As earlier mentioned, 210 participants were selected from the Faculty of Communications and Media Studies. The participants are all Nigerian students and majority of the participants are Females (49.5%). Also, the majority of the participants age ranges from 19-25 years (64.2%). The majority of the participants are Undergraduates (62.8).

RQ1: To what extent do university students use YouTube?

According to the study surveyed, it reveals that participants are frequent users of YouTube and YouTube is their most preferred Social Networking Sites for watching

videos. Participants connect to YouTube every day and also use YouTube for two to four hours a day.

RQ2: What is the perception of students on YouTube beauty advertisement?

Results revealed that 41.3% of participants found the contents of beauty advertisements to be entertaining and found beauty advertisements on YouTube to be pleasing as well. Majority of the participants subscribe to beauty channels on YouTube. The researcher also found out that YouTube beauty product gives the participants a lot of control over their experience with its advertisements while providing timely information on beauty products and being a good source of up-to-date product and service information.

RQ3: Do beauty advertisement create an impact in the life of university students?

The results in the study shows that beauty advertisement on YouTube creates an impact in the life of University students so much so they (38.1%) are exposed to a lot of beauty advertisements on YouTube and 30.7% agreed to enjoy watching beauty advertisements on YouTube. Participants also rely on YouTube for their beauty products and trust YouTube beauty advertisements while 33.9% agree to beauty products advertisements having an impact on their live. Also, 35.8% of the participants admitted to learning how to use beauty products through YouTube.

RQ4: Do university students make any purchases relating to the beauty products advertised on YouTube?

The responses show that 40.4% of the participants watch beauty advertisements on YouTube but do not purchase the products advertised. They however search for beauty products on YouTube and admit to using YouTube as a reference as for their purchase of beauty products.

RQ5: Do university student use the “skip ad” option available to them when a beauty advertisement comes up”?

Results shows that even though majority of the participants agree to been exposed to a lot of beauty advertisements on YouTube, 38.1% of the participants admit to still use the “skip ad” option available to them once in a while.

RQ6: Is there a gender difference in beauty advertisements with respect to sex among university students?

The results show that there is a significant gender difference with respect to participants’ gender (p.016) at $p \leq 0.05$ level.

The major conclusions that were obtained in this research are three:

One, it does seem like University students have a positive perception towards YouTube usage and beauty advertisements on YouTube. It is always noteworthy to mention that 35. 3% of the population strongly agreed to prefer watching beauty related products on YouTube than on any traditional medium such as television or Newspapers.

Two, Uses and Gratifications Theory seems to describe many of the developing occurrences in advertising such that consumers are not passive, and they choose to pay attention, so therefore, an advertisement's major value is what the consumer makes of it. Results from this study show that participants are active users of YouTube as the majority of the participants favor the use of YouTube as a preference in watching videos.

Lastly, based on the 5 Likert Scale statements related to students' perception of YouTube, participants generally agreed with 18 of the statements and strongly agreed with 3 of the statements. Therefore, this implies that participants have similar perceptions of YouTube usage.

5.3 Suggestions for Further Research

This research was conducted in Spring 2015/2016 semester in the Faculty of Communication and Media Studies in Eastern Mediterranean University. Further research should include the addition of other Faculties and not just Communication and Media Studies Faculty. Also the focus can also be extended to not just beauty advertisements on YouTube but to beauty gurus on YouTube; their influences and credibility. Further studies can also be done by employing a content analysis between certain beauty products.

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APPENDIX

Appendix: Survey on Beauty Advertisements on YouTube among University Students.

Dear respondent,

I am an M.A student at the Communication and Media Studies Faculty conducting a research on “Beauty Advertisement on YouTube: An Assessment of EMU Students’ Perception”. This questionnaire is meant to gather information for the research. I kindly request your cooperation in filling out the questioner, and greatly appreciate the time you spent. All the information given will be treated as confidential; and will only be used for academic purpose. Your anonymity is guaranteed.

Thank you.

Instructions:

Kindly circle or tick the choice that most accurately reflects your view.

1. Sex: (A) Female (B) Male
2. Age: (A) 18 and under (B) 19 to 25 (C) 26 to 32 (D) 33 to 40 (E) 41 and above
3. Nationality: (A) Nigeria
4. What is your Faculty at EMU? (A) Comm. & Media Studies
5. Program of study at EMU? (A) Undergraduate (B) Masters (C) Ph.D
6. Duration of stay in North Cyprus? (A) Less than 1 year (B) 1-2 years (C) 3-4 years (D) 5-6 years

Part II

7. Which of the following social networking sites do you use to watch videos frequently? (A) YouTube (B) Facebook (C) Twitter (D) Instagram (D) Periscope
8. I connect to YouTube (A) Everyday (B) Weekly (C) Monthly (D) Quarterly
9. I use YouTube (A) less than an hour a day (B) 2 – 4 hours a day (C) 4 – 8 hours a day (D) 8- 12 hours a day
10. What do you mostly use YouTube for? (A) Education (B) Entertainment (C) Surveillance (D) Transfer of cultural heritage (E) All of the Above
11. What aspect of beauty advertisements are you attracted to on YouTube? (A) Make-up products (B) Hair products (C) Clothes (D) All of the above (E) None of the above
12. I skip advertisements on YouTube (A) Never (B) once in a while (C) often (D) always

Part III:

In this section, Please select the answer indicating your extent of agreement with the following statements using STRONGLY AGREE (SA), AGREE (A), UNDECIDED (U), DISAGREE (D) and STRONGLY DISAGREE (SD).

S/N	Description	SA	A	U	D	SD
Q13	I found that the content of beauty advertisements on YouTube is entertaining.					

Q14	I enjoy watching beauty advertisements on YouTube.					
Q15	Beauty advertisements on YouTube are pleasing.					
Q16	YouTube beauty advertising provides the information I need.					
Q17	I trust YouTube beauty advertisements.					
Q18	I am exposed to lots of YouTube beauty advertisements.					
Q19	YouTube beauty advertisements are annoying.					
Q20	I rely on YouTube for my beauty products.					
Q21	I subscribe to beauty channels on YouTube.					
Q22	Beauty product advertisements on YouTube have an impact in my life.					
Q23	I use YouTube as a reference for my purchase of beauty products.					

Q24	YouTube advertising facilitates feedback on beauty products.					

Q25	YouTube beauty products give me a lot of control over my experience with its advertisements.					
Q26	I watch beauty advertisement on YouTube but don't buy.					
Q27	I search for beauty products on YouTube.					
Q28	I learn how to use beauty products through YouTube.					
Q29	YouTube advertising provides timely information on beauty products.					
Q30	YouTube is a good source of up-to date beauty product/service information.					
Q31	When I see a person with the beauty product advertised, I					

	imitate it.					
Q32	I prefer watching beauty related products on YouTube than on traditional means of advertising. E.g Television, Radio.					