

# Netnographic study of Visual Electronic Word-of-Mouth on YouTube

## Business Collaboration Between Tourism Firms and Saudi Arabian Female Fashion Bloggers

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### Extended Abstract

YouTube is a Social Media Site (SMS) presenting a different form of consumer-to-consumer communications that is known as visual electronic-word-of-mouth (eWOM) in the form of videos to other social media users about products or service. Consumers' interactions on social media sites (SMSs) such as YouTube have created a phenomenon called fashion bloggers that refers to individuals who review fashion products on their SMSs (Mimoun, Garnier and Depledt 2015). This new phenomenon has created a new business collaboration between the fashion firms and tourism firms (Cantalops and Salvi 2014, Mimoun, Garnier and Depledt 2015). Fashion firms invited bloggers from other countries to review their products through bloggers' SMSs (Riquelme & Saeid, 2014). The fashion firm collaborates with tourism companies to take the bloggers tour around the cities and landmarks while bloggers are visiting the fashion firm (Azariah 2016, Wang et al. 2016). Accordingly, fashion bloggers give recommendations about the countries on their SMSs.

Saudi females represent the largest number of fashion bloggers and eWOM seekers on SMSs, particularly on YouTube fashion channels (Saudi Arabian Bloggers, 2017). Many Saudi citizens visit individually or in the group to countries like the United Kingdom, United States of America, Turkey, Malaysia and so on. Researchers and practitioners understanding of the influence of fashion bloggers visual eWOM on SMSs users, especially related to fashion products and tourism industry are limited (Mimoun, Garnier and Depledt 2015, Azariah 2016, Wang et al. 2016, Chao & Chen 2016). The study aims to understand how fashion bloggers' visual eWOM on YouTube influence SMSs' users decision-making toward factor related to tourism.

This research uses "netnography" a qualitative method and observes SMSs' users interactions on Saudi female bloggers' on YouTube. Fashion bloggers review fashion products and provide recommendations about the cities that they visited. The reason for selecting YouTube is that it has the highest number of Saudi eWOM seekers (statista 2016). In this study, 150 Saudi female SMSs users collected and analysed.

The findings indicated that fashion bloggers' eWOM influence SMSs' users' decision making to visit countries. Findings also indicated that useful information, social interactions, self-experience and trend discovery are the most factors influenced SMSs' users to interact through fashion bloggers' YouTube channels.

The findings will help managers in designing appropriate visual eWOM strategies to strengthen the collaboration between tourism and fashion industry through fashion bloggers SMSs. Managers need to postulate useful information and up today new trend information about the country and landmarks to SMSs user through fashion bloggers. This will influence SMSs users' discussion making to visit the country. Managers should allow the fashion bloggers to explain their self-experience after visiting the country. The study developed a methodology technic to collect and analyse big data from SMSs.

**Key words:** Social Media Sites, Electronic World of Mouth, Motivations, Fashion Bloggers, Fashion industry, Tourism, Saudi Arabia

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