

---

## Marketing Through Video Blogs – An Emerging Trend

---

DR.V.JOSEPHINE LOURDES DE ROSE<sup>1</sup>, MS. THANGALAKSHMI<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, Holy Cross College, Tiruchirappalli – 2

<sup>2</sup>Research Scholar, Department of Commerce, Holy Cross College, Tiruchirappalli – 2

---

**Abstract:** Century filled with adventures incorporates various inventions in everyday chores. Every booming second, social media swirls as sixth-finger. Posting videos and photos in social media platforms is almost a fashion and video blogs (Vlogs) are interesting part that captures wide range of audience. Proliferation of Video blogs enhances common social interest that creates awareness about various new arrivals in the market. Watching Vlogs and following particular vlogger enables audience to identify several promotions made by them. Vlogs have made marketers job quite easier. Researchers have found that 53 percent of the customers engage in a brand after watching a video in social media and most of them are women. Therefore the study aims to identify the women perception towards Vlogs and promotions made by vloggers. A research was conducted during the period June- August 2019 with a sample of 150 female respondents to identify the Vlogs frequently surfed by them and also their perception towards the emergent trend of marketing through internet. Several statistical tests such as chi square, ANOVA and factor analysis were performed to answer the research questions.

**Keywords:** Video blogs, social media, fashion and fitness Vlogs

---

### INTRODUCTION:

Era filled with innovations tempts layman to adapt emerging technologies. Marketers undergo elusive task due to proliferation of 30- second advertisements clutter that proves to be failure shot. Every second an innovation finds its shelter in the universe enrolled with new forms of communication. Social media proves to be a virtual platform connecting every single individual from all over the world. Social media enables every individual to view, express, analyse, reciprocate various ideas, trends, feelings, interests, knowledge, talents, etc. unlike TV where individual have only option to simply sit and watch. Quick access to social media through mobile phones has increased the time spent on viewing various things rather than any other personal activity. Social media is largely dominated by advertisements both evitable and inevitable. Ad-skipping behaviour has led way to entrench products in videos in natural settings. Several commercial brands rely on powerful social media tools such as YouTube, Facebook, Instagram, Snapchat, Twitter, etc. to pitch their products. Social media influencers are representatives of consumers executing inter-personal communications. Video produced and uploaded in social media channels can be viewed online are called Vlogs. They appear to be very realistic as vloggers are one among layman and not celebrities. Vlogs are videos that connect well with target audience. Vlogs have become best entertainment part in social media. Vlogs are attractive enough to capture audience of various age. Vlogs contain convincing content with new ideas, fashion, products used by vloggers, their daily chores, new arrivals, etc. Vloggers upload videos that illustrate their daily chores in natural settings incorporating several brands. Such videos are most preferred and followed by various age group of audience. Vlogs prove to be very useful for it provides information in various areas. Vloggers effectively engage audience and eminently attract as well as absorb their attention. Such Vlogs are videos that communicate vloggers experiences, opinions, ideas, suggestions, etc. to entire audience group. Vlogs are videos recorded in natural settings by vloggers sharing their personal experiences and day-to-day chores as main part of videos. Vloggers in their videos express their opinion about various brands they use, amidst their conversation. Well-connected audience expose exorbitant faith and liking for such vloggers. Brand mentions made by vloggers are either paid promotions or out of personal interest. Including content that are useful for particular target group of audience exhibits authenticity and attracts numerous audience to subscribe vloggers channel. Depending on the crowd of followers' vloggers' have, both well established and brand very new to the market approach particular vlogger creating a tie-up. Brands insist such incorporations to prominently register their existence through audience trustworthy tribune. Vloggers' promote not only brands but various services too. Such promotions are sometimes made out of personal experiences of vloggers' and needn't be a paid one. Vloggers' develop emotional bond with audience that creates trustworthiness on vloggers' content sharing intention. Vloggers are accessible and comparatively less expensive than celebrities exhibiting feeling of trust and belief on their endorsements. Vloggers promote products more naturally exposing genuine interest and excitement of using the same that

appears to be more authentic. Social media has paved way for all talented and interested individual to earn a living. Social media influencers create interesting contents, communicate with fans and collaborate with brands.

## REVIEW OF LITERATURE

Word-of-mouth information through social media has proliferated and gained importance as personal source of information has significant importance in Word-of-mouth (Cho and Jeong, 2013). Vloggers interact with their followers and develop strong relationship with their followers transforming them as loyal subscribers.

Brands have identified the reality that vloggers are rejuvenating methods that consumers connect and get online information (Frazier, 2014). Brands engage vloggers to promote brands in an interesting way to audience following vloggers. Audience seeking various internet information follow vloggers suggestions and recommendations.

The dawn of online media has boomed new vibrant and self-motivated celebrity culture (Gamson, 2011; Turner, 2010). Growth in technology has paved way to layman transform as celebrities. Audience tend to rely on vloggers opinion as they appear to be more genuine than celebrities. Celebrities are out of reach from audience whereas vloggers are more approachable.

Vloggers are followed for their sense of creativity and conversations that appear to be natural inducing consumers' to believe that promotions made by them are consistent and ingenious (Gillies, 2016). Vloggers interact with their followers regularly that gives a feeling of interacting with friends or kin. Vloggers bond with their followers develops a feeling of trust and hope. This bonding strengthens consumers' faith on promotions made by vloggers.

Marketers realized the need of approaching consumers' through Vlogs to reach target audience by offering products to vloggers' (Harnish and Bridges, 2016). Marketers undergo elusive job to capture understand audience attention that has become scarce factor. To overcome the difficulty marketers seek vloggers help to expose their product to target group.

Advanced technological hike has led to vast knowledge empowerment among every individual. Consumers opt internet to access any information rather than any other form of media (Herold 2008; Hu et al. 2016). Internet is preferred for its accessibility and interactivity than any other form of media. Numerous informations are available online enabling consumers to avail any necessary details.

(Irene Grimani, 2016) stated that several companies and brands make use of vloggers by utilizing their huge exposure and numerous subscribers on YouTube. Vloggers present their content in a subtle manner such that it doesn't ruin their rapport with their audience (Irene Grimani, 2016). Vloggers followed by numerous audience gain worthy recognition and are engaged by brands to employ their brands in videos. Vloggers present the content interestingly such that it doesn't appear like advertising and annoy audience interest.

Marketing approach has changed from consumer-centered technique rather than commercial – centered technique (Shin 2007). Advertising trend has taken a twist towards consumer centric as it is difficult to attract consumers with commercial techniques. Proliferation of 30 second advertisements has led to traditional advertising clutter and consumers tend to deviate themselves from the clutter.

Vloggers follow their own style in presenting the content innovatively that adds additional credit for brands to mark an exposure (Jodie, 2014). Each vlogger have their own style in creating the content, presenting the video according to taste of their followers. Vloggers apply certain nuances in creating content for brands that doesn't appear like advertisements.

Marketers have realized the need for creating a tie-up with vloggers and cooperate with them to promote their brands (Mindruta, 2015). Each vlogger has their own loyal audiences constantly watching each new video uploaded by their favourite vlogger. Marketers take an opportunity to make promotions that reach consumers' through their favourite vloggers without annoying them.

Vloggers with massive number of followers are identified as influencers. They create social recognition for themselves through which they promote other brands (Melinda Curle, 2018). Consumers mostly develop keen excitement around peers interest and have a tendency to rely on peer group recommendations.

Product may either be implicitly or explicitly exposed in videos. Products appearing in the background of the scene refers to implicit product exposure and exposing the product directly in the video is referred to as explicit product exposure (Ohanian, 2014). Vloggers either make mentions or expose the products directly as part of the interactions in the videos.

YouTube has proved to be dominating video podium, dwelling continual videos with mixture of content allowing users to view and connect with content makers explicitly (Peter Kiernan, 2018). YouTube is leading player in social media especially vlogs in YouTube proliferates everyday allowing audience to enjoy watching and communicate with ease. Vloggers develop emotional bond with consumers that was previously possible only with personal selling (Wang et al. 2015). Vloggers mainly concentrate on developing loyal followers around them exhibiting utmost trust and faith on discussions made by vloggers.

Vlogging has become a fashion for several vloggers and advertising medium for marketers. Marketers use vloggers to effectively communicate product information to consumers and hold on their attention. Vlogs have

the power to engage large crowd of audience than any other brands. Vloggers produce different kinds of vlogs to kindle audience interest and maintain connectivity with them. Vloggers present their content by creating discussion platform so that consumers connect and believe the product information given by vloggers (Stickland, 2015).

Vloggers are followed by group of loyal audience expanding the social media platform of youngsters and their familiarities to all (Singh Chawla, 2014). Social media has been youngster's tool for long period with commendable changes later. Massive crowd of faithful followers under vloggers confront the impact of conventional media (Singh Chawla, 2014). Vloggers lively engage large group of audience through online by providing content that is required by audience. Vloggers produce content in such a way to capture their attention by creating subject matter covering target audience area of interest.

Consumer buying decisions are strongly persuaded by best produced content. 62% of customer identify several new products through social media network (StyleShoots, 2017). Existing or new product details in market are intimated to audience through their favourite vloggers in an impressive manner, strongly influencing the purchase behaviour of their followers.

YouTube is the famous channel holding second position in most popular search engine (Statista, 2016). Most of Vlogs audiences fall under younger generation category exhibiting no interest to collect any product information. YouTube is most utilized search tool attracting audience of various age group. Audience of younger age avoids any sought of advertising content. Brands rely on vloggers to present the content fascinatingly so audience do not realize they are been forced with advertising content.

Vlogs viewers believe they are not exposed to advertising content except advice by vloggers (Thornton, 2015). Vlogs audiences are cautiously engaged by vloggers such that any exaggeration doesn't affect their viewing experience. Vloggers videos are more interesting and are subscribed by many than traditional brand advertisements. Vlog followers develop tempestuous bond with vloggers relishing Vlog viewing moments and in no way feel they are exposed to advertising content.

Vloggers not only capture young audience attention but well established brands rely on accomplished YouTube influencer to link their brands in videos (ToniHopponen, 2014). Vloggers appear to be more like our friends and acquaintances than celebrities who stay away from reach of layman. Vloggers are representatives of general public who creatively produce content and are called as content creators.

### Research Methodology

A descriptive research with a cross-sectional analysis was chosen for the study. Using snow-ball sampling technique a sample of 150 respondents were identified. A structured interview schedule was prepared with basic demographic details followed by fifteen statements using Likert's scale to identify the respondents' perception towards Vlogs. Female respondents were chosen for the sample as they were found to be consistent in watching Vlogs. The analysis of the data was performed through Chi square, ANOVA and factor analysis to interpret the results.

**Table 1: Age of the respondents**

Age of respondents(in years)	Number of respondents	Percentage
16-25	38	25.3
26-35	43	28.7
36-45	35	23.3
46-55	34	22.7
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

It can be inferred that 43 percent of the respondents chosen for the study belong to 26-35 years of age and 38 percent of them belong to 16-25 years and 35 percent belong to 36-45 years and 34 percent belong to 46-55 years.

**Table 2: Marital status of the respondents**

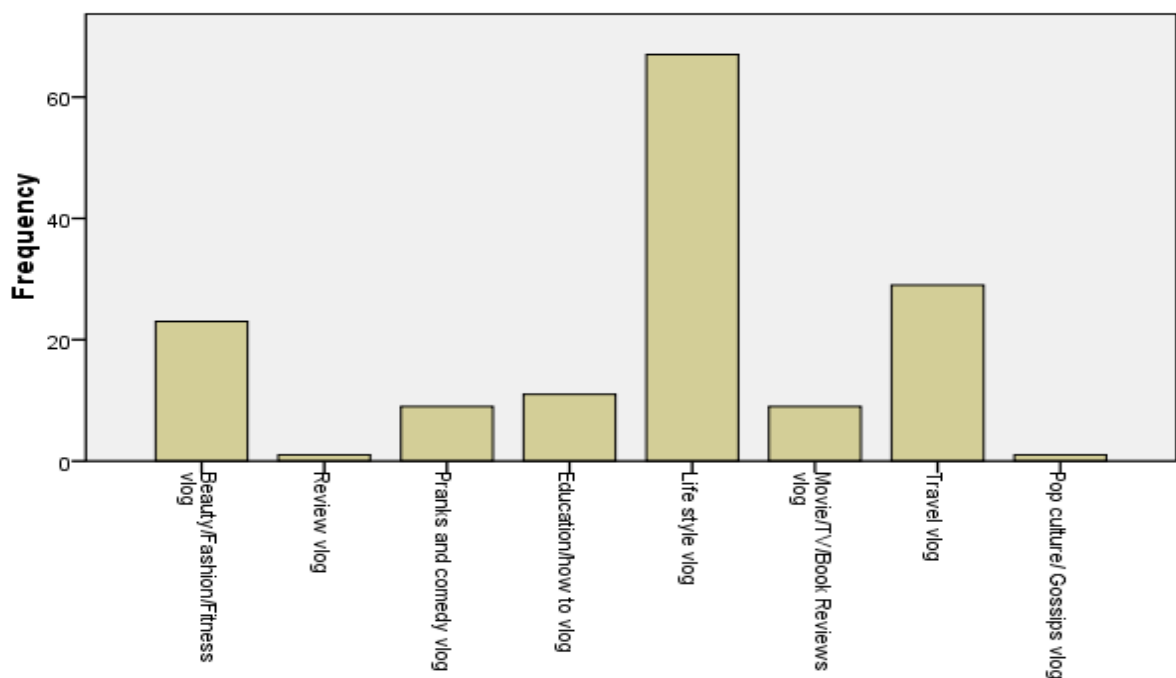
Marital Status of respondents	Number of respondents	Percentage

Married	113	75.3
Unmarried	37	24.7
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

It can be inferred that 75.3 of the respondents chosen for the study are married and 24.7 of them are unmarried.

**Vlogs frequently surfed by respondents**



**Table3:Analysis Of Variance among Age of Respondents and Vlogs Frequently Surfed**

S.no	Age of respondents	Mean	S.D	SS	Df	MS	Statistical inference
	Between Groups			50.037	3	16.679	
	16-25 years	4.00	2.641				f=3.553 0.016<0.05 Significant
	26-35 years	4.91	2.318				
	36-45 years	5.20	.901				
	46-55 years	5.59	2.298				
	Within Groups			685.463	146	4.695	

Source: Computed from Primary Data

The results of ANOVA are presented in the above table. The F value is 3.553 with 3 and 146 degrees of freedom resulting in a probability of 0.016. As the associated probability is less than the significance level of 0.05, it can be inferred that women in different age groups surf different type of Vlogs which can also be seen in the difference in sample means which hold values of 4.00, 4.91, 5.20 and 5.59.

A supplementary post hoc test is carried out to investigate the differences in surfing patterns among the sample age groups. The Duncan post -hoc test identifies the differences in surfing patterns which are grouped into homogeneous subsets.

**Table 4:Duncan Post Hoc Test**

S.No	Age Groups	Group 1	Group 2
1	16-25years	4.00	
2	26-35years	4.91	4.91
3	36-45years		5.20
4	46-55years		5.59

Source: Computed from primary data

Means for groups in homogeneous subsets are displayed which infers that the respondents in the age group 16-25 years view beauty, fashion, fitness Vlogs mostly and at times view lifestyle Vlogs. Likewise respondents in the age group of 26-55 years are clustered as Group 2 who show interest in viewing lifestyle Vlogs and travel Vlogs.

**Table 5: Chi-Square Analysis on status of the respondents and Vlogs frequently surfed**

Status of Respondent	Vlogs Frequently surfed								Total
	Beauty/Fashion/Fitness Vlogs	Review Vlogs	Prank and Comedy	How To	Lifestyle	Movie/TV/Book / Reviews	Travel	Culture/Gossips	Chi-Square=61.258 Df=21 Sig.value0.000
Homemaker	10	0	1	7	35	3	16	0	
Student	11	1	8	2	3	3	4	1	
Business	1	0	0	0	12	0	4	0	
Employed	1	0	0	2	17	3	5	0	
Total	23	1	9	11	67	9	29	1	

Source: Computed Data

The above table shows that the significance level is 0.000 which is less than the significance level chosen for the study (i.e. 0.05) this infers that there is significant relationship between status of the respondents and Vlogs that are frequently surfed. The calculated chi-square statistic at 21 degrees of freedom has a value of 61.258 which is greater than the critical value of 32.671 which denotes that the significant relationship between status and Vlogs surfed. Therefore it can be concluded that there is association between status of the respondents and frequency of surfing Vlogs.

**Table 6: Chi-Square Analysis on Marital Status and Vlogs frequently surfed**

Marital Status of Respondent	Vlogs Frequently surfed								Total
	Beauty/Fashion/Fitness Vlogs	Review Vlogs	Prank and Comedy	How To	Life style	Movie/TV/Book/ Reviews	Travel	Culture/Gossips	Chi-Square=51.976 Df=7 Sig.value0.031
Married	13	0	1	10	62	3	24	0	
Unmarried	10	1	8	1	5	6	5	1	
Total	23	1	9	11	67	9	29	1	

Source: Computed Data

The above table shows that the significance level is 0.031 which is less than the significance level chosen for the study (i.e. 0.05) this infers that there is significant relationship between marital status and Vlogs frequently surfed by the respondents. The calculated chi-square statistic at 7 degrees of freedom has a value of 51.976 which is greater than the critical value of 14.067 also confirms the above statement. Therefore it can be concluded that there is association between marital status and frequency of surfing Vlogs by the respondents.

### Factor Analysis

**Table 7: Validity test**

Bartlett's Test of Sphericity ( Chi-Square)	0.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.836

Source: Computed from Primary Data

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a chi square transformation of the determinant of the correlation matrix. The chi square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Myer-Olkin statistic indicates that the sample is adequate to explain the correlation between the pairs of variables with the other variables.

**Table 8: Communalities**

Variables	Extraction values
Vlogs are educative in nature	.811
Promotions made by vloggers are worth considering	.801
Peer group recommendations induces watching vlogs	.726
Vloggers' are more influential than celebrities	.677
Improves social interaction	.676
Vlogs exhibit brand's personality, values and culture prominently	.675
Vloggers' opinion are genuine	.592
Vlogs are growing platform of marketing	.586
Audience mostly replicate their favourite vlogger	.571
Vloggers' mostly include brand very new to market	.565
Vloggers' explicitly express their collaboration with brand	.564
Kindles interest and usage	.561
Vloggers' connectivity with audience is good	.559
Generates awareness on multiple brands	.398
Testimonials make the content interesting	.371

**Extraction Method:** Principal Component Analysis

The amount of variance a variable shares with all other variables included in the analysis can be inferred from the communalities table. Variables with higher extraction values show higher association with other variables. Variables such as Vlogs are educative in nature, promotions made by vloggers are worth considering, peer group recommendations induces watching Vlogs, vloggers are more influential than celebrities, improves social interaction, Vlogs exhibit brands personality, value and culture prominently, vloggers opinion are genuine share high variance with other variables which reflects that they can be easily associated with a common factor. Variables such as, generates awareness on multiple brands and testimonials make the content interesting, show very low correlational value.

**Table 7: Factors indicating consumer response towards Vlogs**

Factors	% of variance explained	Loading	Variables included in the factor
F <sub>1</sub>	Alluring (36.244)	.845	Promotions are worth considering
		.782	More influential than celebrities
		.780	Exhibit brand's personality, values and culture prominently
		.539	Communicates unexplored brands
F <sub>2</sub>	Influential (9.42)	.732	Kindles interest and usage
		.584	Vloggers explicitly express their collaboration with their brand in videos
		.581	Audience mostly reflect their favourite vlogger
		.552	Growing platform of marketing
		.517	Connectivity with audience is good
		.447	Generates awareness on multiple brands
F <sub>3</sub>	Interactive tool (8.24)	.847	Peer group recommendations increases interest on Vlogs
		.647	Genuine opinion
		.555	Improves social interaction
F <sub>4</sub>	Impressive (6.99)	.884	Educative in nature
		.417	Testimonials make the content interesting

Source: Computed data

The fifteen variables are reduced to four factors namely Alluring factors, Influential factors, Interactive tool and Educative factors. All together the four factors explained sixty-one percent of the total variance. The table lists the factors in the order in which they were extracted. The factors are identified with the variables having the highest loading under each factor.

### Findings:

The demographic profile of the respondents show that people of all ages view Vlogs as the data shows that there is a range of 22 to 28 percent of women in each age group chosen for the study. With reference to marital status married women view Vlogs more (75 percent) than unmarried girls.

One way ANOVA was used to identify the difference in variables such as age and Vlogs frequently surfed which concluded that the respondents in the age group 16-25 years view beauty, fashion, fitness Vlogs mostly and at times view lifestyle Vlogs. Likewise respondents in the age group of 26-55 years are clustered as Group 2 who show interest in viewing lifestyle Vlogs and travel Vlogs.

Chi square technique was used to analyse the association between the variables such as status of the respondents and frequency of surfing Vlogs which concluded that there is significant relationship between the two variables. Similarly variables such as marital status and frequency surfing Vlogs also show significant relationship.

Factor analysis was performed on fifteen attributes of consumer perception towards Vlogs which were reduced to four dimensions namely Alluring factors, Influential factors, Interactive tool and Educative factors.

### CONCLUSION:

In today's trend promotional trend it is identified that people are more likely to watch videos than to read content. Videos are more viewed and enjoyed than its content, this strategy when adopted by marketers helps them to withstand their market share. Video blogging enhances persuasion abilities and conversion rates. It convinces the viewers and increases sales of the products. These Vlogs are found to be alluring, interactive as well as educative as a promotional tool. The prime target of Vlogs are found to be women especially homemakers and those who spend sufficient time surfing internet every day.

### Scope for further research:

The study was concentrated on the perception of female respondents and from the point of view of viewers of video blogs. As it is an emerging trend in marketing researches can be undertaken from the viewpoint of men and the vloggers opinion can also be studied. There are a lot of potential research areas which can be undertaken about video blogs.

### REFERENCES:

1. ToniHopponen ,(2015). "A guide to vlogging and how to do it ( for marketing purposes ) too",<https://flockler.com/blog/a-guide-to-vlogging-and-how-to-do-it-for-marketing-purposes-too>
2. Irene Grimani , (2016). " Vloggers on the Rise: Your Brand's Powerful Online Tool",<http://www.brandba.se/blog/2016/9/20/vloggers-on-the-rise-your-brands-powerful-online-tool>
3. C.E. Ten Have ,(2017), "Beauty vloggers and their influence on consumer-buying intentions",[file:///C:/Users/admin/Downloads/Have-Charlotte-ten%20\(2\).pdf](file:///C:/Users/admin/Downloads/Have-Charlotte-ten%20(2).pdf)
4. Lauren Davidson,(2015),"Why vloggers are a waste of time and money for brands",<https://www.telegraph.co.uk/finance/newsbysector/mediatechnologyandtelecoms/11393587/Why-vloggers-are-a-waste-of-time-and-money-for-brands.html>
5. Frans Folkvord,(2019),"Children's bonding with popular YouTube vloggers and their attitudes toward brands and product endorsements in vlogs: an explorative study",  
[https://www.researchgate.net/publication/333737725\\_Children's\\_bonding\\_with\\_popular\\_YouTube\\_vloggers\\_and\\_their\\_attitudes\\_toward\\_brand\\_and\\_product\\_endorsements\\_in\\_vlogs\\_an\\_explorative\\_study](https://www.researchgate.net/publication/333737725_Children's_bonding_with_popular_YouTube_vloggers_and_their_attitudes_toward_brand_and_product_endorsements_in_vlogs_an_explorative_study)
6. ZOG Digital,(2015)," Product Placement in the Age Of You Tube Celebrities",<https://www.business2community.com/youtube/product-placement-age-youtube-celebrities-01395902>
7. ASA and CAP,(2015)."Video blogs:Scenarios",<https://www.asa.org.uk/advice-online/video-blogs-scenarios.html>
8. Melinda Curle,(2018),"YouTube Marketing:How Brands Market their Online Stores",<https://www.referralcandy.com/blog/youtube-marketing/>
9. Angela-Katharina Kurtz,(2018),"How do German YouTubers/Vloggers influence,through product placement, the buying behaviour of beauty products of teenagers, aged 12 -18 years, in the German part of Switzerland?"
10. Rachel Savage,(2015),"Why vloggers may not be the next big thing for brands",

11. (2015), "Content marketing trends: How influential are YouTube vloggers?", [http://www.digitalstrategyconsulting.com/netimperative/news/2015/02/content\\_marketing\\_trends\\_how\\_influential\\_are\\_youtube\\_vloggers.php](http://www.digitalstrategyconsulting.com/netimperative/news/2015/02/content_marketing_trends_how_influential_are_youtube_vloggers.php)
12. Mingyi Hou, (2019), "Social media celebrity and the institutionalization of YouTube", <https://journals.sagepub.com/doi/full/10.1177/1354856517750368>
13. Paul Kauppinen and Antoniya Pavlova, (2017), "YouTube influence on Well-being brands", <http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=8914731&fileId=8914734>
14. Woojin Choi and Yuri Lee, (2019), "Effects of fashion vlogger attributes on product attitude and content sharing", <https://link.springer.com/article/10.1186/s40691-018-0161-1>
15. Peter Kiernan, (2018), "How Brands Successfully Use YouTube", <https://www.likeable.com/blog/2018/how-brands-successfully-use-youtube/>
16. Alison Millington, (2015), "Vloggers valued for entertainment but not brand promotion". <https://www.marketingweek.com/vloggers-valued-for-entertainment-but-not-brand-promotion/>
17. Magazine: "The Hindu ", Sunalini Mathew (2019), "Who eats my cheese?"