# CONSUMPTION PATTERNS OF ONLINE MAKEUP TUTORIALS OF GIRLS OF LAHORE

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## ABSTRACT

A new trend of makeup and beauty tutorials is rising daily among girls. This study attempted to determine the consumption patterns of online makeup tutorials of girls in Lahore. Additionally, the aim of study was to undercover the reasons behind watching makeup tutorials, the platforms, influencers, the time spent every day watching these tutorials and mainly the effects of makeup tutorials on girls. Quantitative research design was used. Sample size was comprised of girls (*N*=100) with age range from 18 to 28, who watch makeup tutorials on daily basis. Moreover, a survey was conducted to collect data. Results suggested that majority of girls watch online makeup tutorials on mostly Instagram (54%) in order to learn about the new makeup application techniques, new products and to spend time. Furthermore, results showed that girls believe these tutorials are helpful and have a positive impact on them. However, these tutorials make them self-conscious in a productive way. Moreover, the study revealed a link between tutorial consumption and knowledge acquisition, with increasing viewing associated with higher levels of awareness.

**KEYWORDS***:* Consumption Pattern, Online Tutorials, Instagram, Self-conscious.

## 1. INTRODUCTION

All over the world, media projects a standard of beauty suggesting what women should look and act like. Articles and online tutorials describe how woman can attain attractive physique and facial proportions whether it is through dieting, plastic surgery, or spending dollars on the newest miracle elixir. Celebrities and influencers frequently promote beauty ideals, but what they conceal are the extreme methods and digital alterations employed by the beauty industry to meet unrealistic standards, perpetuating prevailing beauty norms (Stephen, 2019).

Before devolving further, its crucial to clarify the term social media, according to Merriam-Webster dictionary (2024) "Social media is a form of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos and tutorials)" Whereas, Howard and Parks (2012) offered a more detailed definition of social media: "The tools and infrastructure that enable the creation and sharing of content, the wide range of content available, including personal messages, news, ideas, and

cultural products, all in digital format and various individuals, groups, organizations, and industries involved in both creating and consuming digital content are defined as social media".

If you ask the bystander about social media they will tell you about Facebook, Instagram and YouTube. Facebook, the largest social media platform in the world, has 2.4 billion users. Other social media platforms including YouTube have more than one billion users. These numbers are huge – there are 7.7 billion people in the world, with at least 3.5 billion of us online. This means social media platforms are used by one-in-three people in the world, and more than two-thirds of all internet users (Ortiz-Ospina, 2019).

Different generations are using different social media; Facebook is the most-visited website for generations like millennial and Gen X'ers. However, now Generation Z prefer YouTube and Instagram. They tend to interact more extensively with short video content, because they prefer short, fast, bite-sized pieces. Meanwhile, 81 percent of them watch at least one hour of online video per day (Serbanescu, 2022).

Consumption patterns refer to how individuals spend time and money on various goods and services in order to meet their needs and desires and pleasure (Fadhilah & Ayriza, 2020). In the context of online makeup tutorials for women, consumption patterns refer to how they watch, interact with, and are impacted by these tutorials. In this technological age, where everyone is connected, socializes every hour, and lives under the influence of their friends and community, most women buy products that are recommended to them. Traditional salespeople are no longer the experts; today, social media influencers are the new experts; nearly 65% of women trust makeup recommendations from influencers. With advancements, women can easily personalize makeup by seeing how it looks on them before purchasing; they can access many tutorials and videos to help them recreate their look; and brands are creating makeup looks on a large platform, allowing users to try on makeup instantly before purchasing (Rani, 2020).

Women always want to appear confident and attractive. So, they often use cosmetics to maintain healthy skin and face (Chen & Dermawan, 2020). Due to digital age, a phenomenon of makeup tutorial or beauty blogging is rising quickly. It has become a worldwide hype that captures a lot of (mostly) women's attention. One might wonder what exactly is a makeup tutorial? To put it simply, it is an online tutorial that is usually managed by a young woman who writes about beauty-related content. This beauty-related content mostly consists of reviewing beauty products such as cosmetics and skincare, filming make-up tutorials and giving fashion tips. All of this is done with a lot of enthusiasm and, what looks like, a lot of knowledge about the subjects these beauty bloggers are speaking of. To an outsider, this phenomenon may seem strange, but many beauty blogs all around the world have gathered a massive fanbase over the years and some bloggers have even reached celebrity status, not to mention even becoming producers of their own line of cosmetics (Saitkasimova, 2015).

## 2. LITERATURE REVIEW

Chen and Dermawan (2020), found that YouTube tutorials provide cosmetic guidance, social learning, and entertainment for young generation especially girls. Duyen (2016) found out that bloggers have a general positive impact on consumers. In 2015 research, Kale Roman Lukas Kroll investigated the factors behind why beauty bloggers hold influence and make recommendations. He observed that the realm of beauty blogging is experiencing rapid growth and increasing significance as a resource for consumers seeking information about beauty and personal care products. Concurrently, companies and brands are increasingly utilizing influencer marketing strategies to leverage the dynamic between bloggers and consumers in this particular domain (Kroll, 2015). Forbes (2016) stated that influencers, dubbed online as "Beauty Gurus" online, use their skills in makeup to partner with cosmetic brands, earning big bucks while building brand awareness around products.

Georgia performed study on the world of YouTube Beauty Creators in 2015. He sought to know what made these producers influential and how their material benefited consumers. Interestingly, he found out that makeup tutorials were more than simply beauty instructions; they influenced how people perceived themselves and others. Moreover, Saitkasimova (2015) did a research which addressed the popular phenomenon of beauty blogs and what their effect is on their public. The results show that there is indeed an effect that beauty bloggers have when it comes to public" judgements of trustworthiness and their buying behaviour. Also, it

is considered that beauty blogs will become a (more) important form of marketing in the future.

Numerous researches have been carried out on lifestyle, beauty and makeup materials. However the current study focused on the consumption patterns of makeup tutorials offered by influencers on social media platforms such as Instagram, YouTube and Facebook, and others that targeted women. The study not just investigated that how frequently women watch makeup tutorial, but also the reason behind it. Furthermore, how these tutorials attract girls and impact them.

**Theoretical Model**
**Uses and Gratification Theory**

The Uses and Gratification Theory investigates why people choose specific media and how they utilize them to meet their needs (David, 2016). It emphasizes active media choices based on personal goals, meeting the different requirements of individuals and groups. This idea says that females watch internet cosmetic lessons to meet a variety of goals, including emotional fulfillment, remaining updated about beauty products and trends, improving social connections, raising self-esteem, and seeking relaxation. These tutorials provide gratification, making you feel satisfied and fulfilled. Regular consumption of makeup tutorials has become a normal element of girls' daily media routines, demonstrating their purposeful decision to meet certain demands through media content (Bajracharya, 2018).

**2.2. Objectives**

Objectives of study were to investigate the consumption pattern of online makeup tutorials. among girls in Lahore. Further, explore the reasons behind engaging with online makeup tutorials. Identify the makeup techniques or skills that girls in Lahore aim to acquire through online tutorials. Moreover, explore the potential effects of watching makeup tutorials on girls in Lahore.

## 3. RESEARCH METHODOLOGY

A quantitative survey research design was employed, utilizing a convenient sampling strategy to select the sample. One hundred girls from Lahore volunteered to take part in the study. Sample was comprised of 100 women aged between 18 to 29 years. An inclusion criterion was participants with age range between 18 to 19 were included. Furthermore, only individuals identified as women and residing in Lahore were included. Data was collected in person by the authors, from various educational institutions and other organizations of Pakistan. First and foremost, participants were provided with informed consent to participate in the current research. All selected participants were informed about their freedom to withdraw at any point throughout the study. Participants were reassured that their personal information would be kept confidential. Furthermore, all American Psychological Associations ethical norms were followed during data collection, statistical analysis, results interpretations and writing research paper. After obtaining data from completed questionnaires, the findings were graded according to the scoring procedures specified for each item. For statistical analysis, data were manually analyzed.

## 4. DATA ANALYZES
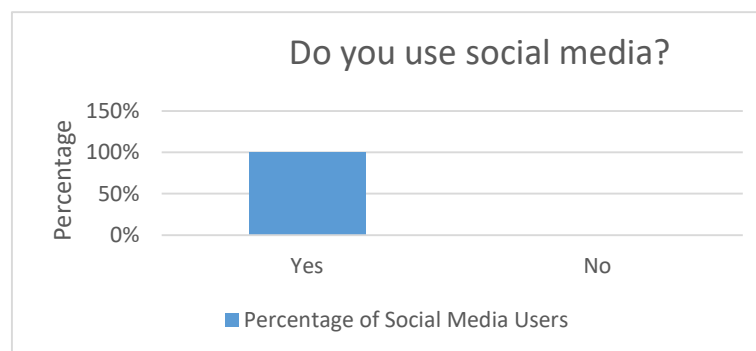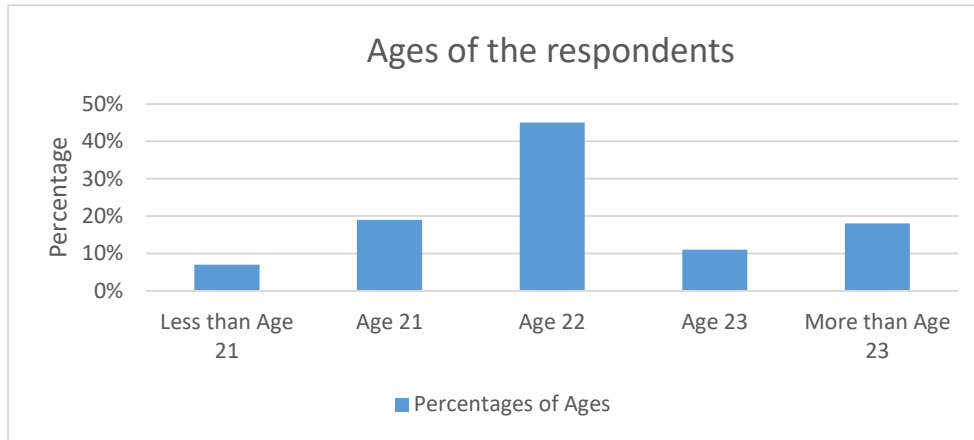**Question 1: Do you use social media?**



**Figure 1**

According to the above figure, 100% of the respondents used Social Media.

**Figure:2**



Figure: 2

The figure 2 shows the ages of girls who participated in this study. It indicates that 7% of the girls were under the age of 21, 19% 21 years old, meanwhile 45% percent participant were 22 years old, 11% girls age was 23, 18% of the girls were over the age of 23.

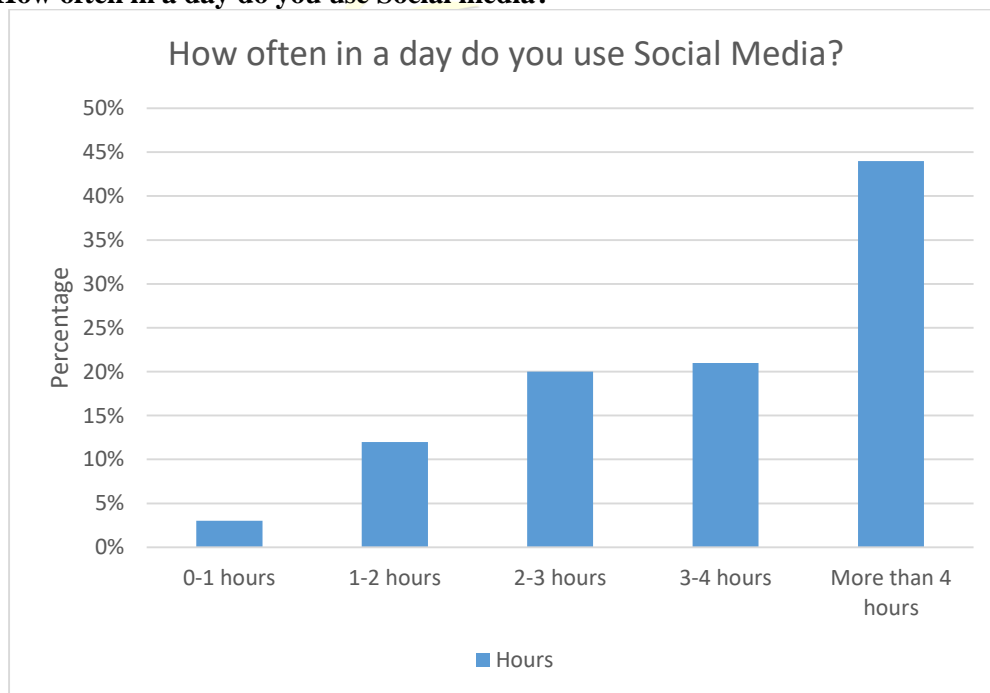**Question 2: How often in a day do you use Social media?**



Figure 2

Individuals revealed how much time they spend on social media, according to the statistics given in Figure 3. Notably, 44% of participants reported spending more than 4 hours on social media sites, with another 21% devoting 3-4 hours to online interactions. Furthermore, 20% of those surveyed indicated 2-3 hours, while 12% reported spending 1-2 hours on social media every day. Only 3% of respondents reported using social media for 0-1 hours.

**Question 3: How many hours do you spend on watching videos on social media?**



How many hours do you spend on watching videos on the social media?
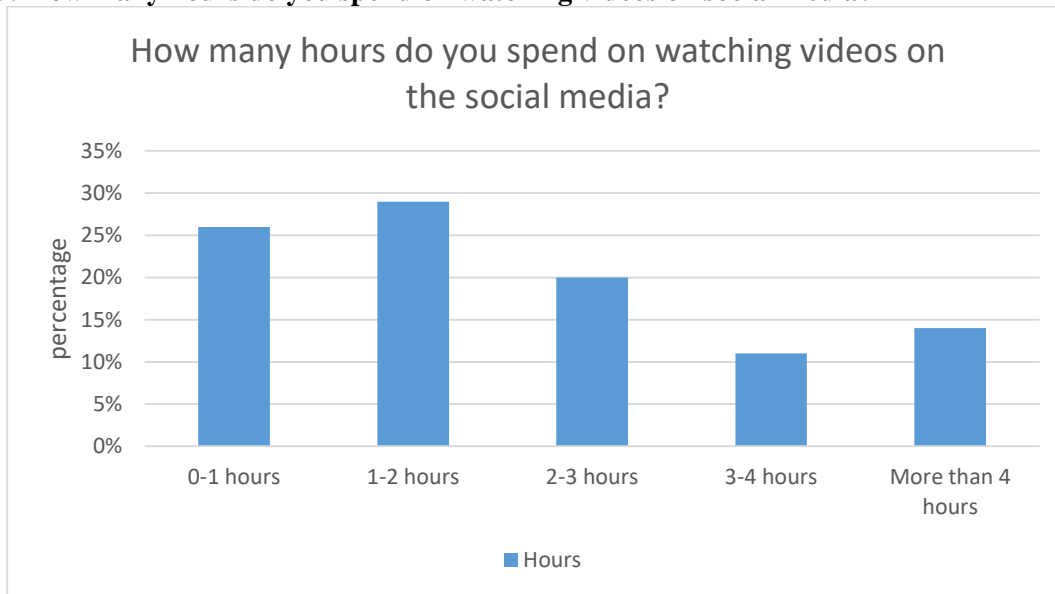
**Figure 3**

Figure 4 depicts the data collected from respondents on their social media video consumption patterns. Specifically, 26% of participants reported watching videos for 0-1 hours, whereas 29% watch for 1-2 hours. Furthermore, 20% of respondents reported viewing videos for 2-3 hours, with 11% spending 3-4 hours on video consumption. Furthermore, 14% of participants reported watching videos on social media for more than 4 hours.

**Question 4: Which social media do you use the most?**
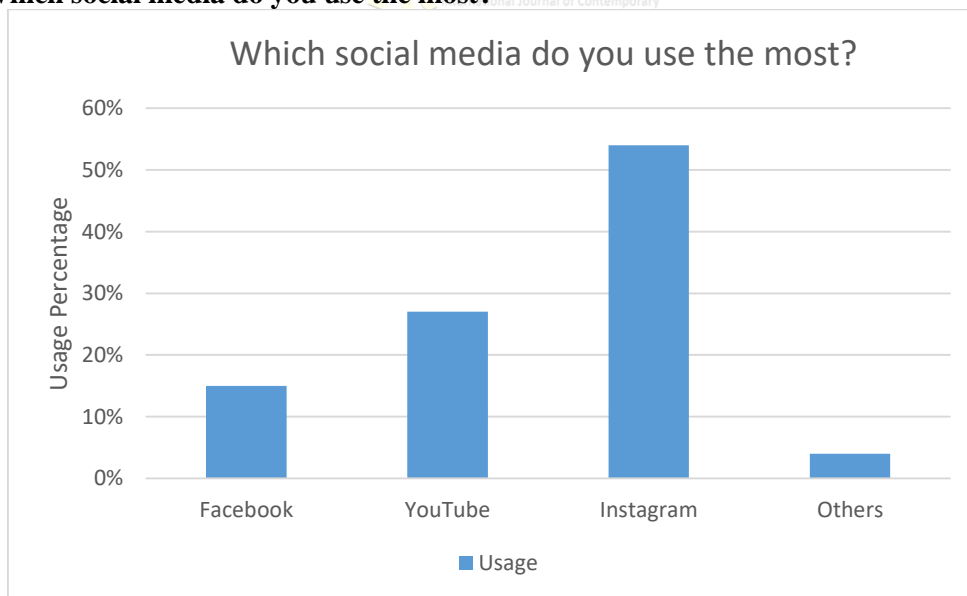


Which social media do you use the most?

**Figure 4**

According to figure 5, 54% of the respondents use Instagram, 27% of the respondents use YouTube, 15% of the respondents use Facebook while only 4% of the respondents use other applications.
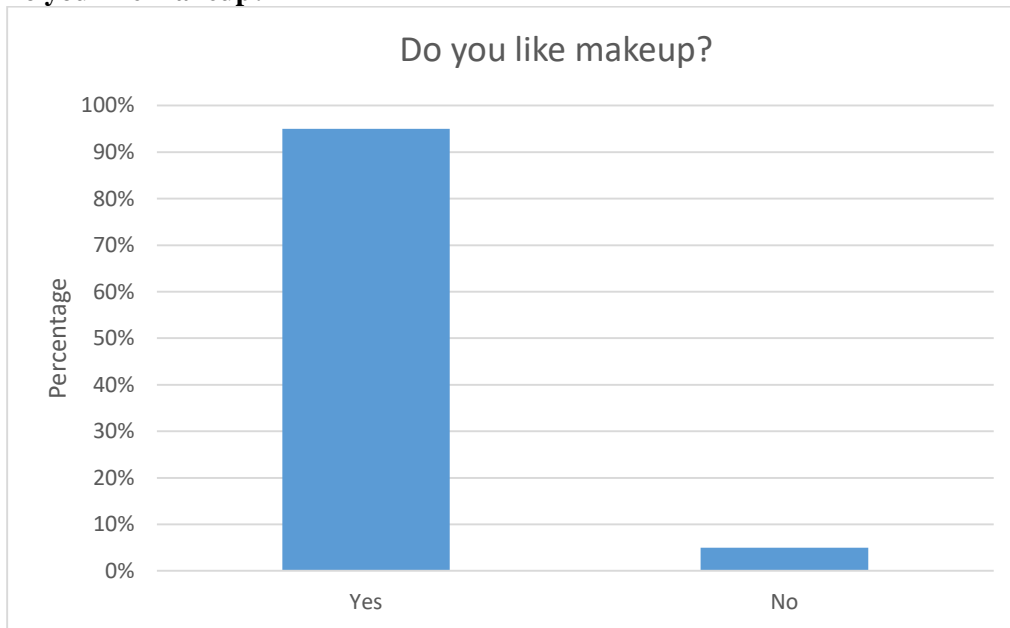
**Question 5: Do you like makeup?**



**Figure 5**

According to the graph in figure 6, 95% of the respondents like makeup while only 5% of them don't like makeup.

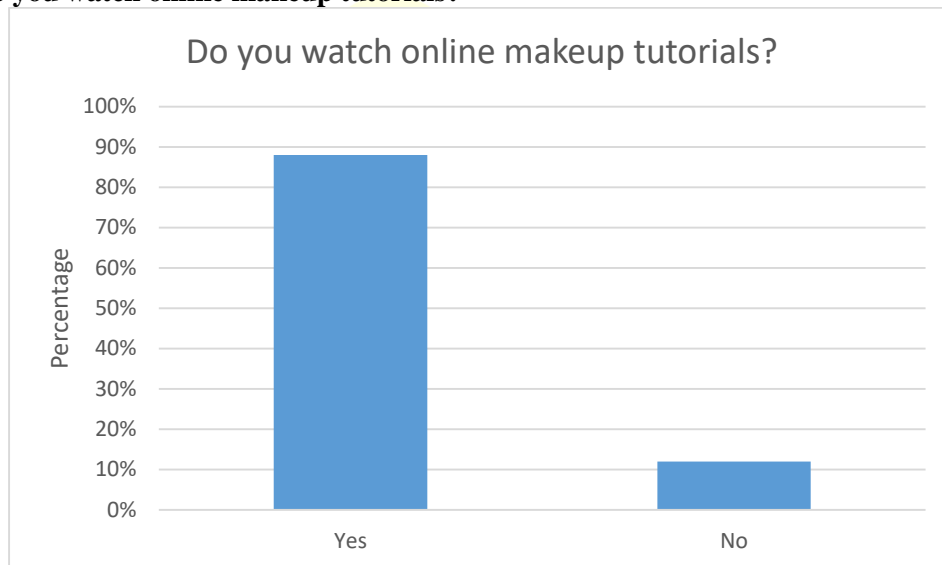**Question 6: Do you watch online makeup tutorials?**



**Figure 6**

According to the graph in figure 7, 88% of the respondents watch online makeup tutorials while only 12% of them don't watch online makeup tutorials.

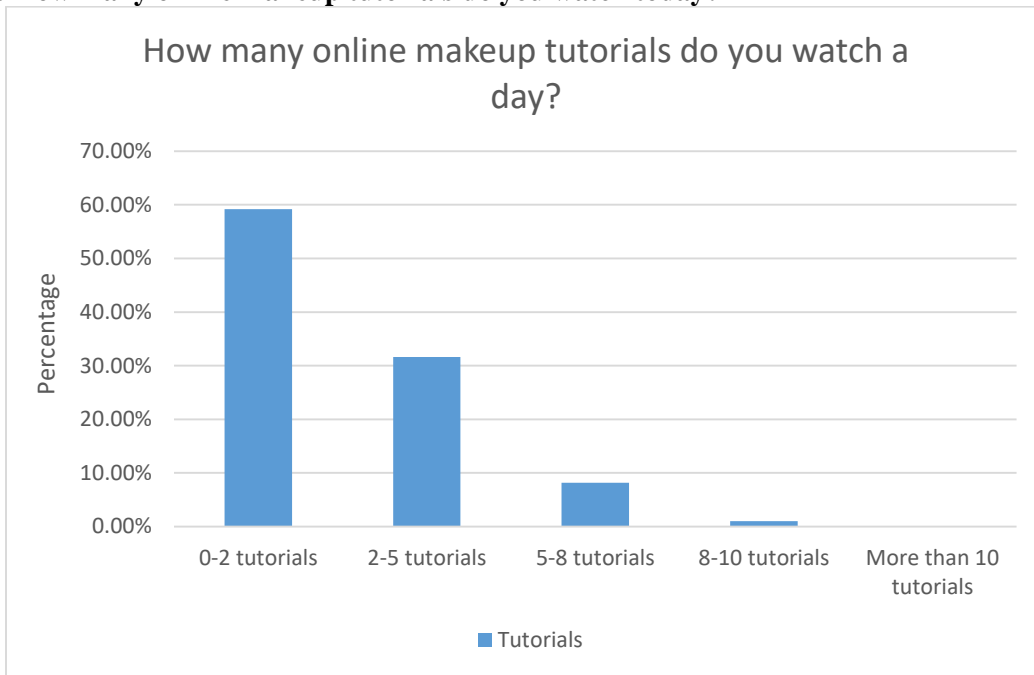**Question 7: How many online makeup tutorials do you watch today?**



**Figure 7**

According to the graph in figure 8, 59.2% of respondents reported that they watch online makeup tutorials for 0-1 hours, 32.6% of respondents watch 1-2 hours, meanwhile 8.2% of the respondents watch 2-3 hours, and only 1% of them watch 3-4 hours while none of them watch for more than 4 hours.

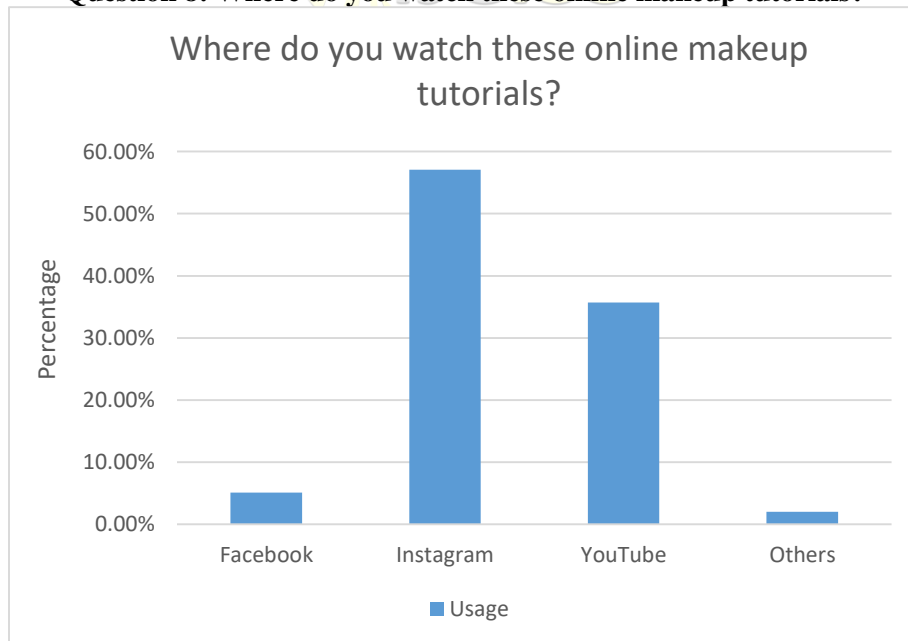**Question 8: Where do you watch these online makeup tutorials?**



**Figure 8**

According to figure 9, 57.1% of the respondents watch online makeup tutorials on Instagram the most, 35.7% of the respondents watch online makeup tutorials on YouTube, 5.1% of the respondents watch online makeup tutorials on Facebook while only 2% of the respondents use other applications to watch online makeup tutorials.

**Question 9: How much time do you spend on watching these makeup tutorials?**
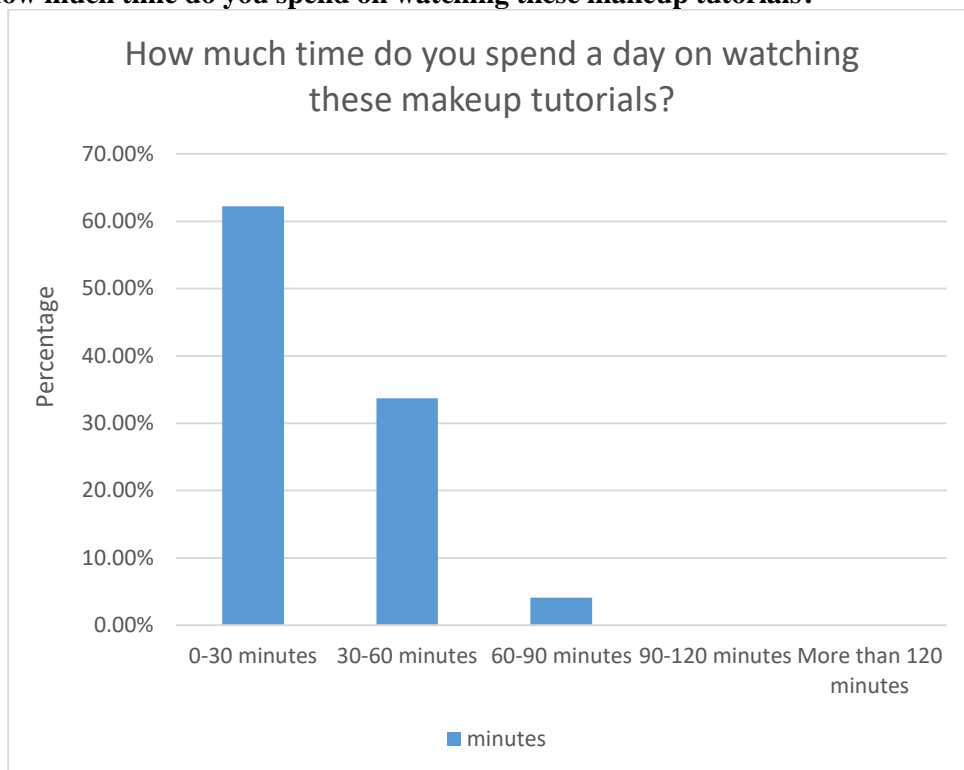


**Figure 9**

According to the graph in figure 10, 62.2% of respondents spend 1-30 minutes a day on watching makeup tutorials, 33.7% of respondents spend 30-60 minutes a day and only 4.1% of them spend 60-90 minutes a day on watching makeup tutorials.

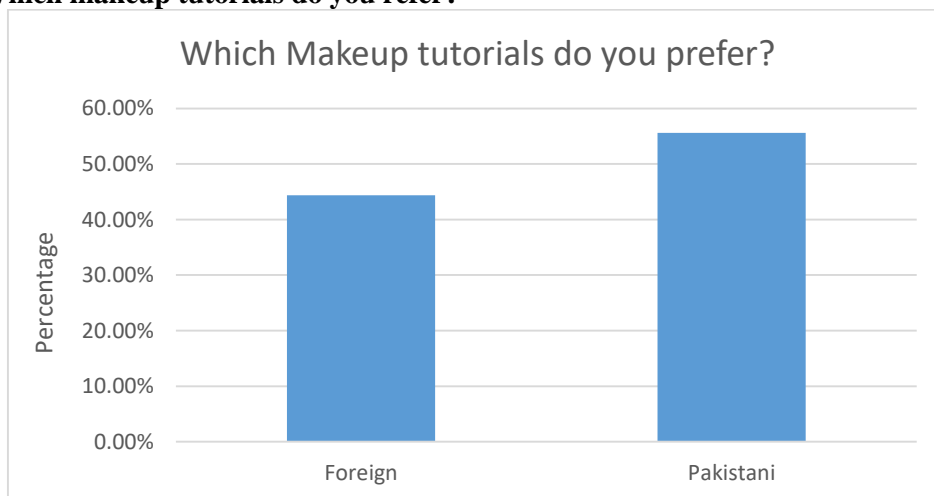**Question 10: Which makeup tutorials do you refer?**



**Figure 10**

According to the graph, 44.4% of the respondents watch foreign online makeup tutorials while 55.6% watch Pakistani online makeup tutorials.

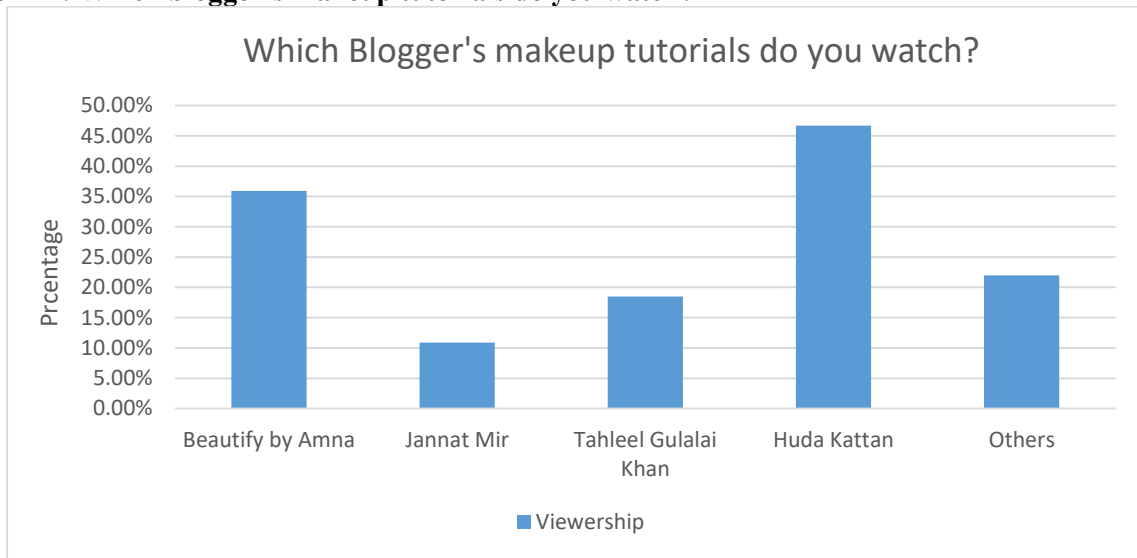**Question 11: Which blogger's makeup tutorials do you watch?**



**Figure 11**

According to the statistics in Figure 12, different percentages of respondents interact with different tutorials. Specifically, 35.9% of participants reported viewing Amna's Beautify instructions, while 10.9% watched Jannat Mir courses. Furthermore, 18.5% of respondents watched Tahleel Gulalai Khan's lessons, while 46.7% watched Huda Kattan's. Furthermore, 22% of participants stated that they watch tutorials from artists other than those listed.

**Question 12: After watching these online makeup tutorials, do you apply these makeup routines on yourself?**
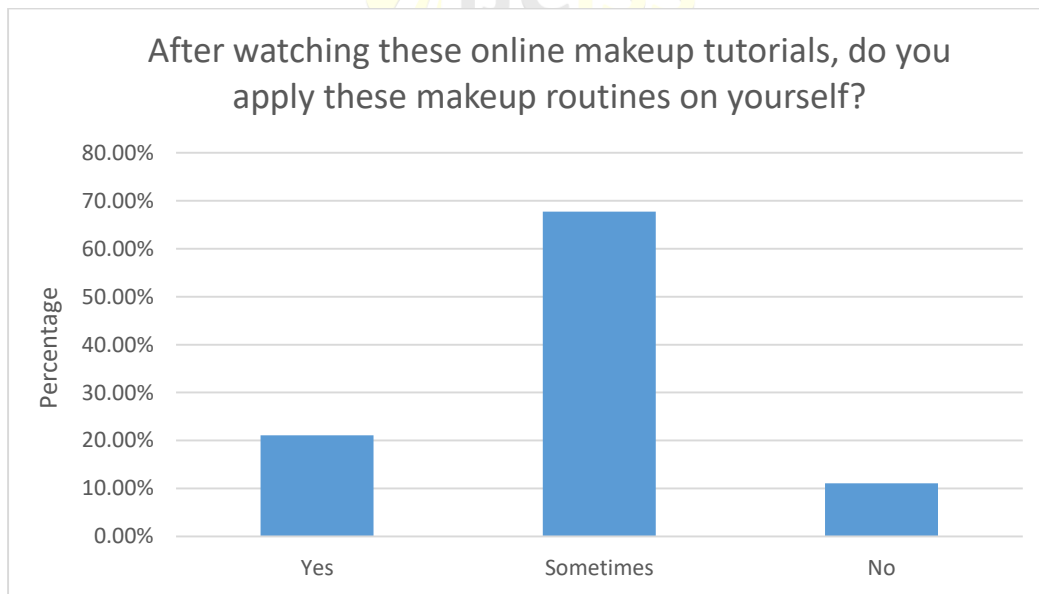


**Figure 12**

According to the graph in figure 13, 67.7% of the respondents sometimes apply online makeup tutorials on themselves, 21.1% of them always apply online makeup tutorials on themselves while only 11.1% of them don't apply online makeup tutorials on themselves.

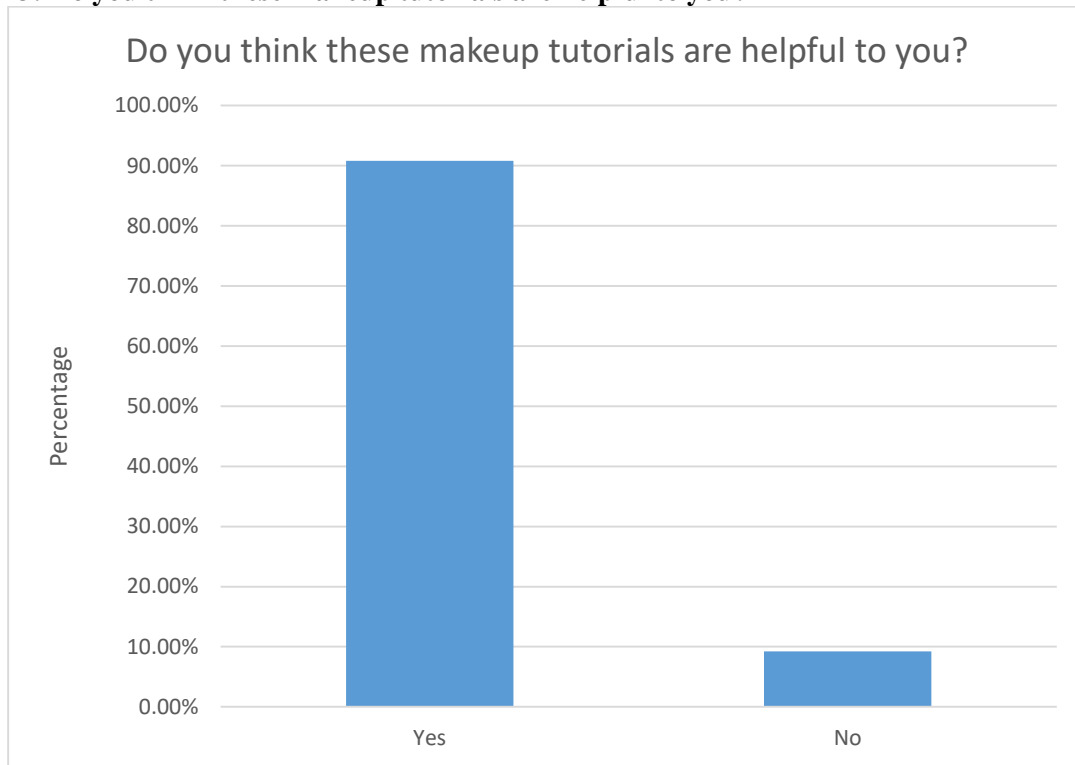**Question 13: Do you think these makeup tutorials are helpful to you?**



**Figure 13**

According to the graph in figure 14, 90.8% of the respondents think that makeup tutorials are helpful for them while only 9.2% of them think that makeup tutorials are not helpful for them.

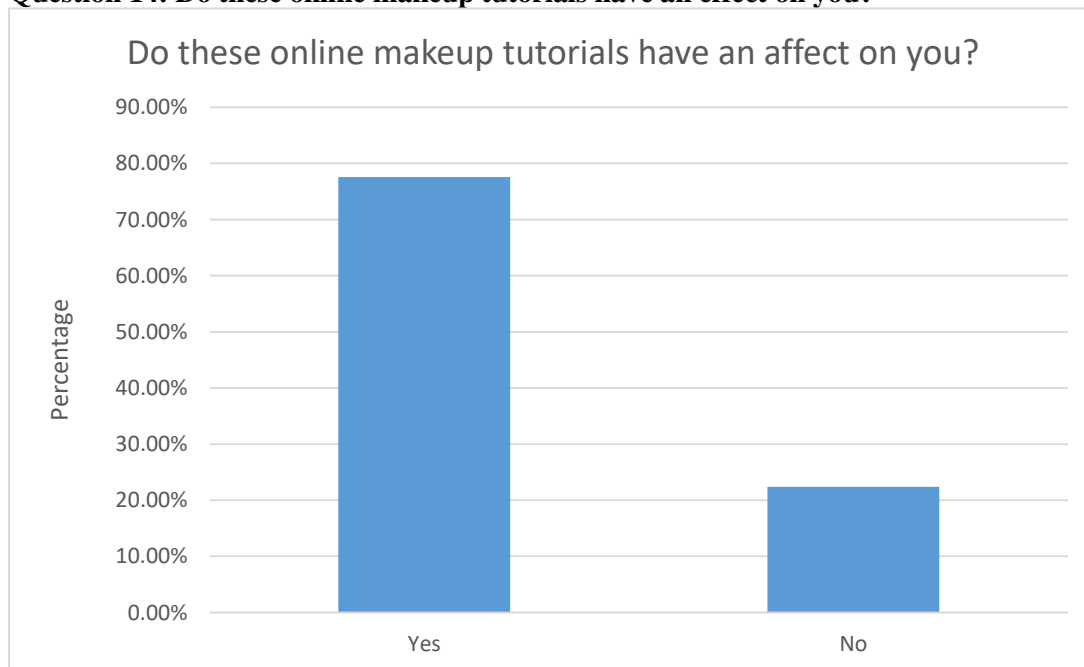**Question 14: Do these online makeup tutorials have an effect on you?**



**Figure 14**

According to the graph in figure 15, 77.6% of the respondents reported that online makeup tutorials have an effect on them while only 22.4% of them said that online makeup tutorials have no impact on them.

**Question 15: Why do you watch these online makeup tutorials?**
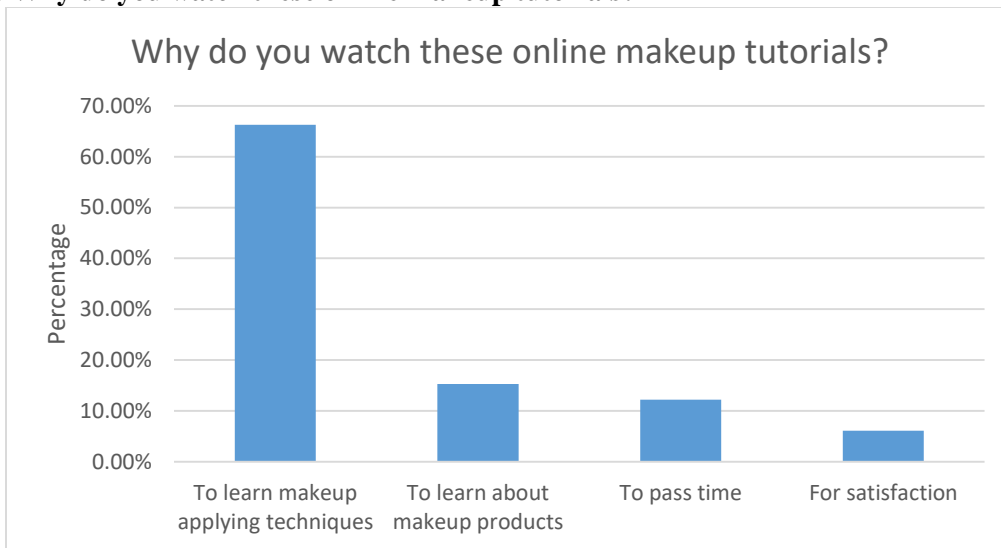


**Figure 15**

According to figure 16, 66.3% of the respondents watch online makeup tutorials to learn makeup applying techniques, 15.3% of the respondents watch online makeup tutorials to learn about makeup products, 12.2% of the respondents stated that they watch online makeup tutorials to pass time and only 6.1% of the respondents watch online makeup tutorials for satisfaction.

**Question 16: When do you apply makeup?**



**Figure 16**

According to the graph in figure 17, 52% of the respondents apply makeup on special occasions and events only, 37% of the respondents apply makeup at college/university/office and only 8% of the respondents reported that they apply makeup every day.

**Question 17: Do watching these online makeup tutorials make you self-conscious in any way?**



**Figure 17**

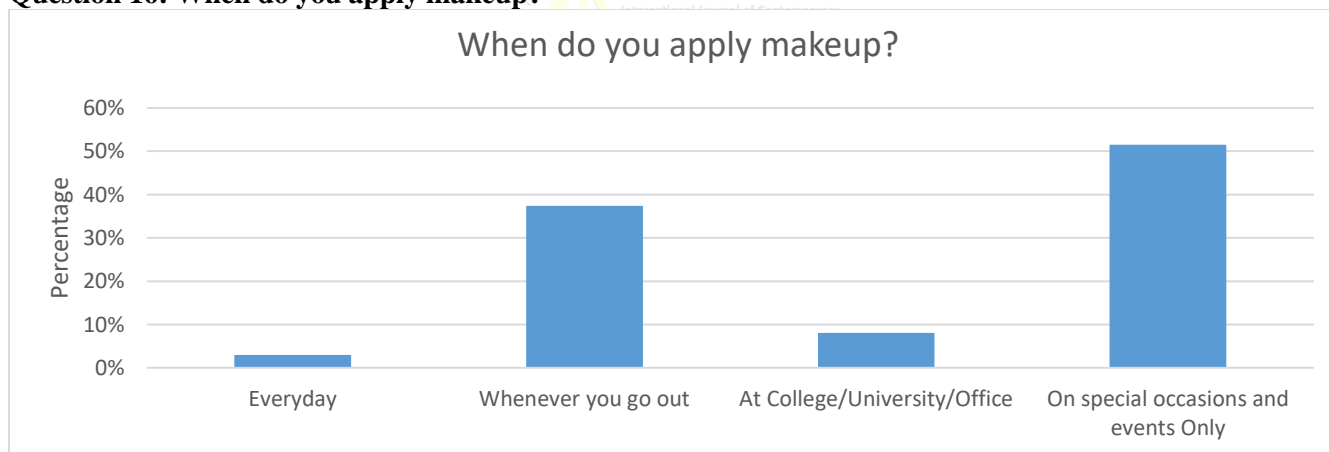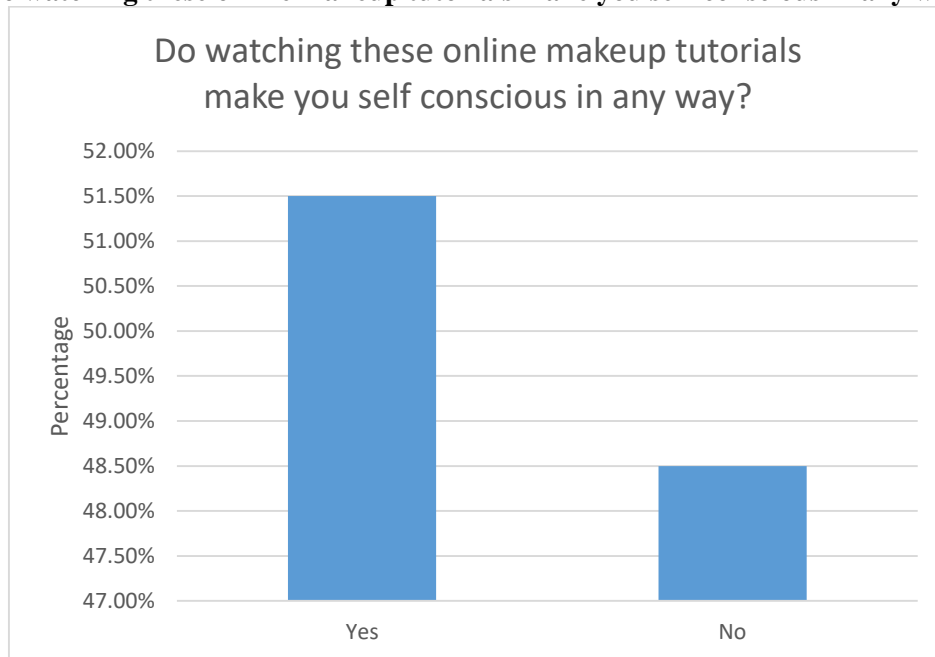According to the graph in figure 18, 51.5% of the respondents reported that online makeup tutorials make them self-conscious while according to 48.5%, online makeup tutorials don't make them self-conscious.

**4.1 Hypothesis Testing**
**Hypothesis**

   **H1:** Online make up tutorials are highly watched by girls of Lahore.

**Statistical Test**

   In order to test and analyze the relationship of variables between the hypothesis and find the significance and insignificance or the level of acceptance and rejection, the researcher applied the statistical data test.

**T Test**

   Researcher applied T Test method in order to find statistical data.

**Treatment 1**
N1: 105
df1 = N - 1 = 105 - 1 = 104
M1: 2.59
SS1: 191.39
s21 = SS1/(N - 1) = 191.39/(105-1) = 1.84
**Treatment 2**
N2: 101
df2 = N - 1 = 101 - 1 = 100

M2: 1.38
SS2: 33.7
s22 = SS2/(N - 1) = 33.7/(101-1) = 0.34
**T-value Calculation**
s2p = ((df1/(df1 + df2)) * s21) + ((df2/(df2 + df2)) * s22) = ((104/204) * 1.84) + ((100/204) * 0.34) = 1.1
s2M1 = s2p/N1 = 1.1/105 = 0.01
s2M2 = s2p/N2 = 1.1/101 = 0.01
t = (M1 - M2)/√(s2M1 + s2M2) = 1.21/√0.02 = 8.29

   From the above-mentioned results found through T testing, the value of $p < 0.05$ which shows that the hypothesis is tested and accepted i.e. Online make up tutorials are highly watched by girls of Lahore.

5.   **DISCUSSION**

This research examined consumption pattern of makeup tutorials in girls because in recent years, the rise of internet platforms such as YouTube, Instagram, and TikTok has transformed the way young females interact with beauty material, providing a diverse range of instructions ranging from basic cosmetic techniques to sophisticated creative creations. This article digs into the varied world of makeup tutorial consumption, looking at not just the frequency and duration of watching, but also the underlying factors that lead females to seek out these digital beauty suggestions.

The questionnaire included 19 questions regarding makeup tutorials consumption patterns. Population was girls residing in Lahore. The majority of participants in this research are within the age range of 19 to 22. According to Zhou (2024) between the ages of 19 and 29 are the most active on social media (84% have an account). Results of current student found out that 62.2% girls residing in Lahore spent their 1 hour or 30 minutes on watching makeup tutorials on daily basis and find them helpful. According to Ashley and Megan (2017), the typical woman views YouTube for 35 minutes per week, with the top two categories most seen by women on YouTube being make-up and cosmetics (89.31%) and skin and nail care (85.29%). Women who purchase beauty sample boxes often spend around $10 per month on these box subscription services. 53% of the top 50 businesses' Instagram followers are women, with beauty giant MAC having 82% of them. Britton (2012) argues that cosmetics appeal to women because they provide quick and easy solutions to temporary appearance issues. Beausoleil's 1992 research, "Makeup in Everyday Life: An Inquiry into the Practices of Urban American Women of Diverse Backgrounds," found that women's makeup procedures vary based on their daily activities. Cosmetics have been a popular approach to meet societal beauty standards because to their ease of application and low cost compared to more radical measures like diet, exercise, and cosmetic surgeries. In short, tutorials help girls to achieve beauty standard in minimum time.

Additionally study found out that 57% of the girls use Instagram, that make Instagram the most used social media app among girls of Lahore. Similarly in India, Singh et al. (2021) proposed that Instagram's user base has grown steadily since its inception in October 2010. He concluded that it is the most recent method of communication in which users may post photographs by twisting them with filters. It provides its users with an unparalleled platform to share photos and videos. It offers many filters to alter the look of an image. It offers comparable social connectedness to sites like Facebook and Twitter, allowing users to follow several persons.

On top of that, current study found out that girls watch 2 to 5 online makeup tutorials every day. According to the survey findings, makeup tutorials assist women in a variety of ways. A considerable number (66%) watch them to acquire novel techniques, demonstrating their value as educational assets. Furthermore, the majority (77%) believe that these lessons have an influence on them. Likewise, a huge majority (90%) find the lessons to be quite useful. This shows that participants saw the tutorials as useful tools for enhancing their makeup abilities and general well-being. Consequently, Cash et al. (1989) stated that "Makeup use and grooming behaviors, in general, function to manage and control not only, social impressions but also self-image". According to another study, women see makeup tutorials and use makeup to enhance their looks and may experience a rise in self-esteem and well-being. Consumers can watch makeup tutorials and use makeup to modify their social perception and feel more at ease in certain settings (Nash et al., 2006).

Results found that overall 51.5% of the respondents feel self-conscious online makeup tutorials make. Results align with Fieldman et al. (2008), who found that wearing cosmetics made female faces appear more beautiful. His findings show that women may use cosmetics to improve their face attractiveness. Furthermore, another study showed that females who use cosmetics have greater self-confidence ratings than those who do not wear makeup (Nash et al., 2006). Since a result, it's obvious that women place a high value on improving their face appearance through cosmetic usage, since it not only boosts their perceived confidence but also depicts them as healthier and more successful. This link between makeup usage and increased self-confidence suggests that women may use cosmetics as a strategy to reduce feelings of self-consciousness and promote their general sense of confidence, which is impacted by their use of online makeup tutorials.

The research also provided information that, 67.7% of the respondents sometimes apply these tutorials on themselves and 46% of them watch Huda Kattan's tutorials. Huda Kattan is a well-known personality in the beauty business, having founded the cosmetics brand Huda Beauty. In 2010, she created the Huda Beauty blog in Dubai, where she quickly gained popularity for her real-life attitude and cosmetic tutorials. Kattan has a major influence outside her brand; she has about 53 million Instagram followers and is well-known for her marketing approach, which has never included paid advertising (Locke, 2021). As Lyons (2018) points out, "Kattan's nearly 29 million Instagram followers interact with her content actively, with an average of 400,000 views and more than 3,000 comments per post".

## 6. THEORETICAL IMPLICATIONS

This study has important theoretical consequences, notably in terms of Uses and Gratification Theory. First and foremost, the data is consistent with the theory's goal of explaining media usage for pleasure. By researching why females in Lahore watch online cosmetics tutorials, the study sheds light on the unique gratifications sought through media consumption. Furthermore, the study helps to uncover the key purposes that drive people's media consumption, as defined in the Uses and Gratification Theory objectives. It emphasizes motivations such as being educated about new beauty products, staying on-trend, and feeling satisfied via before-and-after makeovers. Furthermore, the study assesses both the good and negative elements of media consumption, as suggested by the theory.

It highlights both the positive impacts, such as empowerment and self-expression, and the possible negative consequences, such as unattainable beauty standards. Overall, this study has important theoretical implications by demonstrating how online makeup tutorials meet specific needs and motives among girls in Lahore, adding to our knowledge of media consumption within the context of Uses and Gratification Theory.

## 7. CONCLUSION

In conclusion, the study of the consumption patterns of online makeup tutorials among females in Lahore sheds light on their broad recognition and considerable effect. According to the report, women typically use online tutorials to learn new skills and expand their knowledge. It emphasises the need of understanding how much time girls spend viewing these tutorials and which social media channels they use to acquire such information. The data show that online cosmetics tutorials are quite popular and have a high perceived value in terms of teaching and information delivery. Moreover, the study reveals a link between tutorial consumption and knowledge acquisition, with increasing viewing associated with higher levels of awareness.

Furthermore, ladies use these tutorials for a variety of reasons, including seeking beauty guidance and product evaluations, which are perceived as entertaining and educational. Crucially, statistical research supports the idea that online makeup tutorials benefit girls. Overall, the study emphasizes the importance of online makeup tutorials as a significant educational resource in the field of beauty and cosmetics for girls in Lahore.

## 8. LIMITATIONS AND FUTURE IMPLICATIONS

Due to the research's complexity, various challenges arose during data gathering.
Because the study targeted women, reaching them p roved difficult because of to their hectic schedules. In
addition, many participants were unaware of interne t makeup tutorials. Moving forward, incorporating both mixed method approach to collect data may result in a more comprehensive understanding of the subject and its different features.

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## ANNEXURE

**1.** Do you use social media?
Yes
No

**2.** How often in a day do you use Social Media?
 0-1 hours
1-2 hours
2-3 hours
3-4 hours
More than 4 hours

**3.** How many hours do you spend on watching videos on the social media?
0-1 hours
1-2 hours
2-3 hours
3-4 hours
More than 4 hours

**4.** Which social media do you use the most?
Facebook
Instagram
YouTube
Others

**5.** Do you like makeup?
Yes
No

**6.** Do you watch online makeup tutorials?
Yes
No

**7.** How many online makeup tutorials do you watch a day?
0-2
2-5
5-8
8-10
More than 10

8. Where do you watch these online makeup tutorials?
Facebook
Instagram
YouTube
Others

9. How much time do you spend a day on watching these makeup tutorials?
0-30 minutes
30-60 minutes
60-90 minutes
90-120 minutes
more than 120 minutes

10. Which Makeup tutorials do you prefer?
Pakistani
Foreign

11. Which Blogger's makeup tutorials do you watch?
Beautify by Amna
Jannat Mir
Tahleel Gulalai Khan
Huda Kattan
Other:

12. After watching these online makeup tutorials, do you apply these makeup routines on yourself?
Yes
Sometimes
No

Do you think these makeup tutorials are helpful to you?
Yes
No

13. Do these online makeup tutorials have an affect on you?
Yes
No

14. Why do you watch these online makeup tutorials?
To learn makeup applying techniques
To learn about makeup products
To pass time
For satisfaction
Other:

15. When do you apply makeup?
Everyday
Whenever you go out
At College/University/Office
On special occasions and events Only

16. Do watching these online makeup tutorials make you self conscious in any way?
Yes
No