

Impact of Fashion Vloggers in Promotion of Brands

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Abstract

The purpose of this research is to explore the impact of Pakistani fashion vloggers in promotion of brands among youth of Islamabad. Influence of vloggers communities on youth of Islamabad both male and female. The research followed a quantitative approach. Average sampling unit is tested by descriptive, in-depth interviews were conducted with 60 youth participants i.e. 30 male and 30 female youth of Islamabad that age 18 to 24. The data was tabulated, analyzed using Likert scale. Through participants' narratives, it was discovered that Fashion Brands shared on vlogs create the online image of brands and brand image on the youth of Islamabad. Fashion brand image promoted through vlogs does influence brand loyalty of youth. The extent to which Pakistani vloggers influence the brand image and brand loyalty to youth of Islamabad depends on their personal experiences with brands. The findings show that Pakistani fashion vloggers pay more attention to sentiments of youth of Islamabad through vlogging community sites. These sentiments can help to gain huge youth market to building favorable brand image and ensuring brand loyalty towards fashion products. Descriptive questionnaire was constructed that demonstrated the impact of Pakistani fashion vloggers in promotion of fashion brands. Questionnaire comprises of twelve basic impact factors items related of fashion vloggers and its impact on the youth.

Keywords: *Vlogs, Vloggers, Brand Promotion, Brand, Attribute toward Products, Emotional Bond.*

Introduction

The world internet has grown swiftly in a short period of time, Direct influence in all discipline of our life, it defines the channel of communication through which strategically advantage a country to become a knowledge economy to rule and dominate the world. Affordability and accessibility towards internet and smart phones create large base of internet users. Most of the user use social media entertainment media channel like YouTube, Facebook, Instagram and twitter. Basically fashion and brands is the significant factor which impact youth most. Youth influence towards fashion and brand persuasion core marketing strategy to sell out their brand to develop and growth of an organization in this global competitive era. Brands involved in promoting goods through all channels available there. Providing services to customers with direct intact, through TVC, billboard marketing, internet and producing opportunity for social influencer, vloggers, bloggers through brand placement to promote their brand among the audience, YouTube has been hub for fashion and beauty thanks to some of the best known Pakistani content creators

of makeup artist and fashion vlogs, tutorials ,haul videos have influenced the tastes of young generation of Islamabad, want to-be influencers and fashion-curious youth. Now a day's vloggers have million followers and have huge influence on their followers, most of their followers are youth they mostly follow their influencer trend their fashion impacts them most, and brands are promoted through their vlogs, blogs, posts this is great strategy to organization growth and reducing risk . So vloggers are more likely to be appreciating and recognized by the youth as well brands. Most vloggers focus on youth influence and impact for both male and females. As to acquire the huge quantity of followers which is youth they pay attentiveness focusing on core influence factors through their fashion skills that attract them more. Also youth of Islamabad pay vital role in motivating Pakistani fashion vloggers. If they are happy it likely to be achieves more targets to gain followers and fame.

Vloggers posting vlogs on new fashion products and cosmetics are gaining popularity, getting consumer review and opinion through vlogs become easier and growing rapidly. In this research consumer attribute is examined through vloggers placing products in videos. To examine the emotional bonding of youth of Islamabad with the Pakistani fashion influencer or vlogger to know the consumer attribute on shared content and attitude toward fashion products and brands. Here to understand the effect of fashion vlogger in retail market of brands All Pakistani fashion vloggers need to determine to influence the youth of Islamabad to promote the brand they placed in their vlogging.

In this research project youth of Islamabad are examined on the basis of impact of Pakistani fashion vloggers in promotion of fashion brands. Study is done to understand the impact on youth of Islamabad of their fashion vloggers in the sense of brand promotion, whether it impacts to them to buy these brands or not. Pakistani fashion vloggers seek the profession as passion, career, craze for fame, popularity audacity etc. Pakistani fashion vloggers create their own indigenous content through vlogs, blogs social weblogs, online journalism some share their daily experience through daily fashion vlogs, review about fashion product, , makeup and dressing tutorials reviews, , mostly Pakistani fashion vloggers has full time job, have followers in million and counting is on. Social media is the most famous platform for content creator to show their fashion skills to gain followers and to earn fame and money, sometime even single post, picture or video gain million views and word mouth in a day. It is the time of Pakistani fashion vloggers they have taken social media by storm whether you are looking for fashion, beauty, and health advice. Fashion vloggers content creator has an influence for their audience on product attitude. Their fame is not less than the celebrities, their content have worth of influence over the followers, it also help followers for purchase decision by viewing information about product in their videos (Della cocas 2003).in Pakistan Pakistani fashion vloggers and bloggers are famous among all genders and of all ages but most popular among the teen agers of Islamabad. There is a behavioral effect on the followers through the influence of content sharing on Islamabad youth. They become their idol, and recognized by audience outdoor by their fans. As these are also a normally human being outside the online world, but people endorse their life style. There are so many researches available about traditional media influence in Pakistan but to accumulate the effect of Pakistani fashion vloggers among the viewer's seems interesting to count whether it is good or bad. This research would be concluded view of effect Pakistani fashion vloggers on part of the youth of Islamabad.

Vlogger

Person who creates indigenous content by making videos, also known as influencer or content creator vlogger are also famous like tradition media celebrities because they also attract billion of audience through their videos content. They are self-indigenous creator of content. Whole work from production, editing, acting is done by solely vlogger self. They are ever day people, people see them as self. In this research we will check viewer perception over the product which is placed in videos by vloggers, evaluating the attribute towards these fashion brands. Therefore, the objective of this research is to find out the impact of Pakistani fashion vloggers in the promotion of fashion brands among the youth of Islamabad and to highlight the nature of vlogging on fashion content and its popularity among the youth of Islamabad.

Vlogger Attribute

Vloggers create videos to attract billions of audience in the world by daily vlogging, product reviews, hauls that rush the traffic of viewers, they see vloggers as their opinion leader and ideal source for latest fashion trends, products. Ohanian (1966) describes three attributes of sourcing the information i.e. expertise, trustworthiness and attractiveness. Erdogan et al. (2001) attractiveness information divides into two physical and psychological. Where physical attraction is viewer related to beauty, face and body style of vlogger. Psychological attractions are those in which viewer feels familiar and relating to the information transmitted by the vlogger in videos, as they see it similar to themselves. Caballo and Bridge (1984) physical and psychological attractiveness creates persuasive communication between information creator and the listener.

Literature Review

Cialdini (1984) discovers some six ways that people are consoanantly, unwittingly, and involuntarily: these six ways are reciprocity, scarcity, liking, authority, social proof, and consistency. Awareness of these pure psychological likelihoods will help people in two ways: these are (1) person will become additional persuasive, (2) people will be able to recognize these psychological likelihood if present. This would protect to be misleading in future. Cannizzaro (2017) noted that the effect of social media on people and their behaviors extensive. According to his opinion, this effect is typically constructive, but it must be kept in my mind there are some obstructive aspects as well. The exchange of different cultures ideas allows an anxious perception of the people themselves, religious as well cultural practice of peoples, and communication close in peoples. People who have communication between people avoid the fight. Sadly, the noxious side of social media effect mainly on the youngsters on teenagers, and those people who lack culturally knowledge are using social media freely. They are unaware of noxious effect to their doings and acts on social media to others.

Reynolds, Gengler and Howard (1995) defined as customer or viewer perceives the product on behalf of his personal desire and association with brand usage. Communicated information through the brands placements in ads or videos described the brand persuasion, predicted the brand persuasion effect on the loyalty of the customers

Allen and Seaman (2007) describe Likert scales as common ratings format for surveys. Respondents rank quality from high to low or best to worst using five or seven levels. Four groups of statisticians are to use measurement level of data collect from these surveys, these are Nominal data, Ordinal data, Interval data, Ratio data. Morwits (2012) Describe customer purchase intention is primary input of marketing strategy used by managers to estimate future sales of product, determine the effect on purchasing behavior of consumer by their taken actions. Smilovitz (2019) describe Emotional branding as developing an emotional connection to specific brand differ from other one, creating consumer loyalty towards brand.

Harnish and Bridges (2016) video log or vlogs is a platform where content creator, vloggers share daily life scenes in multiple shots thorough video. Vlogs are method of providing information through video content, spreading through word mouth sharing, and liking information in form of videos. Oh (2014) vlogs are new form of implicit and explicit product placement, as in traditional media like movie;TV shows where products are placed both intrinsic and extrinsic way.

Blair (2019) How to Use Vlogging to Give Your Personal Brand an Edge (young entrepreneur council) www.inc.com/young-entrepreneur-council/ describes Vlogging is a modern excellent method or media to boost up a brand image and promote product to a wide audience. Video content is more popular now than ever before. Kim, Daeun (2017) projected the result of vlogs engagement for brand promotion through vlogs and the impact on viewers' influential engagement on brands paced in vlogs. Examined how a vlog help to create a brand recognition and effect on viewer purchase intention. Pillay and Mpinganjira (2019) explored

that the impact of vlogging communities on brand image and brand loyalty for color cosmetics among Generation. Describe brand acquaintance shared by vlogs on hope the online image of brands and brand image at individual consumer level, ii) brand image does influence brand loyalty, and iii) the extent to which vlogging communities influence the brand image and brand loyalty of consumers depends on their personal experiences with brands and on the message valence, specifically as it relates to quality and ratio. After exploring the related literature the following research questions were developed to conduct this study.

Research Question

RQ-1: Do the Pakistani fashion vloggers play a role in the promotion of fashion brands among the youth of Islamabad?

RQ-2: How much the fashion vlogs are popular among the youth of Islamabad?

Research Design

The methodology of Research design is quantitative. The impact of fashion vlogs on the youth of Islamabad has been gauged through a survey analysis and using Likert scale. Quantitative and result oriented questionnaire was used to ascertain the impact level of Pakistani fashion vloggers promoting brands on youth through examination of influence factors. The questionnaire was designed to study the difference of impact among male and female youth of Islamabad. Questionnaire has two parts. First part comprises of socio-demographic detail of participants. the other one part involve in individual impact factors to collect the information about influence of Pakistani fashion vloggers promoting fashion brands, effect on youth, on their purchasing ability, fashion sense, purchasing sense, brand knowledge, brand recognition, brand loyalty etc. Using a five point rating scale (1 is for strongly agree and 5 is for strongly disagree). Judgmental sampling of Non probability sample method is used where knowledge of researcher is used to create sample basis on the researcher skill knowledge of participant’s characteristics. Sampling consists of 60 participants 30 male and 30 female aged 18 to 24.

Results and Analysis

Questionnaire was shared between selected 60respondents 30 male and 30 female youth of Islamabad, to obtain or evaluate result.

Table 1: Demographic characteristics of respondents.

Total respondent	Results
Male & females	60
Gender	%
Male	50%
Female	50%
Age ranges	%
18-20(19)	31.66
21-22(17)	28.33
23-24(24)	40

Table 2: tabulation and analyze of data from Likert scale questionnaire.

Questions	Strongly agree (%)	Agree (%)	Neither (%)	Disagree (%)	Strongly disagree (%)
Question1	25%	37%	12%	23%	3%
Question2	10%	47%	22%	20%	2%
Question3	7%	50%	12%	28%	3%
Question4	22%	38%	20%	17%	3%
Question5	23%	38%	18%	17%	3%
Question6	25%	40%	13%	18%	3%
Question7	23%	40%	12%	20%	5%
Question8	33%	37%	10%	17%	3%
Question9	22%	43%	10%	17%	8%
Question10	17%	47%	5%	17%	15%
Question11	12%	57%	8%	20%	3%
Question12	42%	45%	10%	3%	0%

Finding shows Pakistani fashion vloggers roles as opinion leaders among the Pakistani youth of Islamabad as clergyman with unique patterns and trends that targeting youth of Islamabad as potential consumers for brand promotion without going outside the house. Fashion vlogs had a direct impact on the youth of Islamabad With the inclining interest in analyzing the growth and influence of Pakistani fashion vloggers on youth of Islamabad, the rapid multiplication of virtual Pakistani viewership submit because of their consolidated connection with Pakistani fashion vlogger. It demonstrated that how powerful Pakistani fashion vloggers are in the digital era and among the youth. Pakistani Fashion vloggers not only impact fashion sense of youth of Islamabad through their trend knowledge but they also generated a social acceptance code. This social acceptance code resolute what trends is? Being opinion leaders Pakistani fashion vloggers are cable to set and discard trends, with their own wish they do not need social consent.65% of Islamabad youth agreed on it.

As a result I find out 70% youth of Islamabad to the extent can recall a brand they seen in the Pakistani fashion vloggers vlogs, they became able to correctly identify a product or service by just viewing brand tag line, logo, box package, color, anthem, slogan, jingle used in vlogs to promote the brands. Pakistan fashion vlogs strengthen audience to recall prior knowledge about the products.

Here q no 9 results as that vloggers play a role of opinion leader in the life of youth of Islamabad. Pakistani fashion vlogger ultimately change perceptions about fashion brands and influence their self images to be as them, changes their brand perception. They have authority on minds of youth for being as influencer and opinion leader. 65%of the youth seems follow the opinion and product recommendation. Their opinion are seen as highly reputable amongst the youth of Islamabad

As rise in vloggers fame and wealth, has attracted widespread attention of youth to choose vlogging as a career. So as amongst 64% youth of Islamabad. Superstar fashion vloggers of Pakistan are earning a lot of money through their vlogs and brand promotions. It positioned in the youth of Islamabad to choose vlogging as a career. They see vlogging as any can do it easily. Vlogging is also an stepping stone toward establishing career in media, fashion.

As fashion has turned to the vlogs which changed the advertising of brands. Vlogging trend is an ever-growing area. There has been a real shift in power when it comes to vloggers and they are now celebrities in their own right with real influence over what people buy. They effect on trends, they set trends in fashion industry. As a result of this Islamabad youth fashion trend knowledge is mostly depend on the fashion vloggers promoting brands and fashion products through their vlogs. As a result finding of this question it is clear that youth of Islamabad spend most of the time seeing vlogs on social media.

Conclusion

After all proper research of what impact/influence factors affect the individual male or female youth of Islamabad through fashion vlogs of Pakistani vloggers for promoting brands. As a result I found there is a positive impact over the youth of Islamabad. Most of the youth Islamabad life style has positively effect of Pakistani fashion vlogger content sharing of promotional brands. Most of Islamabad youth intention to purchase the brand promoted by the vloggers in vlogs is strengthen; their purchasing behavior is greatly influenced by Pakistani fashion vloggers. Youth of Islamabad respondent agreed on their favorableness or UN favorableness towards the brand persuaded in vlogs with the positive attitude to buy. Youth of Islamabad agreed on the fact they trust what Pakistani fashion vlogger content have, they trust Pakistani fashion vlogger opinion towards the brands they are promoting in videos. Pakistani fashion vlogger expertise has great aspect to influence the youth of Islamabad to promote desired product in their videos. Youth of Islamabad seek Pakistani fashion vlogger attractiveness as a role model or opinion leader in fashion style, fashion trends, brand selection. Find out that youth has more positive attitude toward brand selection viewed in vlogs. 63 % of Islamabad youth are emotional bonded to their opinion about product selection.

Pakistan fashion vlogs strengthen youth of Islamabad to recall prior knowledge about the fashion products promoted in vlogs. Ultimately changed in perceptions about fashion brands seen in youth. Pakistan fashion vloggers are authorities' to promote the fashion brands on minds of youth. Islamabad youth follow the opinion and product recommendation. Fame and wealth, has attracted youth of Islamabad widespread attention to choose vlogging as a career. Islamabad youth fashion trend knowledge is mostly depend on the fashion vloggers promoting brands and fashion products through their vlogs. Youth of Islamabad spend most of the time seeing vlogs on social media.

Recommendations

As Pakistani fashion vloggers opinion matters amongst the youth of Islamabad, their reviews regards the brand must remain real, they should not exaggerate, it will lead in the end of trustworthiness. Brands must invest more on you tubers to promote their brands, as it is latest and expending medium which covers billion of viewers on one platform, its impact is growing more than traditional media, and it is less costly then. Pakistani fashion Vloggers should focus more on promoting local fashion brands to increasing in its purchase, adaptation and to promote our own culture, it will help in booming our economy as well culture knowledge and adaptation amongst the youth. YouTube is an rapid growing industry for career choice to be a vlogger, our Pakistani fashion YouTube community must work with our youth through webinars, seminars, meetings, to create awareness how to be in this, tricks to be successful youtuber as a career selection. Pakistani fashion vlogger have great impact on the life of youth of Islamabad, as a role model they must promote healthy life style fashions amongst the young generations of Islamabad to help eradicate the drug abuse among them. They should contribute to make nation healthy.

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