

# Exploring Youtube's Role in Redefining the Hair Industry

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## Introduction

The hair industry has shifted and grown since the introduction of YouTube. In the age of DIY, YouTube has created a platform for talented beauty gurus to offer virtual hair tutorials and empower “everyday” people to take on personal styling. These young “Beauty Gurus” have created an attractive online presence that has inspired more than a million creators to join the movement, according to studies. Although this is beneficial for creatives and gurus themselves, this shift in virtual hairstyling instructions is likely impacting the traditional hair industry and creating competition for traditional licensed hair stylists. It is unclear whether hair businesses are losing or gaining money, as learning to do hair by oneself may elicit competition. As such, it is important to investigate how this new medium is influencing the hair industry.

## Research Question

How has Youtube influenced the hair industry? Have YouTube hair tutorials created competition for hairstylists?

## Hypothesis

Virtual youtube hair gurus are redefining the current hair industry and may negatively impact traditional hair salons.

## Methods

- Conducted Research
- Identified topic
- Explored the literature
- Created questions
- Collected data
- Analyzed data
- Present Findings



14 Survey Respondents

### Survey Protocol:

21 Questions including 3 domains:

#### 1) Demographic Questions

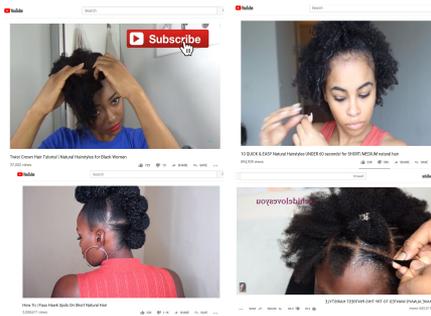
Age, Gender, Education, Income Status

#### 2) Community Assessment

Safety, Community Satisfaction

#### 3) Study Specific Questions

- Do you watch youtube hair tutorials? If so, how often?
- How often do you spend on your hair?
- How have youtube beauty gurus influenced the hair industry?



## Results

<b>Race</b>	84% - Black
<b>Gender</b>	84% - Female
<b>Age</b>	58% - 16 - 20
<b>Household Status</b>	66% - SP Household
<b>Household Income</b>	67% - Uncertain

92% watch YouTube hair tutorials

58% believe their styling skills will improve by watching YouTube tutorials

67% prefer to style their own hair rather visit a professional hairstylist

75% believe YouTube gurus give helpful hair advice

73% believe Youtube gurus have influenced the industry by empowering women to style their own hair

## Discussion

With any study, there are limitations that must be considered. In my study, I only surveyed individuals in the Pittsburgh area - as such, the results may not be extendable to other locals. Additionally, there was a lack of age diversity - insight from older individuals is limited. Overall, my population sample size was small and almost only captured black females, instead of other races and their hair and youtube experience. More questions about salons and hair texture are necessary.

## Conclusion

Study results suggest that YouTube hair gurus influence the hair industry by causing more people to style their own hair. Results also denoted that youtube is a catalyst for shifting the hair industry. Many respondents are avid youtube hair tutorial watchers and believe in the power of their skill development. Most respondents feel empowered to style their own hair and limit their salon visits. Admittedly, respondents would rather do their own hair then visit a shop, which may be a benefit to Youtube gurus. Researchers should continue exploring how to integrate YouTube into the current functions of the industry. In following studies, researchers should consider information concerning natural haircare.