YouTube influence on Well-being brands

Understanding millennial perceptions of brand endorsements on fitness and health vlogs

by

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Abstract

Title:	YouTube influence on well-being brands: Understanding millennial perceptions to brand endorsement on fitness and health vlogs
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Course:	BUSN39 Degree Project in Global Marketing
Examiner:	Andrea Lucarelli
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Purpose:	The purpose of the study is to see the influence brand endorsements have on millennials in vlogs of health and fitness category
Methodology:	The study used a combination of netnography, including video and comment analysis, and qualitative, semistructured interviews with both audience and creator of vlogs
Theories:	The study's literature review closely looks on relevant theories in the categories of millennials, product placement, brand and celebrity endorsement, online branding, communities and influencers, para-social interaction and previous studies on vlogs and blogs.
Findings:	The key finding of the research is that millennials perceive endorsed brands positively. The authenticity of the vlogger is the main influencing factor in the success of the endorsement, yet the category of the brand cannot contrast with the health and fitness industry in brand endorsements. Implementing the brand in the video in a natural way rather than solely advertising was discovered to be the most efficient way to present an endorsed brand.
Keywords:	brand endorsement, product placement, YouTube marketing, vlogs, health and fitness

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Table of Contents

1   Introduction

The introduction chapter will present the idea behind the study and the problem formulation. Thereafter, the aim and intended contribution of the thesis are illustrated, as well as the outline of the thesis.

1.1   Background

The format of media has changed in the postmodern world. The shift from professional-made entertainment into more of an amateur created content is clearly visible in the popularity of social media and platforms such as YouTube (Serrano-Puche, 2017). Television, movies and books as a form of entertainment have gotten competitors in the form of Instagram, blogs and vlogs, medias that the digital natives, millennials, use in their everyday life. The time they spent watching television has decreased and the amount they spent online has increased (Serrano-Puche, 2017).

YouTube as a channel is increasing its popularity, as every minute over 400 hours of videos are uploaded to YouTube (Statista, 2016). The fact that the channel is ranked as the second most popular search engine (after the channels owner, Google), shows that not only there is a great deal of content but the audience is there searching and watching the content (Statista, 2016), thus being of high importance for the study. The content is provided not only by companies and professionals, but also amateurs – the strength of the channel is that anyone can post content as it brings variety to the content but also authenticity.

Vlogs, video blogs, include a wide variety of different people making videos around different subjects. The videos include something for everyone: beauty, gaming and lifestyle to name a few. The wide variety of subjects assures that many millennials seek for the content and watch it for entertainment and learning purposes, as there are tutorials on basically everything you can think of. Due to para-social interaction (PSI), a phenomenon where the watcher forms a relationship with the persona in media (Perse & Rubin, 1989), millennials not only see vlogs as entertainment but are also widely influenced by the content. As the people in front of the camera are not "glossy" celebrities but rather regular, normal people, the audience feels the vloggers are more authentic and easier to identify themselves with, thus having a wider impact (Lee & Watkins, 2016).

The YouTubers, vloggers, are growing the amount of views and subscribers they have hence increasing their popularity. The most well known vlogger, PewDiePie, has over 54 million subscribers and over 3000 videos (23rd March, 2017) (Youtube, 2017). These online personas are considered celebrities, and the audience knows who they are. Some of these vloggers make a decent living out of vlogs, for instance PewDiePie with earnings of 15 million dollars

yearly (Forbes, 2016). Vlogs are not only self-made entertainment but also are increasingly turning into a business opportunity.

YouTube advertisements started of when the channel was bought by Google in 2006 (Statista, 2016). To compete with the more "regular" advertisements, the paid video advertisements shown before the actual video have increased the amount of vlog advertisement in general. The videos show unboxings, reviews, experiments, tutorials and such. There are various ways to present brands in the videos, and consumers even seek videos about a brand before making their purchasing decision as found during the study. Brands in these videos can be both paid and unpaid brands, the paid endorsements being the area this thesis will look into.

1.2   The problem

In the globalized world marketers seek new ways to make their brands stand out from the crowd of brands. Digitalization and the rise of social media fueled the marketing turning more online than offline, and marketers need to address both uncontrolled and controlled content regarding brands. Self-created content by brands might not be enough to find the millennials, as the brand recall from commercials in itself needs more in order to be effective (Kent & Machleit, 1990).

Brand endorsement and celebrity endorsements are a subject widely studied. Brands are frequently seen in television shows, movies and worn by celebrities. The era of social media has made brand endorsement an easier form of advertisement, as for instance celebrities and online personas, "social media celebrities", have their own wide audience. By collaborating and brand placement with these personas it is possible to reach a wider audience than it would be possible with just the brand's own social media, thus the role of brand endorsement is increasing (Uzunoğlu & Misci Kip, 2014).

In many forecasts showing future marketing trends (e.g. Fast Company, 2015; Forbes, 2016; The Drum, 2016) YouTube is forecasted to grow as a channel and as a marketing tool. YouTube, as established, is the second most popular search engine, meaning consumers frequently use it. The audience seeks both entertainment and education on the channel, and is widely influenced by the videos (Chung & Cho, 2017), therefore YouTube already obtains an impact on consumption. Thus arises the importance of studying the phenomenon of brand endorsements in vlogs and how it is perceived.

Who watches these vlogs or creates them? The digital natives who have been raised within the online atmosphere and have watched social media channels born and grow: millennials. The young adults born from the era of early 1980's to 2000's have grown up to become daily users of the internet: finding information, creating content, discovering entertainment and shopping online (Hoffman, 2017). The functions that previous generations are accustomed to execute offline such as grocery shopping or reading are increasingly done online by millennials (Hoffman, 2017). Even the purchasing process has changed in the modern era due

to this as millennials fuel consumer empowerment (Minar, 2016). They have always been critical towards information provided by brands and find reviews online provided by non-brand-related personas (Minar, 2016).

The existing research in the area of brand placement is mostly focused on the area of beauty products, as a huge category of vlogs on YouTube focuses on beauty (e.g. Lee and Watkins, 2016). As it has been established in the previous studies (such as Lee & Watkins, 2016) the beauty vloggers have an impact on their audience. As the beauty vloggers are thus seen as influencers, they can have extensive impact on brand image. Several beauty vloggers do collaborations with brands or might become the face of a brand. Thus, as seen in the era of beauty vlogs, it is intriguing to study the rising phenomenon of health and fitness vlogs and their influence on brands.

Due to the fact that health and fitness are rising phenomena in consumer culture and consumers seek to have power over their own health and lifestyle choices, the amount of vlogs in this area is thus increasing (Mackenzie, 2013). The importance of this trend lies within the changing consumer culture: the postmodern consumer seeks to have control over their own life via consumption activities (Waskul and Vannini, 2016). Consumers wish to seek healthier lifestyle choices. They choose more nutritious foods, measure their health with activity trackers, body scales and blood pressure meters, go to the gym and search for information online about how to be a healthier version of themselves (Mackenzie, 2013). From this rises the phenomenon of health and fitness vlogs. The postmodern consumer aims to find motivation and new concept for their healthier lifestyle choices and watch related vlogs in order to find the drive to do this (Waskul and Vannini, 2016).

The study follows the understanding of consumer feelings towards an endorsed brand. As the current studies in the field are mostly focused on beauty industry or celebrity endorsed brands, the research gap of the thesis lies in researching the endorsement in health and fitness vlogs, and how the audience of the vlogs, millennials, reacts to the endorsement.

1.3   Research Question and Aim

Rising from the previously stated research gap, the research question is to find out:

How do millennials perceive endorsed brands in health and fitness vlogs?

The aim of the study is to find what are the views and beliefs of millennials towards endorsements in vlogs. The existing literature supports the view that millennials are extremely critical in the way they see the world and the way they perceive online content. The outcome of the thesis is seeing whether that is the case again regarding brand endorsements in health and fitness vlogs and if the critical thinking leads to negative reactions and beliefs.

As has earlier been studied, brand endorsements can be used in a successful way to understand customer perception towards a brand, increase brand recognition and recall and to create a long lasting relationship, which ultimately results in brand loyalty. The study intents to explore if brand endorsements in vlogs will have an effect on the audience's perception of the brand. Thereafter it is seen if the critical thinking of millennials overpowers the influence of the vlogs in brand endorsement.

1.4   Contribution

The intended contribution of the research is to fill in a research gap. There have been studies regarding product placement in vlogs, but the area surrounding the booming trend of health and fitness related vlogs has not been further studied. Healthy lifestyle choices are becoming an increasing trend and therefore brands related to the field are increasing in amount. The need for these brands to stand out and find more ways to attract the target group is thus essential.

The theoretical placement of the research is hence established on the side of brands, intending to understand consumer feelings, emotions and motives behind the phenomenon. There is a research gap in understanding millennials, a consumer group of high importance, and the influence the health and fitness vlogs attain on them. The outcome of the thesis will be a deeper understanding of the consumer phenomenon of brand endorsement in vlogs. Thus the research is contributing to existing theory in the field, creating a framework of understanding the phenomenon subsequently leading to an extended perception of the field.

Furthermore, as the main audience for vlogs is millennials, whom are becoming eminently conscious of their lifestyle habits and propose a healthier life. Millennials attempt to find a way to overall healthy living standards and seek advice in order to reach this goal. As millennials not only adopt vlogs as a way to pass time, but also see YouTube as a search engine to find relevant information, the area of vlogs is an important tool to study. Millennials see vloggers as influencers and relate to their choices, thus the word of mouth from the vloggers has an influence on them and might affect their choices. This is the aspect that needs to be studied is: "How do millennials relate to encountering endorsements in vlogs?"

1.5   Outline of the Thesis

After this introduction to the topic of the thesis, the continuum will be looking in the existing literature related to the field in the form of a literature review. After looking into the literature, the methodology of the project will be drafted and presented as research approach, strategy and design. In chapter 4 the key findings of the study will be presented and discussed further

on. Chapter 5 will conclude with the main points of the thesis and the future research possibilities that the thesis poses.

2   Literature Review

The section below consists of several different sections each with its own importance and connection to the research question of the thesis. The first part is connected with the decision for choosing millennials as the research group for this study. This section explains why they are the once that would be affected the most by this kind of product placement.

The next two parts can be connected as they are explaining the product placement as a phenomenon. The history of the product placement and the different advantages and success stories connected to that phenomenon. The other part is talking about a specific part of the product placement and more importantly about the brand or celebrity endorsements. Those were the beginnings of the now growing phenomenon of using not the traditional types of celebrities as your endorsers. The next two parts are again connected as they explain the new trend of online branding and now also of YouTube marketing, how those two have developed, what are their advantages and their growing importance for researchers and practitioners.

The following five parts are all focused around vlogs and online influencers. They are talking about the role of the online influencers and how the para-social interaction can be used in order to explain this growing influence, the rise of the vlogs and more specifically the rise of health and fitness vlogs, and also how all of these has brought the rise of a new type of community - the online communities. The last part is the one that looks at different similar studies that have been done on blogs, which were the most important online platforms before the rise of vlogs. With this previous research we want to see if there are some similarities between the two types of online platforms.

2.1   Millennials - the future of consumerism

Generation Y, more commonly known as millennials, are the age group born between early 1980's and early 2000's, thus being digital natives rather than immigrants, like the preceding age group Generation X. Generation Y is the one that contributes, works and plays on social media (Bolton et al., 2013; McCormick 2016; Cho, Park & Ordonez, 2013). The effect of millennials is wide, and is deeply interesting as it might reflect on the future behavior of consumers (Bolton et al., 2013). Millennials are a wide group to research upon, as it includes diverse variables such as nationalities, age group (as the generation is around 20 years wide) and genders (as genders such as non-binary and transgender are regarded as acceptable and recognized genders). This study will focus on the health-conscious western millennials that use social media, as they are the target audience for the health and fitness vlogs (Bolton et al., 2013).

Not only do millennials follow their peers on social media, but they also use it in increasing amounts for various other matters. The role of social media as a search engine for information about businesses, sales, events, pass of time, self brand building and self-education are key attributes to the millennial social media usage (Whiting and Williams, 2013). Millennials share their everyday life in social media, as well as purchases, experiences and meals, as it is rewarding for them (McCormick, 2016). The generation is not only sharing their lives in social media, they are in fact living the social media life. This means that they are used to completing everyday activities from shopping, to choosing their next vacation destination, to sharing pictures or talking to their friends online.

Brand engagement of millennials is high on social media as they engage with brands highly through the networks by "liking" a brand, posting reviews about products or sharing information (McCormick, 2016). As millennials are a generation used to receiving everything they wish and receiving it immediately, millennials are likely to engage with brands from which they get a quick response (Bolton et al., 2013). This also leads to negative communication, as the generation is likely to elaborate a negative experience with a brand on social media (Singh, 2016). Thus brands need to highly address social media in regards to the constantly increasing buying power of the generation (Barton, Fromm and Egan, 2012).

Millennials' use of social media affects consumers' formation of identity, expectancies towards services, habit formation, brand engagement and loyalty, value co-creation contribution, purchasing behavior, thus resulting in influencing the value of the brand (Bolton et al., 2013). Not only for the previously mentioned attributes, but also the way in which companies hire and manage employees is affected by millennials' usage of social media (Bolton et al., 2013). Herein lies the importance of studying millennial behavior – it has a wide impact on various company actions.

McCormick (2016) studied the effect endorsers have on brands and the millennials perception. She recognized that even though it is ultimately important to have a liked endorser and familiar, enjoyed brand as it contributes to positive attitude formation as well as consumption, the role of the celebrity was not crucial. If the brand and advertisement image were positive, it did not play a role if the millennials were familiar with the endorser. The study also recognized that if the match between the brand and endorser is implausible, the effect might be deemed unbelievable by the consumer. Former biases and attitudes have an enormous consequence on how the brand is perceived (McCormick, 2016).

Millennials, as established, are active users of social media. They seek information, find employers and play games on social media, but also favor employers who have a positive outlook on social media usage at work (Cho, Park & Ordonez, 2013). Millennials as digital natives are familiar with the use of social media and use it frequently. Not only positive, but also negative aspects of social media might arise. Millennials might even use social media for stalking, cyber bullying and occasionally even spreading false information about people as well as brands (Bolton et al., 2013). Thus the impact of millennials in social media has an impact on society as well as brands, consequently needing to be focused upon. The millennials are the ones that forthwith attain buying power; subsequently their importance for brands is increasing. As millennials are used to being and finding all they need online there, this implies that the brands should do the same if they wish to secure competitiveness.

2.2   The history and success of product placement

Consumers are being bombarded with around 1600 advertisement messages every day, thus in order for them to recall a brand, these messages should be fairly distinct and memorable (Armstrong et al., 2009). Due to this marketers use various media channels or aim to design their messages in an interesting and engaging way (Armstrong et al., 2009). One tool used in this is product placement, meaning that the use of divergent media channels such as movies, TV shows, radio is applied in promotion of products or brands (Armstrong et al., 2009). Product placement has been recognized since the mid 1890's, however, academics argue that there are no recorded instances of product placement before the 1980's (Newell, Salmon & Chang, 2006). On the other hand scientists like Balasubramanian claim that before that period all product placement activities were not an organized business and thus it is hard to say if such activities occurred (Newell, Salmon & Chang, 2006).

The popularity of product placement has been growing rapidly for the past 50 years both in academia and amongst practitioners (Karışık, 2014). Various researchers and practitioners believe that the reason for this was the release of Spielberg's blockbuster movie E.T. in 1982, as thereafter the brand Hershey experienced a 66 percent increase in sales of their Reese's Pieces candy, thus it was believed that their product placement in the movie was the fundamental reason for this success (Karışık, 2014). This disclosure spiked the interest of many researchers and practitioners leading to increased focus on product placement (Karışık, 2014).

Product placement has been, and evermore is seen as a competent substitution for the traditional form of advertising and product promotions (Russell, 2002). Product placement has been found to carry profuse advantages over traditional advertisements and commercials (Russell, 2002). One of the main reasons that has been studied is that viewers do not observe the traditional TV commercials, as they rather switch channels or avoid them via the use of the developed technology of present time, proceeding directly to the content they wish to watch (Cowley & Barron, 2008). Nonetheless, when product placement is used the viewer cannot surpass the advertisement as it is included in the watched movie, program or TV-show (Cowley & Barron, 2008). This is an advantage that results in better brand recognition, recall and brand attitude from the consumer, which in the end is the purpose of every marketing campaign (Russell, 2002).

In addition to the studies showing the advantages of product placement over traditional marketing, several studies were conducted on the attitude of consumers towards product placement (Brennan, Rosenberger & Hementera, 2004). These studies show that the attitude of the viewer towards product placement is generally positive, with the exception of their

attitude towards ethically charged products (such as cigarettes, alcohol and firearms) (Brennan, Rosenberger & Hementera, 2004). Another aspect that has been found to affect the attitude of the viewer is connected to the type of placement used, which was studied by Ferraro and Avery (2000). In the beginning of the product placement era, placement was a part of the background and did not play an important role in the minds of consumers (Ferraro & Avery, 2000). Nevertheless, today it can be said that there are two different types of product placement, the first one being the "old way" called subtle placement, where the promoted products are in the background and are not easily noticeable (Ferraro & Avery, 2000). The second type is the prominent placement, where products are easily noticeable and the viewers recognize the fact that the brand is exploiting this media for promotion (Ferraro & Avery, 2000). Viewers have a more negative attitude towards the prominent placement, especially if the product's name or the product itself is shown repeatedly (Homer, 2009). Yet it has been found out that excessively subtle placements possess no effect and are not recalled by the viewers (Homer, 2009). Hence, in order for the product placement to be successful a balance between the two attributes should be present (Homer, 2009).

What has differentiated during the past years is the media used to implementing product placement. Beginning with the product placement on TV, radio and movies, the technique was very successful in increasing profits and creating product awareness (Newell, Salmon & Chang, 2006). In the present days brands are forthwith using these channels, yet showing a great increase in usage of internet (Newell, Salmon & Chang, 2006). With the development of different social media platforms brands are moving their efforts towards the newly arisen channels (Newell, Salmon & Chang, 2006). As a great proportion of the target market for brands are millennials, the digital natives, brands understand how essential it is for them to be present not only in the traditional media, but also in social media platforms in order to engage millennials. (Yee Chan, 2016).

2.3   Brand endorsement and celebrity endorsement

Marketers use numerous advertising tools in today's highly competitive environment to persevere above or at least on similar lever with competitors (Audi, Masri & Ghazzawi, 2015). One of these tools discussed in the previous part is product and brand placement. Another tool, which is connected to product placement, is endorsements. Endorsements have been vastly used in the recent years and according to studies they have high levels of return on investment (Audi, Masri & Ghazzawi, 2015). Academics divide types of endorsements into five main categories: celebrities, experts, general public, senior managers and symbols (Chao-Sen, 2015). The category of endorsers that is of interest for this study are celebrity endorsements (Chao-Sen, 2015). This group includes famous individuals in the society from movies, television, sports and popular entertainers, currently including celebrities from social media platforms like YouTube, Instagram, Snapchat (Chao-Sen, 2015). During past years celebrities have been used in multifarious ways in marketing communication activities such as

spokespeople, actors, giving an endorsement or giving testimonials (Mishra, Roy & Bailey, 2015).

Celebrity endorsements have been used in marketing communications since the beginning of the nineteenth century, however the popularity of the method peaked after the introduction of cinema during the 1920's (Kumar, 2016). Some academics have stated that the celebrity endorsements known today were first introduced after the growth of commercial radio during the 1930's and the commercial television during the 1950's (Kumar, 2016). Although endorsements showed the growing popularity and interest of practitioners, at first the celebrities were not interested in endorsing products as it was believed that it might seriously jeopardize their reputation and hence career (Kumar, 2016). Nevertheless, this movement overcame to a halt in the 1970's when possibilities to obtain various roles both in films and television increased (Kumar, 2016). In 1979 researchers found that in one out of six advertisements celebrity endorsers were used, this number further increasing and reaching the number of one out of five by 1988 (Kumar, 2016). By 1997 it was found that in USA and UK around 25 percent of all advertising campaigns incorporated celebrity endorsements, thus being the breaking point where academics and practitioners started identifying celebrity endorsement as a common marketing strategy. (Kumar, 2016)

This marketing communications tool has been classified as highly strategic due to various reasons (Mishra, Roy & Bailey, 2015). Celebrity endorsements have been found as an effective way to change the attitudes of consumers towards a brand, strengthen credibility and believability of the advertisements, influence consumer purchasing decisions, and intensify brand recall and recognition (Mishra, Roy & Bailey, 2015). Moreover, organizations utilize celebrity endorsements for enhancing brand image and creating a psychological attachment with consumers leading to long term brand loyalty (Audi, Masri & Ghazzawi, 2015).

As Ofiori-Okyere and Asamoah (2015) mention in their study, the choice of a suitable celebrity to endorse a product or a brand is of great importance, and might create the difference between having a successful and a disastrous advertising (Ofori-Okyere & Asamoah, 2015). This contrasts with the study by McCormick (2016) on millennial views on endorsement, where this study aims to create contribution to theory. Nevertheless, various studies have researched the factors that should be taken into consideration when choosing the celebrity used in an advertising campaign, where three main celebrity selection strategies have been designed: "source factors", meaning transfer model and match-up hypothesis (Ofori-Okyere & Asamoah, 2015).

2.3.1 "Source factors" strategy

The first strategy is the selection of celebrities using source factors, which can be divided into three main factors: source credibility, source attractiveness and source power (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015). The source credibility is the extent to which

the viewer perceives the endorser as someone having the needed knowledge, skill, experience and trust that allows to commit to unbiased and competent opinions or information about the brand (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015). Different authors agree that the source's expertise and trustworthiness are the most important factors when creating sense of trust in the minds of consumers (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015). The source attractiveness concerns the physical attributes of the endorser, such as how classy, similar, familiar, handsome/beautiful, elegant or likable the celebrity is (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015). From these attributes the most important ones are the similarity, familiarity and likability of the endorser in the eyes of the audience (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015). The last factor is the source power, which focuses on how successful the celebrity is at persuading the viewer that what they say is correct, thus persuading them to use the product or brand (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015). Source power is difficult to apply to the use of a non-personal influence such as advertising. The endorser can be used and measured, connected to the way of how convincing they can account for as a spokesperson. (Ofori-Okyere & Asamoah, 2015; Mishra, Roy & Bailey, 2015).

2.3.2   Meaning transfer model

The meaning transfer model can again be separated into three stages according to Mishra, Roy & Bailey (2015). The first stage addresses the roles or meanings the celebrities have gained through their characters in movies or TV, their success as athletes, their accomplishments in political careers or other merits, implying that they have meanings or believes the consumers associate with them and their personality (Mishra, Roy & Bailey, 2015). These meanings cannot be separated from the individual in the eyes of the consumer (Mishra, Roy & Bailey, 2015). In the second stage some meanings of the endorser are transferred to the product without action from the side of the marketers or the campaign (Mishra, Roy & Bailey, 2015). The third stage is vice versa to the second: a part of the meaning is transferred from the product to the celebrity (Mishra, Roy & Bailey, 2015). In most cases that meaning is not transferred as completely as possible . As Ofori-Okyere & Asamoah (2015) explain, the agencies should take into account all the meanings that both the product and the celebrity carry when choosing the correct celebrity (Ofori-Okyere & Asamoah, 2015). Moreover, they should initially delve into how the meanings can transfer from one to another, whether they will fit well together or if there could become a mismatch of the meanings. (Mishra, Roy & Bailey, 2015; Ofori-Okyere & Asamoah, 2015).

2.3.3   Match-up Hypothesis

As Audi, Masri and Ghazzawi (2015) argue, the match-up hypothesis strategy demonstrates

the importance of the fit of the celebrity with attributes of the brand (Audi, Masri & Ghazzawi, 2015). In a sense this means that there should be an affiliation between the characteristics of the celebrity and the attributes of the product (Audi, Masri & Ghazzawi, 2015). There should be a complete association between the celebrity and the brand or the product, which can be extremely hard to achieve and might be considered as a disadvantage (Audi, Masri & Ghazzawi, 2015). This means that the celebrity should act and display the same believes and values as the brand, even though it might not be the case in their personal lives (Audi, Masri & Ghazzawi, 2015). In their study, Mishra, Roy and Bailey (2015) explain that the consumers should be able to see that there is a complete match between the brand and the celebrity, as well as be able to identify that whatever one of the actors believes or says, the counterpart will believe or say the same (Mishra, Roy & Bailey, 2015). This full match is very difficult to be completely implemented, yet once done, it assures the success of the endorsement. (Audi, Masri & Ghazzawi, 2015; Mishra, Roy & Bailey, 2015).

2.4   Online Branding

As already mentioned, today's marketplace is extremely competitive leading to the increased importance of brands. Organizations are implementing different techniques to remain relevant and being able to challenge their competitors. One of the used techniques is creating a strong brand name. This matter is important and successful, because having a strong and easily recognizable brand name results in being easier for an organization to attract and convince consumers to purchase their products.

Rowley (2004) argues that nowadays people are connected to the Internet nearly round the clock, leading to the development and importance of online branding as a branch of branding. Consumers use internet for finding brand offers, searching more information about different brands and sharing their own experience, but also increasing the extent of online shopping, especially among the younger demographics, the millennials (Rowley, 2004). When online shopping is involved, the consumer does not have a psychical touch with the product nor can test it (Rowley, 2004). The factors that they mainly rely on when choosing a product are the brand name and the information about the product online (Rowley, 2004). Henceforth it is crucial for a brand to have a strong online presence and execute different online branding activities (Rowley, 2004).

On the other hand, both academics and practitioners, like Rowley (2009), agree that the online branding should not exist by itself. Furthermore, in order to have successful branding, an organization should create a well-balanced, integrated marketing communication plan (Rowley, 2009). Rowley (2009) further asserts that the principles of branding have changed significantly from what they were during the sole existence of traditional media. The most substantial difference after the introduction of the internet is that brands should be present online, and not only in the traditional channels such as TV, radio or magazines, (Rowley, 2009). This implies that a company should have a mixture of both types of media in order to

be able to attract a diverse group of customers (Rowley, 2009). Internet is an effective way to form and maintain a long term relationship with customers and, hence, increase the levels of customer loyalty (Rowley, 2009). This is due to the fact that internet offers the possibility of having two-way communication between an organization and its customers, being not only direct, but at the same time fast, easy and accessible (Rowley, 2009). In addition, a company's a strong online presence enables convenience, achievement, fun and adventure, self-expression and recognition, and belongingness for its customers (Rowley, 2009) .

The development of the internet has influenced marketers to create online brand communities as a branding tool, as it offers savings in costs and creation of brand loyalty (Goswami, 2015). Even though online branding has various advantages, researchers such as Goswami (2015) point out that it additionally has brought different disadvantages to companies (Goswami, 2015). Nowadays the barrier to enter the marketing world and start promoting a brand or product is very low due to the fact that it is easy for everyone to create own channels to promote themselves (Goswami, 2015). This ease of marketing has also increased due to the development of different platforms such as Facebook, YouTube or Instagram (Goswami, 2015). Today people are not only promoting brands, as in companies, but they are also promoting themselves (Goswami, 2015). These social media platforms have increased the amount of people using their names as brands (Goswami, 2015). For example the Kardashian family and the name itself has turned into a brand, and they have an own show, in which they are in the end promoting their brand name (Goswami, 2015).

2.5   YouTube Marketing

Marketing has become a long way since the days of traditional marketing mix of the 4 P's. The era of digital media has proposed various roles for companies to address, manage and market their brands. The fast nature of the digital world requires from companies to become fast-paced and instantly reactive in their functions. The digitalization is seen in various social media platforms, as the most popular ones constantly introduce new marketing tools and ways of advertising. This can also be seen in YouTube, as the rise of marketing in the channel has been increasing since 2006 when the channel was bought by Google (Gao, Tian, Huang & Yang, 2010).

YouTube, being the second largest search engine, has increased its potential within increasing amount of marketers (Gupta, Singh and Sinha, 2016). The platform combines commerciality and individuality, amateur and professional (Soukup, 2014). The material is accessed worldwide and thus can be influential in various cultures. The use of the platform is various, as it can be both for education and entertainment reasons, thus the channel offers marketers wide possibilities to address different segments with different content (Soukup, 2014).

YouTube offers advertisements in non-stoppable video advertisements that can be presented before, during or after the video (Li & Lo, 2015). Li & Lo (2015) found that when the advertisement is placed in midst of the video there was higher brand name recognition,

although with unrelated advertisements the recognition is better post-content. Regardless, Li & Lo (2015) stated that in-stream video advertisements might lead to feeling of intrusiveness in the viewer thus leading to negative brand recall.

Another form of marketing in YouTube is brand owned channels. In these channels it is common to share advertisements, content from users of the brand as well as tutorials of how to use the product or service. If the content is engaging enough, it will spread or even become viral as the audience will share and comment the content (al Nashmi et al., 2017). The owned channels are an important, but a hard form of YouTube marketing. The problem arises from how to get the audience to find and watch the videos as they are marketed by a brand (al Nashmi et al., 2017).

The marketing that this study will focus on is brand placement in videos. Placement can be both endorsed or unendorsed, the latter one usually attaining a more profitable effect as it is seen as a more sincere form of marketing by the viewers (Lee and Watkins, 2016). The endorsed brands are the focus of this study as it is necessary to know how to do endorsements effectively in order to gain audience recognition and see the return on investment.

As Dehghani et al. (2016) found in their study, 73 percents of viewers skip video advertisements on YouTube. Thus they emphasize the need to create content that is capturing and relevant, attaining the viewers' attention. This is the reason why brands, especially smaller brands with fewer resources in marketing, should address the endorsement of brands, more of which is addressed in following parts of the literature review.

2.6   Online Communities

The rise of the role of internet in the past decades has had a wide impact on decision-making, as well as the form we use to communicate (Kozinets, 2002). Word of mouth is increasingly spread out via the use of internet and consumers seek information from each other in internet-based forums, online communities (Kozinets, 2002). The need to address these communities has been increasingly important for modern marketers and the phenomenon of social media is aggregating the significance.

Even though the participants of online communities might be geographically far apart, never meeting other participants and quite often anonymous, the effect of the communities is still recognizable (Kozinets, 1999). As Kozinets (1999) observes, the social relationships of the communities and their intensity affects the influence the community presents on its members. Usually the relationships are based on a common factor, such as a common consumption activity or admiring same personas, thus leading to the impact of online influencers which is further discussed in the following part.

As Kim et al (2008) state, brands benefit from presence on social communities in various ways: constructing brand image and brand awareness, giving a platform for loyal customers to raise their voice, aggregating supplier commitment, and producing revenue from both new and existing customers. Online communities emphasize the role of electronic word of mouth, which in the current world possesses a wide impact in the purchasing decisions of consumers (Kozinets et al., 2010). Subsequently the communities affect the brand image, both in positive and negative and thus are important to address (Kozinets et al., 2010).

As Kozinets (1999) distinguishes, online communities can be seen as a form of relationship marketing for brands, as it can be used as a part of brand building. Furthermore, when the content is modified to suit the audience they receive it better, henceforth online communities present an excellent possibility to address wanted audience with suitable content (Kim et al., 2010). Online communities might even lead to increased brand loyalty as the consumers can raise their voice about their beloved brand and share their experiences (Kozinets, 2007).

As the feeling of belonging is essential to an online community, the need for the attendees to share their experiences and participate in discussions arises (Kim et al., 2010). Online communities formed around a persona, as in YouTube, usually aim to generate conversation with both the creator as well as others in the community, thus also endorsed brands can be discussed and better recalled (Kim et al., 2010). This feeling of belonging is the basis of any social gathering, but also a matter to be addressed by marketers.

Online communities as a phenomenon have not existed for long, thus the field is in midst of a "netnography revolution" (Kozinets, 2007). The previously established role of online communities as a high importance tool for modern marketers raises the need to research them further for more knowledge, efficient marketing and consumer addressing (Kozinets, 2007).

2.7   The Role of Online Influencers

The verdict of the aforestated information is that the role of social media in society has been increasing its importance in the past years. Most of the currently popular social media platforms are less than 15 years old, and new ones keep invariably appearing (Meikle, 2016). Social media is present in our everyday lives: we discuss with friends, share our lives, find information or even work on social media platforms. Millennials, the digital native generation, have grown at the same pace that social media has: first accessing MySpace, then Facebook, Twitter, Snapchat and will be the ones entering new platforms. The modern generations are often constantly connected to internet and social media with their smartphones, tablets and smartwatches.

Not only for personal level, but also companies are in the need to use social media in their operations. Social media is an excellent brand building platform but also delivers return on investment when used as a marketing tool (Kelly, 2013). There are numerous ways to use social media in company actions online as well as various channels where to be present. The

key to ROI is finding the suitable channels and using them correctly (Kelly, 2013). Creative ways to market and to stand out from the clutter of brands is the key for social media success of a company (Meikle, 2016).

Not only showing positive aspects, social media has also brought some problems. It is easier nowadays to be scammed online by either "catfishing", (pretending to be someone they are not) or even hoaxing, getting a financial benefit on false claims (Meikle, 2016). Furthermore, it is quite stressful to live in the era of social media as people intend to show the best sides of life on the platforms, not the problems in life (Meikle, 2016). Not all we see in social media is on truthful bases, as it might be an embellished version of reality.

The newly formed celebrities on social media channels have benefitted from social media upsurge: the online influencers. These influencers share their ideas and thoughts online and their content might often become viral (Pophal, 2015). The media has changed due to the influencers as they are content creators, taking away time of consumers from traditional medias such as television and magazines (Goodman & Booth, 2011). The influencers as much as affect consumerism, as the postmodern consumer increasingly finds information online before purchasing a product or a service and is affected by the word of mouth of the influencer (Goodman & Booth, 2011). Online influencers ought to be seen as informed aids in social networks rather than as plain mediators of the marketer (Miller & Lammas, 2010).

As YouTube has attained its own form of communities, consequently there are its own form of celebrities. These vloggers might have millions of subscribers and can be considered as influencers (Gupta, Singh and Sinha, 2016). People seek to find content from these vloggers, and they are found credible as many viewers trust the content by having subscribed to the influencer (Bayazıt, Durmuş and Yıldırım, 2017). Furthermore, as these vloggers have subscribers and views, their videos are higher up in search results because of YouTube's algorithm thus attaining even more audience (Meikle, 2016). The influencers suitable for the brand are the ones that the brands should target when thinking of YouTube marketing.

2.8   Para-social interaction affecting the influence of vloggers

From the research on vlogs it can be concluded that vloggers have a great amount of influence over consumer choices. The influence vloggers have on their audience can be explained by parasocial interaction (PSI). As Labrecque (2014) describes, PSI is: "an illusionary experience, such that consumers interact with personas (i.e., mediated representations of presenters, celebrities, or characters) as if they are present and engaged in a reciprocal relationship." Perse & Rubin (1989) explain the phenomenon to be "a perceived interpersonal relationship on the part of a television viewer with a mass media persona." Feelings of PSI are encouraged through constructed means, for example verbal and nonverbal cues of interaction, thus the effect can carry over the following encounters (Perse & Rubin, 1989).

People seek not only entertainment but also companionship from media. As Rubin, Perse & Powell (1985) state, people who feel lonely are likely to turn to television for aiding in the feeling of loneliness. The audience is likely to relate themselves to the personas in media and thus feel affected by them. Even though the communication in parasocial relationships is one-sided, the affiliation that is created is similar to the "real-life" friendships of the viewer (Perse & Rubin, 1989). The viewer takes the opinion of the media persona as word of mouth, consequently having an effect on brand endorsement.

Para-social interaction is the key to celebrity endorsements. Chung & Cho (2017) emphasize that the importance is higher in the era of social media as consumer-celebrity interactions have become more near, open, shared, and recurrent, as well as leading to diverse cues and social processes affecting celebrity endorsements. The fans are no longer bare admirers, but have established a role as a "friend" of the celebrities, commenting their lives on Facebook, Twitter and Instagram and sharing their own thoughts to them (Chung & Cho, 2017). As Chung & Cho (2017) discovered, the personas who share personal details and show willingness to be vulnerable affect the closeness the viewers feel towards the persona. This is a strong feature for vlog relationship building as vlogs are commonly built on personal detail sharing and openness of communication, thus leading to stronger relationships as the viewers feel more connected to the vlogger when they know different personal information about the vlogger (Chung & Cho, 2017).

Thus PSI results into a "bond" between the viewer and the vlogger, and the viewer might seek advice from the person and look and ask for opinions (Lee & Watkins, 2016). As communications have changed in the era of social media to a two-way process, it results in a give-and-take relationship. As interactions go both ways when the watcher can express their thoughts and discuss with the vlogger, they are more likely to be influenced by the opinions as they feel closer to the vlogger (Lee & Watkins, 2016). Yet, even though the relationship is more interactive in vlogs, the media personality is the one in control of the relationship and therefore has an influence (Lee & Watkins, 2016).

The essence of PSI, the fact that it influences the way we think and perceive entities is the key to the role it plays in the brand endorsements (Labrecque, 2014). As Labrecque (2014) uncovered, openness and interactions are key factors in building PSI with brands. Personalization with brand communications is the means to creating a strong PSI with a brand (Labrecque, 2014). The effectiveness of an endorser is not only relative to fame and popularity but rather to the PSI and trustworthiness of the endorser (Chung & Cho 2017). Thus not only the amount of followers affects the endorsement success, but how the audience grasps the endorser (Chung & Cho, 2017).

Millennials are even more affected by the parasocial interaction as they are in, or have recently been through, adolescence (Gleason, Theran & Newberg, 2017). In their study, Gleason, Theran & Newberg (2017) found that parasocial interaction plays a role in adolescent identity formation, and that they see media personas as authority figures, mentors or even role models. They also established that PSI has an impact in both genders, yet slightly more in adolescent boys. The personas have a high impact on the social development of the young, as they not only relate to the vlogger but also develop the relationships they need in order to achieve developmental goals (Gleason Theran & Newberg, 2017). Hence millennials

are looked into in the research as they are expected to be affected in a deeper way from the vloggers opinion regarding different products, if following the logic of the study mentioned above.

The basis of PSI is one-sided communication, but in social media it is possible to communicate with the personality. Nevertheless, the theory is still applicable to vlogs as the basis where the theory is build upon is similar. The vloggers are seen as influencers having an impact, thus PSI is looked into.

2.9   The Rise of Vlogs

After discussing YouTube marketing in general due to the topic of this study, it is important to describe vlogs and their increasing influence. Video blogs or video logs, often referred to as vlogs, are a video made to express self mostly on YouTube (Christian, 2009). Vlogs stand for videos created by individuals, real people with real personalities (Christian, 2009). This is the key to the success story of vlogs – the audience relates to the people behind the camera. Vlogs play a major contribution in the role of Web 2.0, the fact that in the current world the role of internet is more in the form of dialogue than monologue (Gao, Tian, Huang & Yang, 2010). The key audience of social networks, thus also vlogs, is millennials (Bayazıt, Durmuş and Yıldırım, 2017), therefore the study focuses on this group. Millennials impose two thirds of YouTube thus being the most frequent audience of the platform, watching the content more than any television channels (Perrin, 2015).

As YouTube is merely a media, a platform for an online archive of various kinds of videos, the vlogs can be uploaded as an unconnected item with no commitment of interaction with those who watch the video (Snelson, 2015). Nonetheless, as the platform supports interactive features as comments, messages and video responses, virtual communities might arise around vlogs on YouTube (Snelson, 2015). Thus the audience becomes more involved as they feel a certain form of consciousness of kind towards one another (Snelson, 2015).

Vlogs often include a story, where the vlogger (video blogger) elaborates a tale of something that has happened or present their everyday life (Christian, 2009). Typically the vlogs seem to be filmed in domestic settings, as there is a background of bed, living room or similar (Snelson 2015). This is not always the case as there is a wide variety of settings as well as contexts: vlogs have formed to develop areas of interest such as gardening or beauty vlogs (Snelson, 2015). This is also one of the key attributes to popularity of vlogs: there is something for everyone.

Not only does the importance of the vloggers' message lie within what is said but also how it is said. Nonverbal behavior such as tone of voice, gestures, facial expressions and such need to be analyzed in order to understand the full message of the video (Aran, Biel & Gatica-Perez, 2014). Furthermore, the other conscious and unconscious choices of the vlogger contribute to the message: the quality, framing, background of the video, or editing of the

vlog (Aran, Biel & Gatica-Perez, 2014). These attributes combined set the tone and mood of the vlog and contribute to the analysis of the message behind the video.

Another aspect to support the popularity of vlogs is the shift to mobile technology, as it is easy to film any place, as well as publish the film immediately (Snelson, 2009). As the public increasingly has access to mobile technology and the newer generations grow up with this portable technology, anything, anytime can be documented (Snelson, 2009). This can further develop into a problem, as it is easier for bystanders to be recorded unwillingly when the technology is easily hidden and it is uncontrollable of whom posts what (Snelson, 2009). Moreover, it becomes a question of moral for vloggers – is it okay for them to film everywhere?

YouTube has become a media of shared feelings, a community where it is possible to share the good things in life as well as the bad (Gibson, 2016). As Gibson found in her study (2016) that the young turn to YouTube in order to find others to interconnect with, others whom relate to their current situation of life. The study showed that vlogs might be the first place to share feelings of grief in and expressing sadness in a way that they might not conduct in the real world. It is easier for a person creating a vlog to express feelings on camera, relating to the matter that vlogs are, in a way, today's form of diaries (Gibson, 2016).

The power of vlogs lies within the intimacy of the media. It creates a visual, intimate scene of emotions with mostly unscripted dialogue that might trigger surprising feelings even in the vlogger self (Gibson, 2016). Thus vlogs attract an audience that participates in the feelings and share their thoughts. The prestige of the media is in communication as therein is possible to share feelings, and get feedback and solace (Gibson, 2016).

Consumers in today's world are able to access information easier than ever before. Thus, as Bayazıt, Durmuş and Yıldırım (2017) found, the importance of eWOM, electronic word of mouth, has surpassed the role of traditional celebrity endorsers as they have become unpersuasive for the audience. The study also found that product recommendations from third party perspective mobilize marketing effectiveness. Consumer online buying decisions are increasingly swayed by encouragement in social media, henceforth the importance for brands to address social media personas rather than merely traditional celebrities in marketing campaigns is notable (Bayazıt, Durmuş and Yıldırım, 2017).

2.10 Health and fitness vlogs as a growing phenomenon

The role of fitness and health have been transforming into a worldwide phenomenon since the 1970's, increasing into being a multi billion dollar industry (Andreasson and Johansson, 2014). The current consumer culture has brought the trend of individualization resulting to the phenomenon of health and fitness (Andreasson and Johansson, 2014). The trend is still growing and forging various business and marketing opportunities.

Andreasson and Johansson, (2014) distinguish the phenomenon of fitness from bodybuilding, noting that fitness is related to health, beauty and youth, whereas bodybuilding focuses more on drugs, steroids and masculinity. The phenomena are highly connected, even though fitness and health is recognized as more of a lifestyle surrounded and beneficial choice. Sassatelli (2010) notes that a fit body in modern western society has become a form of status symbol, a way to replace bodily decoration methods. She marks that in today's society clothing are more revealing, thus the importance of showing a fit figure is emphasized. This can also be seen in media and advertisement, being a trend and an ideal of the western culture (Sassatelli, 2010).

The role of postmodern world, and the fragmentation of it, is a factor in the rise of health and fitness phenomenon (Maguire, 2008). Consumers seek remedy for the fragmentation by self-regulation, as it is a matter they are able to control (Thompson & Troester, 2002). As Sassatelli (2010) states, it is salient for a postmodern consumer to aim for a fit lifestyle and seek for healthy options, consequently leading consumers to find alternative solutions to undertake actions regarding their health, looking for information online rather than merely believing recommendations given by government guided officials (Sassatelli, 2010).

As Maguire (2008) identifies, the role of health and fitness belongs to a socio-cultural context. Fitness is not only sports and well being but rather a cultural phenomenon, a status symbol where different factors aim to struggle with the definitions and the status that fitness brings. Furthermore, Maguire notes that the trend of fitness has had an impact in media, of both the content and the persona in it. Media increasingly influences the rise of the trend as it is crowded with fitness and health related content, making the consumers increasingly interested in the topic thus wanting to know more – hence creating a circle of interest (Maguire, 2008). Consumers seek more knowledge and are increasingly aware of their own wellbeing (Maguire, 2008).

All of the mentioned above factors lead to the occurrence of fitness and health related vlogs. As there are a wide variety of diverse types of vlogs, there additionally is an increasing amount of health and fitness vlogs. The consumers search new ways to convey health and fitness lifestyle into their everyday life, to find new sources of inspiration in the second largest search engine online – YouTube. Thus the importance of looking into the experience and understanding of the trend by the postmodern consumer rises.

2.11 Previous research in blogs connected to product placement and/or brand endorsement

As stated, the interest of this study are vlogs, but as they are a fairly new form of social media content, it is relevant to look through previous, similar research regarding blogs, which have existed for a slightly longer period of time and have already been investigated by researchers to a greater extent. This was done in order to recognize the developments in that area and

hence, later compare the results from blog research to the results from this study on vlogs. In order for the reader to achieve a further understanding of the studies, the areas will be named in a way that explains them.

2.11.1 The "lie"

One of the first studies found regarding the area of interest was the study by Colliander and Erlandsson (2015) discussing the blogs that include disguised product placement and the fact is revealed by a third party to the audience. In this study two groups of people following blogs were researched, the difference between the groups being that the first group discovers from a tabloid that the product placement in the blogs are paid, the blogger not admitting to the fact, whereas the second group studying the same blogs are merely not aware of the fact that they feature paid product placement. The used blogs were fashion blogs, as the authors of the study found this category to be one of the biggest in the blog world, thus mitigating them to find blogs and likewise finding audience to talk to (Colliander & Erlandsson, 2015). The study proposed to show how para-social interaction combined with the credibility of the blogger was affected by the revelation, on the other hand contemplating what effect this might carry to the brand using the blogger to promote their products. The results showed that the level of para-social interaction the participants had with the blogger and the blog itself decreased after they comprehended that there was product placement included (Colliander & Erlandsson, 2015). It was explained with the metaphor of having a friend lying to you leading to you no longer trusting that friend, due to PSI the same principle applies in blogs (Colliander & Erlandsson, 2015). However, they saw no negative effect towards the brand, virtually seeming as if the audience expected such behaviour from a brand thus not being excessively surprised or emotionally involved with it (Colliander & Erlandsson, 2015).

2.11.2 Social hubs

Another study conducted on fashion blogs was to observe the effect of the blogs on purchase decisions of the audience (The Influence of Fashion Blogs on Consumers, n.d.). The authors executed several semi-structured in-depth interviews with young females between ages 18 to 24, raising several major themes. The first major conclusion was that fashion blogs are seen as social hubs (The Influence of Fashion Blogs on Consumers, n.d.). People do not only enter the blogs to find added information about a certain product, as they also go to blogs to ask questions, share their own experience of using the product or just discuss a certain brand (The Influence of Fashion Blogs on Consumers, n.d.). Moreover, it was found that participants were not using the blogs solely to attain information, but additionally to see what other people wear, in this way assuring the maintenance of their social identity and preserving abreast with fashion trends (The Influence of Fashion Blogs on Consumers, n.d.). Blogs are more successful on a collective level and not on individual one, meaning that in order for the

participants to fully be convinced to purchase a certain product, they need to refer to more than one blog concurrently receiving the opinion of more than one blogger (The Influence of Fashion Blogs on Consumers, n.d.). Furthermore, a blog hierarchy was discovered to exist: the blogs being higher in the hierarchy having a higher likelihood of influencing the participants faster and without excessive conformation, on account of the audience already believing in and trusting them (The Influence of Fashion Blogs on Consumers, n.d.). The overall conclusions of the study were that fashion blogs play a significant role in the purchase decision making process of the participants. They see bloggers as opinion leaders and trust their suggestions (The Influence of Fashion Blogs on Consumers, n.d.).

2.11.3 The "friend"

The third study is one conducted by Colliander and Dahlén (2011) comparing the effects of brand publicity in social and traditional media. In order to do that the authors of the study created similar messages, writing it either in seven popular blogs or seven popular online magazines (Colliander & Dahlén, 2011). The study included 374 responses and the participants held an average age of 27 years. What was clearly concluded after the study was that the publicity of blogs was higher than that of the online magazines (Colliander & Dahlén, 2011). The phenomenon was explained with para-social interaction, meaning that there has arisen a new trend in media, marketing and consumers: all are joined in friendship-like relationships (Colliander & Dahlén, 2011). People regard the following of a blogger as if they are following a fashionable friend, and that as long as this friend is genially following or interested in a brand, the viewer will be too (Colliander & Dahlén, 2011). Their findings show the need for transparency between the blogger and the followers and if aiming for an effective product placement a genuine relationship between the people and the blogger needs to be established (Colliander & Dahlén, 2011).

These examples of studies demonstrate that blogs are an important tool that can be used in a marketing campaign of any brand, and that bloggers are viewed as opinion leaders attaining the power to influence the purchasing decision of the audience. But as already mentioned, a new trend in the formation of vlogs is emerging and thus the results need to be re-researched to see whether they will be similar and if the practitioners should start focusing on that medium, as well as in order to attract and influence the customers to buy and use their products.

3   Methodology

The methodology chapter summarizes the methodological utilities used in the research process. First the research design and approach are explained, then the data collection methods and sampling are explicated. After data collection, the method of analyzing the collected data is presented. The following sections reflect upon methodology and analyzes the access of used sources. The chapter ends with the limitations of the study.

3.1   Research Design

The research design is the plan or framework for the research. Various important questions are taken into consideration before starting and choosing the research approach, and it should take into account the researchers' expectations, their context and skills (Thomas, 2013). The questions that need to be answered beforehand are the questions of what is tried to be achieved with the study, what are the theoretical and practical implications, what are the needed resources, what kind of access is needed in order to gather the data and such (Thomas, 2013). What is important to remember is that the meaning of research design is different between social sciences and "pure" social sciences, such as psychology, as in the "pure" social sciences it can be used as a synonym for experimental design and is simply taken as part of the method (Thomas, 2013). On the contrary, in applied social science research it has a much broader and more complicated meaning and greater importance (Thomas, 2013). This will be shown further below within the sections of the methodology chapter.

Firstly, the authors aspire to answer the necessary questions in order to create the research design. The initial question is what is the goal of the study and how practically applicable can the results be? The direction of the study is to detect how consumer opinions and attitude can be influenced by vloggers and the brands they are endorsing. These results can be of assistance ulteriorly for marketers in furtherance of distinguishing how successful vlog endorsement is, the honesty with the public about it and whether it is beneficial for a brand to invest in it. Thereafter arises the question of the resources needed for the study, herein the greatest resource being the time of the authors as participants will not be disbursed for interviews nor do the comments collected from the online platform YouTube require any financial investments.

Another relevant question is the availability of access to data, which in this case is not relevant as majority of the data used will be gathered from the open and free platform YouTube via the use of netnography. The only problem that might arise with the platform is connected to the amount of information, which might become abundant. Thus there is a

clearly set criteria of choosing the data used in the analysis in order for the study to not become too extensive and out of focus.

The authors should take into account their own expertise and skills that might be of assistance when conducting the study. The biggest advantage is that both of the authors are millennials and hence digital natives. Furthermore, the authors use YouTube on a daily basis henceforth being familiar with the platform as well as with the different functions that might be used within. Thus the authors attain a pre-understanding of what the reactions of the millennials can be. The current understanding before conducting the experiment is that the brand placement should not befall to a problem as long as the audience discern the fact and the vlogger does not attempt to disguise it. Yet, as already mentioned, this is the pre-understanding of the phenomenon, and the final results are found after conduction of the study.

3.2   Research Approach

Thomas (2013) argues that choosing the right research approach is a crucial and important step and should be done carefully. When choosing the right approach the authors take into account the paradigm going to be used, hence, from the paradigm, the epistemology and ontology of the study. When these are achieved, these need to be highly regarded and not disrupted with other paradigms, as this would lead to a confused reader and presentation of results (Thomas, 2013). As already stated, the research question of this paper is: **"How millennials perceive endorsed brands in health and fitness vlogs?"** This questions states that the interest of the study lies in the opinion of a specific group of people in a specific situation. Due to this, the applied paradigm is the interpretivist paradigm (or constructivist paradigm), declaring that there is nothing straightforward in the world as individuals construct the world around them in their own unique ways, meaning that this world cannot be adequately studied using exact sciences such as chemistry and physics, and the scientists cannot quantify nor generalize the results to a greater scale (Thomas, 2013). This paradigm is suitable for the study as it focuses on the views, reactions, feeling, actions and understanding of the phenomenon brand placement specifically in health and fitness vlogs. Therefore, the interest is the specific understanding of millennials of the brand placement in a specific situation. The ontology in this kind of study observes the world and knowledge as something created by social and contextual understanding and the epistemology explains how we come to understand the individual's specific worldview (Thomas, 2013). Thus the authors of the study recognize themselves as social constructionists.

Additionally, a helpful aspect with this approach is that it includes three main components: relativist, transactional and subjectivist (Lincoln & Guba, 1986). The relativist part means that it is difficult to generalize the findings and it should be steered away from that, or trying to influence the participants by preceding views and understandings, as *"there is no objective truth to be known"* (Hugly & Sayward, 1985, p.278). The transaction aspect signifies that it is

helpful to recognize the truth as a product of interaction between the individual and the specific situation, and assisting in finding the most suitable way to communicate with the participants (Lincoln & Guba, 1986). Lastly, subjectivism allows to construct the vision of the world based on the participants understanding of it and nothing else, meaning that the researched aspect is seen from the point of view and understanding of participants and the results might change when having different samples (Lincoln & Guba, 1986).

In order to answer the research question, while staying true to the interpretivist paradigm it was decided that the most suitable approach is qualitative approach. The qualitative studies' importance lies in the ability to explore different dimensions of the social world including the daily lives of participants, their ideas and believes, the way relationships work and such (Mason, 2009). The methods used in qualitative research celebrate the richness, depth, context, multi-dimension and complexity of the data gathered (Mason, 2009). The approach has great potential to answer the question *how things work in a particular context* (Mason, 2009). All of the reasons mentioned above were taken into consideration when choosing the right approach. As the question of the study, as already mentioned, aims to discern the perceptions of the millennials, the authors are interested in in-depth and rich data that is mainly focused on the specific viewers (millennials) reaction to a specific situation (brand placement in fitness and health vlogs). The easiest and most suitable way to accomplish that is the use of qualitative approach.

3.3   Empirical Study

In order to gain a thorough insight of the subject, the data collection will include two different methods. As the focus of the study is on vlogs, the main data collection method will be on netnography, focusing on the environment of YouTube. This method will include analysis of brand placement in the vlogs as well as analysis of the comment sections of the vlogs, analyzing the feelings and emotions rising from the viewers regarding the endorsed brands by collecting data from the comment sections of the analyzed vlogs.

To support the main data collection method, semi-structured interviews regarding the subject will be implemented. This is needed in order to gain a more thorough understanding of the motives behind the reactions of brand endorsement in the vlogs, but also in order to be able to gather information from both ends of the scale, remarking how each one of them understands and reacts to brand placement. This will be done via conducting interviews with both viewers of the vlogs as well as a vlogger.

During the data collection the importance of interviews arose, and were found to have more importance than first was thought. Thus the analysis part will highlight these findings as much as the comment analysis section.

3.3.1   Netnography

Netnography was chosen as the main method for this research as vlogs are a part of social media, posted in channels such as YouTube. Netnography, being the method of doing ethnographic research online, was thus a suitable choice. The society is migrating online and becoming increasingly digital (Kozinets, 2010). Moreover, the target group of interest for the study are digital natives and used to interacting through various online communities by forming different cybercultures.

Netnography has been developed in order to help researcher understand the online world and see the way that people are portraying their digital self (Kozinets, 2010). The method has been used in various studies, one of the main researchers studying it being Kozinets (2010) attaining different aims from advertising and marketing research to more general research on identity, social relations, learning and creativity. Netnography attends to the fact that currently people turn to computer networks to pursue sources of culture and gain sense of belongingness. When inaugurating, the online social space was considered as something cold, lean and not worthy of investigation as was not considered to form any real communities (Kozinets, 2010). Nevertheless, recent studies have shown that this is no longer the case and researchers regard these online social spaces as a source of knowledge and insights regarding communities and their views of the world (Kozinets, 2010). Moreover, both online and offline communities show the same characteristics and rules, and the only evident difference is that online communities are considered more anonymous and accessible for both the participants of the community and the researchers (Kozinets, 2010).

When conducting research online there are various methods that can be used: surveys, interviews, journals, focus groups, structured network analysis and ethnography (Kozinets, 2010) . The method used in this study is ethnography, combined with some data mining and collection of comments (information) from the viewers of the vlogs (the social network). Ethnography in the form of netnography provides researchers with the opportunity of gaining detailed knowledge and understanding about a social phenomenon in a specific community (Kozinets, 2010). The greatest advantage of the technique is that it is naturalistic and uses information that is readily available in forums or online platforms (Kozinets, 2010) . Furthermore, the method is far less time consuming and more resource intensive than other qualitative method options, as there is an enormous amount of data readily made and waiting to be gathered and analyzed (Kozinets, 2010). The comments that will be gathered by the researchers will be analyzed and archived according to a relevant category, and later in the text, during the analysis section, some of them will be used as examples of illustrating the findings of the research.

3.3.2   Semi-structured interviews

As stated, in order to gain more thorough understanding behind the phenomenon, a set of qualitative interviews will be carried. Qualitative interviews, as defined by Lofland & Lofland (1984) are directed discussions progressing around a certain topic via questions and

answers. The discussion has at least two participants – an interviewer and an interviewee. The role of the interviewer is to guide the conversation, thus finding the relevant information from the interviewee (Easterby-Smith, Jackson & Thorpe, 2015). The main goal of an interview is to understand the motives, feelings, emotions and causal connections of the phenomenon from the interviewee's perspective (Easterby-Smith, Jackson & Thorpe, 2015). Moreover, the interviews are interactive, meaning that interviewers can urge clear and complete answers regarding the main questions or pursue emerging interesting topics. The researcher is expected to attain a better understanding of the topic and have an organic gathering of data with the help of interviews (Kvale, 1996). Henceforth the main difference and the aspect that interviews add as a data collection method is that the interviewer secures more control over the interview thus easily disclosing the wished investigation results from the participants. The resulted information further enriches the achieved knowledge and, in the end, the findings.

The interview type chosen for this research is semi-structured interviews. The interviews follow a certain schedule and include a set of pre-settled questions but also feature open-ended questions and can include more than the pre-settled questions in order to gain more insight on the matter (King, Cassell & Symon, 1994). As there is not a set hypothesis to be tested, this form of interview suits well the topic.

The interviews regarding this study will account to a total of four: three with viewers of vlogs and one with a vlogger, thus focusing on both perspectives of the phenomenon. The interviews will be conducted as face to face interviews, either in person or via Skype or other video chatting channels (e.g. Facebook video call), enabling identification of non-verbal cues, such as the tone of voice or facial expressions, thus gaining a deeper understanding of the situation and possibly inquire more questions relevant to the non-verbal cues. As these set the atmosphere of the interview and might influence the answers gained from the participant, it is necessary to have a face to face connection in order for the data to be more reliable (Easterby-Smith, Jackson & Thorpe, 2015).

The interviewer's role is to understand the interviewee's views as well as assist them to discover their own beliefs (Easterby-Smith, Jackson & Thorpe, 2015). One of the key aspects in the interviews is to obtain the research question and the aim of the study in mind throughout the data collection process, starting from the first step of drafting an interview guide followed during the interviews (King, Cassell & Symon, 1994). This does not only provide structure for the event, but also accords more certainty to the interviewer: if the interview gets sidetracked or there is a quiet moment, the interviewer can turn back to the interview guide for help.

The following step of the process is to recruit the interviewees to find the right people in order to get the suitable information of the research. This will be further discussed in part 3.3.3, sampling. With good base work it is effortless to continue on to the actual interviews, the most crucial part, in order to abstract relevant information regarding the research question and hence the whole study.

As stated, it is necessary to keep the research question in mind when drafting the interview guide, as this assures that the data answers the question and is relevant for the study. As

Easterby-Smith, Jackson & Thorpe, (2015) emphasize, it is necessary that the interview guide is not too theoretical nor includes theoretical concepts, and sets the questions in a way that they are not leading or biased, leading to the data not being affected by interviewer's opinions or wishes. The guide includes three sections of questions: opening, key topic, and closing, but otherwise the semi-structured interview questions are quite flexible (Easterby-Smith, Jackson & Thorpe, 2015). The interview guides of the study can be found in appendices A and B at the end of the report. In order to create the guides, the authors first completed and analyzed the netnographic data to recognize emerging common trends, then analyzing the trends and bringing the most relevant ones regarding the research question into focus in fourteen questions thus leading to increase in knowledge for the arisen trends.

In addition to the interview guide, the study used laddering in the interviews. Laddering up will be done to understand the participants value base and relation to the study, and is done via the use of "why" questions to further understand the motives of the subject (Easterby-Smith, Jackson & Thorpe, 2015). Laddering down, the process of finding illustrations of the phenomena, will be done by asking the participants examples of the happenings, thus aiming to find the participant understanding to a certain concept (Easterby-Smith, Jackson & Thorpe, 2015). Laddering will result in deeper understanding of the participant's views and thus more relevant, reliable data. Furthermore, the participants will be shown two vlogs with an endorsed brand, where one of the vloggers clearly shares the brand being endorsed on the video and the other one not stating the fact. This is done in order to comprehend participant feelings regarding the brand midst the interview.

A positive note on the semi-structured interviews is that similar questions are raised for all the participants, aiming to attain similar environment in order to get the most reliable information out of the research (Turner, 2010). Even though the interview is based on a structure it is easy to modify the questions according to the participant and adding more in-depth questions in order to gain saturation of information from the participant (Turner, 2010). Consequently, as the atmosphere of the interview is aspired to be relaxed, it is possible to gain more rapport and a trusting atmosphere leading to a fruitful result of the interview as the participant is more at home in the situation, thus giving more reliable answers (Turner, 2010).

3.3.3   Sampling

In order to gain information from data collection, one of the first steps is to determine the sampling method. The sampling as well as the size of the sample needs to reflect the research question to a degree that the answer can be detracted from the gained data (Easterby-Smith, Jackson & Thorpe, 2015). Thus it is essential to find the right people to study in the process to gain relevant information.

The importance of sampling relates to the reliability of the study. In order to gain a purposeful result of the study, the sample needs to reflect the target group of the study and recognize relevant illustrations of the studied subject (Easterby-Smith, Jackson & Thorpe, 2015). In order to gain full potential, the process needs to be repeated until there is a small likelihood to

gain more relevant knowledge out of the data collection (Easterby-Smith, Jackson & Thorpe, 2015).

The vlogs studied were found from three different fairly new articles stating most popular health and fitness vloggers: Health Fitness Revolution (2016), DIOXYME (2016) and That Fitness Journey (2016). More than one article was chosen in order to assure reliability of finding the right vloggers to research, as well as the publishing year being 2016 in order for the articles to still be relevant at the point of data collection. The vloggers stated in these articles were looked into, leaving out two channels where no endorsed videos were found. From these channels both the newest ones and the most popular videos were chosen in order to find relevant, fresh content with interaction to assure data validity. At least two videos from each vlogger were researched, resulting to a total of 100 videos from 16 different vlogger (see appendices). Only videos with brand endorsement were chosen, leaving out other vlogs as these were not relevant to the research question and would not contributed in the study.

As the vlogs with most popularity (being a YouTube algorithm that is not public record) tend to gain a wide set of comments, these were analyzed for the research. Moreover, the newest videos and their comments were analyzed in order for the data to be relevant and new. It is necessary for the study to look into the comments relevant to the endorsed brand, thus only these kinds of comments were selected for the analysis. Depending on the video, the amount of comments around the brand could vary, but a total of around 1000 comments were looked into as data.

The interviews of the study will use a combination of two sampling techniques by Easterby-Smith, Jackson & Thorpe (2015): ad-hoc sampling and typical-case sampling. As it is not too common for people to watch health and fitness vlogs, and due to the time limits of this research, it is not useful to use other methods in order to gain insights. Thus the participants will be chosen as millennials who are interested in the health and fitness phenomenon as well as sharing an interest in vlogs. In order to find these individuals, they will be searched for from the social circles of the researchers due to the time restraint as well as in order to find the relevant people. The interviews total to four, three of which are viewers that are interested in vlogs and one with a vlogger that creates her own content. This is done to assure that both ends of the relationship are discovered. Furthermore, in order to assure that the results are reproducible, the interviewees were chosen from three different nationalities: Bulgarian, Finnish and Austrian.

The interviews will feature two different vlogs. Both of these videos include a similar, endorsed brand: a snack box. The first vlog will not state that it is sponsored, and the latter one will clearly state that, thus finding the reactions on the brand placement and how it is seen as being paid. By doing this it will be established how the millennials react to endorsements in general, but also whether there is a difference between the endorsement being clearly stated and not stated. The videos are Whitney Simmons' "What I Eat In A Day | Easy Meal and Snack Ideas" featuring the Love with Food snack box, not stating it is endorsed.

What I Eat In A Day | Easy Meal and Snack Ideas

Whitney Simmons ☑

✓ Subscribed   🔔   494K

159,906 views

➕ Add to   ➤ Share   ••• More   👍 10,004   👎 121

The second video is by ChelseaLifts called "What I Eat in a Day to Lose Fat | 2000 Calorie Day!". The video clearly states that the snackbox from a brand called Thrive is sponsored, both in written and in saying.
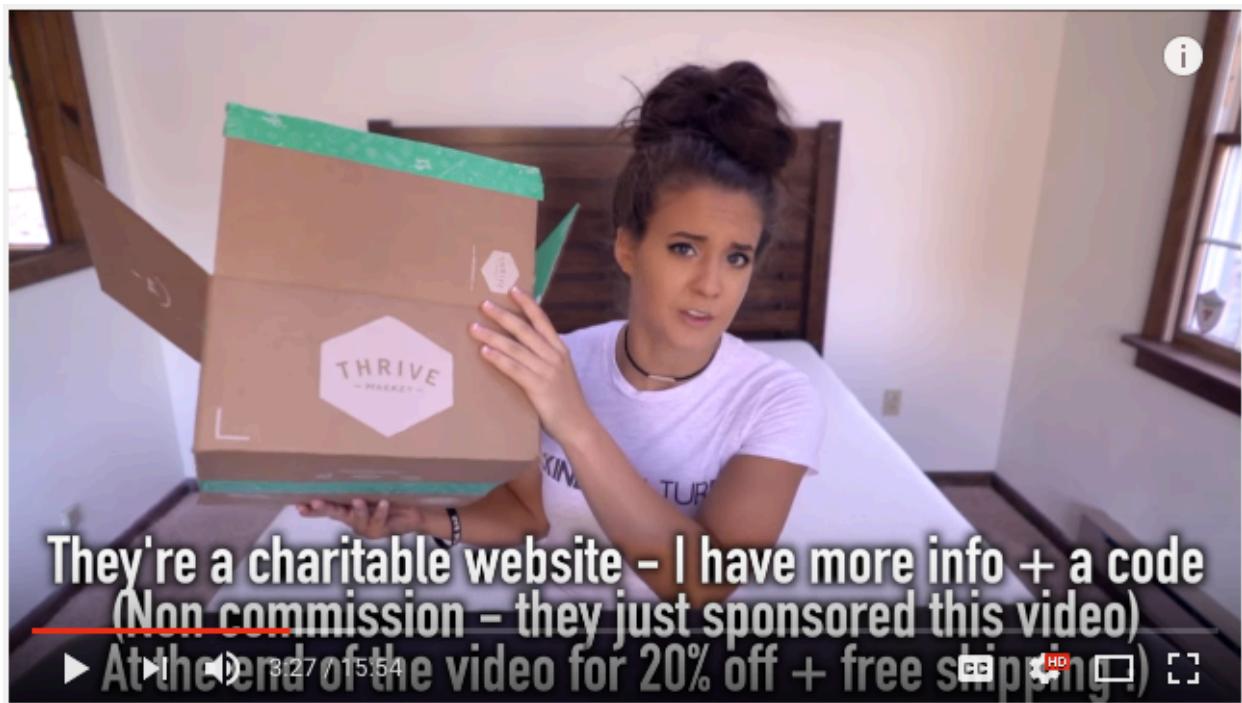
Thus, as the items are similar and the vloggers are both in the same industry, the videos are comparable and attain legitimate results. Only relevant parts of the video where the endorsed brand is shown are displayed, as only those parts are relevant in regards to the study. Furthermore, this was done to assure the interviews did not become excessively long, and the participants were not required to watch the entire vlogs for the purpose of the study, as they did not feature more that is of interest for the study, hence solely the parts where the vloggers discusses the endorsed products were shown to participants.

The participants of this study were assured of confidentiality before setting the interview, as it is essential for the participants to establish an environment where they can state their opinions without being exposed and thus labeled regarding their statements. As stated by King, Cassell & Symon (1994), it is important to state the aim of the study and to whom it is conducted for the participants. Furthermore, as it is necessary for the data analysis, the interviews need to be recorded and thus a permission from the participant must be obtained (King, Cassell & Symon, 1994).

3.4　Data Analysis

The first step in data analysis, as noted by Easterby-Smith, Jackson & Thorpe (2015), is the preparing and organization of data, so that it is easier to understand the analyzing process of the data. This means that digital data needs to be filed and labeled so that relevant topics are easily recognizable, and that the conducted interviews are transcribed (as in written down word to word) (Easterby-Smith, Jackson & Thorpe 2015). Subsequently it is easier to start working with the data, finding relevant entities that form the main answer of the data.

The analysis needs to take into account the non-verbal cues and the motives behind the text, as the data is qualitative. Thus these will be considered when analyzing the data in order to thoroughly understand the data, both in netnography as well as in interviews. This reflects the epistemological positioning of the authors as social constructionists.

Furthermore, as mentioned afore, there is no set hypothesis for the study. Thus the main analysis method of the data will be grounded analysis. In this method theory and contribution of the study will be subtracted from the main topics and themes arising from the gathered data (Easterby-Smith, Jackson & Thorpe 2015). As previously mentioned, the need to understand the meanings and emotions behind the words are in an emphasized role in this study, thus some aspects of discourse analysis will also be implemented as there is a need to understand the motives. Discourse analysis, being an approach trying to understand the meanings, can hence be used in the analysis of the vlogs itself as it does not limit the analysis to text, but also can include visual analysis (Wodak & Meyer, 2009). Due to the more in-depth nature of the study, the data will not be analyzed via help of computer software. The authors aim to find hidden messages and drives from the study, thus relying on own skills of analysis to recognize subjects from data with the help of discourse analysis.

As Graue (2015) notes, there are four main steps to qualitative data analysis: data collection, data reduction, data displays and conclusion drawing. The first steps of the study are thus netnographic research and the semi-structured interviews. The second phase includes finding key elements within the data, thus reducing non-relevant data in order to efficiently analyze the data displays. The data will then be categorized into relevant themes in order to find the key subjects and thus draw conclusions, resulting to a theoretical contribution of the research.

The data is collected until the point of saturation, when no more relevant information will be found regarding the study (Easterby-Smith, Jackson & Thorpe 2015). Thus, as the primary focus is on the netnography, this is conducted and analyzed first. From the data gathered in the netnography there will arise main topics, which are the basis for the interview guide. As the main data will be found from vlogs, the lesser role of deeper insights will be on interviews. Thus no more than four interviews were conducted, as by that stage the point of saturation was reached. By combining the sources of data, saturation was reached faster.

3.5   Reflection upon methodology

Easterby-Smith, Thorpe, and Jackson (2015) argue that good qualitative research relies on creativity, focus and reflexivity of the researchers together with the fact that the researchers are conducting a transparent study. While it is common to use terms as *validity*, *generalizability* and the *objectivity* of the data and about the results of quantitative research when discussing the measurements and the study itself, these aspects are harder to be applied in qualitative studies (Easterby-Smith, Thorpe & Jackson, 2015). This is due to the fact that qualitative studies aim to understand different phenomena and are interested in interpretation rather than a general statistic result that can be generalized to a greater scale of the population (Easterby-Smith, Thorpe & Jackson, 2015). Instead of using the previously mentioned quality measurements, the Lincoln and Guba's (1985) four aspects of creating trustworthiness were considered: *credibility, transferability, dependability* and *conformability.*

The credibility of the study is concerned with the confidence of the authors about the truth of the findings (Lincoln & Guba, 1985). It can be connected, or in some form viewed as the internal validity of the study, which is interested in the correct conduction of the experiment and making sure the results are as correct as possible and measure what was aimed to be measured (Lincoln & Guba, 1985). In this study the validity was ensured by having two different methods of gathering data and comparing the findings of both of them. What was observed in the end was that results from both methods were identical. Moreover, throughout the study the research question was beared in mind, ensuring that all gathered data assists in answering that question.

Transferability is related to the possibility to demonstrate that the results are not only applicable to the context of the study, but can also be exploited in other situations and contexts, and the term can be used as a synonym to the term external validity (Lincoln & Guba, 1985). In this study it is observed that the same results might be applicable in various categories on YouTube and even in other online platforms with influencers and endorsements in them. Dependability of the study displays that the findings are consistent and similar if the study were to be repeated at any point of time (Lincoln & Guba, 1985). In this research process the dependability is ensured with the use of transparent aspects in descriptions of both methodology and analysis of the study. Last part is the conformability which is the degree to which the results of a study are as described because of the participant's answers and opinions, and not due to researcher's biases, experience or motivation (Lincoln & Guba, 1985). In order to deal with the problem of conformability in this study, triangulation will be implemented.

Triangulation is the method of handling more than one source of data as well as diverse ways of analyzing data in the end (Graue, 2015). There are different forms of triangulation: data triangulation, investigator triangulation, theoretical triangulation and methodological

triangulation (Graue, 2015). The one used in this study is a mixture between investigator and methodological triangulation (Graue, 2015). The first type means that the data collection and the analysis are done by at least two investigators, which is the case in this study (Graue, 2015). The second type means that in the collection of the data stage at least two different methods are used, in this study these were netnography and the interviews (Graue, 2015). Thus this assures more reliable and valid results and battles the conformability of the research.

3.6 Accessing the used sources

In order to ensure the reliability and validity of the study, the sources of the study need to be relevant and reliable. Reaching comprehension of the study was targeted by looking into previous literature touching upon the field of study, as well as looking through subjects that relate to the study; such as millennials, being the target group of the study. The materials used were primarily peer-reviewed articles, including finding the "gurus" of the main areas to ensure high quality literature, as well as relevant books from known authors. The used internet sources were directed to be found from reliable, well-known sources such as the well known business magazine Forbes.

Accessing the data in netnography is effortless as it is collected in the public platform of YouTube. Thus it sets no ethical limitation to accessing the source, as all of the analyzed content in the data collection is unrestricted and accessible by anyone (Kozinets, 2007). Thus the accessing of data is easy and does not establish an ethical paradigm, as all users of the platform are aware that comments are public and can be used in different ways. Thus no informed consent should be taken from the audience leaving comments under the analyzed videos (Kozinets, 2007). Accessing the data of interviewees' is discussed in previous part sampling.

3.7 Limitations of the study

The largest limitation of the thesis is the amount of time that was used for the thesis, as around three months were available to fully concentrate on the subject. Thus the collection of data is limited, as well as the amount of time spent analyzing the data. Furthermore, the assumption of having millennials as the audience could be biased, as it is not without fail possible to know whether the commenters are millennials, even though it is a safe assumption as the main audience for vlogs are millennials. As it is impossible to know certainly, it can be seen as a limitation.

Another aspect to cater in limitation is the authors' bias. As both of the authors were familiar with the health and fitness vlogs in advance and had their own view on brand endorsements, it could have affected the study. Nevertheless, as this was recognized in the beginning of the study as a possible bias, it was rather harvested as a benefit than as a negative aspect, as analyzing the motives behind the comments was hence easier. Moreover, bringing relevant topics to the interviews in order to understand the drives of other millennials was thus simpler.

The results of this study still need to be repeated in order to assure the validity of the research. Furthermore, as the study was done in a European context, it is possible that the results might differ repeated in a non-European environment, thus posing an opportunity for future research. As the vloggers were mostly American, it is safe to assume that at least part of the analyzed comments were by American audience thus relating to repeatability in American context.

The researchers did not access professional software for analyzing qualitative data. This might lead to human errors in analyzing the data, as all of the analysis was done by the authors without help of any technology, but it was rather seen as a positive note due to the qualitative nature of the study. Furthermore, as there was no directly proportional literature on the field to support the study, it was necessary for the authors to make conclusions based on findings and not basing them on existing resources. Thus it might affect the results of the study.

4   Analysis and Discussion

In this section the gathered data will be analyzed and the findings from this data are further discussed. The analysis starts with the vlogs, analyzing the categories, the way the brands are shown and how the endorsements are made and are they clearly stated by the vlogger. Followed by the first section of the analysis of the comments in the videos, including the common areas arising from the viewers and analyzing the content and motives behind the comments. In order to understand the previously mentioned analysis parts better, interviews with viewers as well as a vlogger were conducted, and will be analyzed as the last part of the chapter, hence having a deeper understanding of the subject. A discussion of the phenomenon is implemented in the chapter.

4.1   Video analysis

As was investigated by Aran, Bieal & Gatica-Perez (2014), the importance of the message is a combination of factors such as what is said and how it is said, looking into the non-verbal cues presented in the vlogs. In addition, they also found that factors like quality, framing, background or editing of the vlog are important in order to analyse the message of the vlog (Aran, Bieal & Gatica-Perez, 2014). All of these factors hinder the successfully analysis of a video contents, creating a difficult and complicated task that can lead to confusion and lacking full comprehension of the central concepts. Henceforth this part is divided into sections. The elements analyzed in more detail are: video categories; in what way and how much are the vloggers showing the product; are they mentioning that they are endorsing the product and are they encouraging viewers to buy it and how. These major categories were chosen in order to answer the research question. Additionally, the main ideas arising from the videos are presented, as they are needed in order to be able to understand and relay to the comments made by the viewers, analyzed in the following section of the text.

4.1.1   Video categories

After being able to get more involved with the videos it was found that the category is not simply health and fitness videos, but within this category there are different subcategories

having different ways of presenting the brand, talking about endorsements and showing the product. Once looking more thoroughly into the videos, it was decided to divide them into five different categories.

The first relevant category is "My journey". In this category vloggers commonly discuss their weight struggle and how they managed to deal with it. Furthermore, they explain and share healthy suggestion that they have used helping them achieve a healthier lifestyle. This is done by showing their fitness or healthy eating routines.

The second category is "fitness and health motivation and promotion". These videos are similar to the previous category, but the vloggers are not elaborating their personal growth or struggle, but are rather sharing fitness and health guidance with their audience.

Third category is "the fitness tech videos", where vloggers are presenting and sharing their opinion about new fitness technology or equipment. They share how to exert it and state the attributes making it unique and great to use. These videos are mainly reviews for those products.

Another important category that has lately been emerging in the YouTube community is the "vegan videos". In these videos the vloggers are completely vegan and share vegan recipes and easements with their audience. The vegan community is growing rapidly everywhere throughout the internet, due to the fact that millennials do not wish to harm animals in any way and are becoming more conscious about the environment in general (Meager, 2016).

The last category is divided into two parts "healthy recipe videos" and "fitness videos". This category is similar to the first two, with the main difference being that these vloggers focus solely on one type of videos, for instance if they have a food-related channel, the videos only include healthy food recipes and videos such as: "What I eat in a day". On the contrary, the ones that have a fitness channel would only share videos such as: "My fitness routine".

4.1.2 In what way and how much are the products shown?

After analyzing the videos it can be said that there are various ways of presenting the endorsed brands: in the beginning of the video, solely when using the product or showing throughout. There are similarities and differences between the ways in which products are presented in each of the video categories mentioned above. In order to make the analysis clearer, these the five categories above are divided into two main ones as they feature similar trends. These categories are "healthy eating videos" and "fitness videos".

Around half of the studied videos were about healthy recipes. In these videos most vloggers show the endorsed brand in the beginning of the video. They show a short list of ingredients and tools they are going to use in the beginning. When showing the brand for the first time, they commonly state the ingredients and the nutrients of the product, demonstrate different

ways in which it can be used and explain why it is used. Another prevalent way of showing the endorsed brand is by mentioning it during the time of usage. For example, several vloggers demonstrate how to prepare a certain dish and declare that in order to conclude a phase of cooking, they are using a certain product and name the brand. A third popular way to present a brand is to mention it in the description box as a part of the ingredients or tools being used in preparation of the recipe.

The second category is fitness videos. The most popular way to endorse a brand in these is presenting it the entire time, making it visible almost throughout the video. Most vloggers of these types of videos demonstrate different ways the product can be utilized and show the packaging of the brand more than once. They not only repeat the brand name, but also use different adjectives to emphasize the name of the product, as in one of the videos the product was mentioned to be not just bagel but "Dave's killer bagel". Then again as in healthy recipe videos, they present the nutrients of the product. In addition, they show how to use the product, provide suggestions and guidelines as already seen in the healthy recipe videos. One other main difference between these two types of videos is that the fitness ones are often informative videos, showing new protein powders or other supplements, or showing new fitness equipment.

To sum up, it can be said that both categories have a lot of similarities in presentation of the brands. The biggest differences are that healthy recipe vlogs prefer to show the brand either in the beginning of the video or while using it, whereas the fitness videos choose to display it in some way through the entire video and repeat the brand more than in the healthy recipe videos. The differences between the times the brands were presented might be explained using the findings that Li & Li (2015) had about advertisements. If the brands are placed somewhere in the middle of the video, there was higher brand recognition, but occasionally when the brand category is not related to the video, the best way is to show it somewhere around the end (Li & Li, 2015). Thereupon, the difference in the vlogs with the presentation of the brand might arrive from the products relevance to the content of the video.

4.1.3   Do they state that the brand is endorsed?

In many of the studied videos regardless of the category a common trend could be seen: not specifically mentioning that the brand is endorsed. What could be seen in almost all of the healthy recipe videos and multiple fitness ones is that the vlogger is recounting the brand, using it and showing the packaging, but not literally stating they are endorsing this brand. They share their view and opinion about the brand, trying to craft it as authentic as possible. Although not mentioning that they are endorsing a brand, a link and perhaps a discount code for the brand can be found in the description box part of the video, claiming the brand indeed is endorsed.

Some of the vloggers either say or have it written that they were sponsored by the brand featured in the video. This was mostly seen in the fitness category of videos and in a few of the videos of healthy recipes analyzed in the first part of the data gathering.

One of the problems when mentioning endorsements is that there are numerous amounts of brands being mentioned by the vlogger in many of the videos. This might lead to the audience being confused of the brands that are indeed being endorsed and what are not. Sporadically a wide variety of brands are being endorsed, in the end creating confusion of knowing what is truly occurring in the video.

The decision on whether to or not to state if being endorsed might be explained using the experiment by Colliander & Erlandsson (2015) and the para-social interaction. In their study Colliander & Erlandsson found that when the audience knows that a blogger is being disbursed to promote a certain brand, the level of the para-social interaction the participants had with the blogger and the blog itself decreased (Colliander & Erlandsson, 2015). Colliander & Erlandsson (2015) then explained this decrease in para-social interaction levels with the "friend" metaphor, meaning that having a friend lie to you it obliterates the trust in that friend. This might be the cause why most vloggers prefer not to share with their audience directly the fact that they financially benefit from the endorsement. Nevertheless, as can be seen from the conducted interviews and gathered comments for this study, most of the audience consider everything sponsored regardless.

The intriguing part of the findings is that despite that the vlogger is saying they are endorsing a brand or not, the viewers do not mind the fact and that there are limited amounts of negative comments regarding that, further discussed later in the chapter.

4.1.4 Are the viewers encouraged to buy the brand and how?

Most of the researched vloggers are encouraging the viewer to buy the brand. In some cases it is done by mentioning that there is a discount code in the description that audience can use, they will get free shipment of the product or by saying that the brand is providing free giveaways to the most active viewers. Moreover, the vloggers emphasize the uniqueness of the brand by stating aspects such as: "I don't take just any sponsorship". This is a way of crafting a feeling of promoting this brand signifies that this brand in reality is satisfactory. Another approach is to declare that the product has changed their life, it is a must have product or that the product is a game-changer. They are consistently emphasizing how the brand contributes to a vast part of their life, thus that if the viewer wishes to experience how it is to be the vlogger, they ought to buy that brand and start adopting it in everyday use.

In order to make the audience trust what they are saying, the vloggers might acknowledge how it is their own opinion or emphasize that they are not dispensed to talk about the product or promote. Yet this was a rare situation in both types of videos.

The success of all this can be explained using Kozinets' (2010) work stating how online communities are created. As was already mentioned in the literature review part, this is one of the major reasons that has made YouTubers such influencers, as their viewers form a relationship with them and start trusting the vlogger like one of their friends. This is also supported by the experiment conducted by Colliander & Dahlen (2011) showing how viewers see bloggers as their friends and thus trust their opinion. Colliander & Dahlen (2011) explain this with the "friend" metaphor and with the existence of the para-social interaction. The PSI shows that people search not only for entertainment from the media, but also form relationships with the celebrities or, as in this case, the vloggers that they appreciate (Chung & Cho, 2017). Besides, the viewers seek advice from the vlogger, which in this case leads to them trusting their opinion when talking about brands in their vlogs (Lee & Watkins, 2016).

4.2   Audience responses to endorsements

The second part of data collection included the analysis of selected comments. Comments touching upon the endorsed brands were looked into and examined in regards to the research question. The total amount of comments was around 1000, ranging from zero relevant comments to several dozens per video being relevant for the study. From these comment conclusions regarding the research question were drawn to understand the millennials perceptions, as well as helping craft the interview guide.

Looking through the analyzed comments, the unforeseen matter was that there were few negative comments regarding the endorsed brands. This was the case in all of the analyzed vlogs. Although it is possible to delete comments from the comment section as well as require all comments to be moderated before approval, the amount of analyzed videos assures the validity of this finding: most feedback on endorsed brands is positive when the vlogger states they are being sponsored. This means that brand endorsements might reflect positively on a brand, a verdict tieing in with product placement study by Brennan, Rosenberger & Hementera (2004).

This fact relates to the role of online influencers as endorsers, aligning with the study by Bayazıt, Durmuş and Yıldırım (2017). The endorsed brands have a strong brand image in the minds of the viewers, as seen for instance in a comment by username Vv Vv in ChelseaLift's video: ""Can someone from ametica[sic] send me some products". The viewers are not only willing to do a purchase decision based on an endorsement by a vlogger, but also go an extra mile to get the brand favored by the influencer. Furthermore, it highlights the power of the community surrounding the influencer – the subscriber asks for help from the community as

well as relies on other people to send the item to them, not having met the other people in the community.

The role of community can be seen in the comment section throughout. The commenters answer to each others' questions regarding the brands and even defend the vlogger when they are criticized by others. In blogilates' video "4 ENERGY BOOSTING snack ideas for when you're feeling tired!" username un follielafemme states the following about the endorsed brand: "I wouldn't call this cheap clean eats because graze isn't cheap..." where username blogistuff answers: "cassey is giving a 40 percent off on this so yes cheap clean eats". The audience supports the influencer, and as much as retain a feeling of the vlogger doing them a favor rather than having their own financial benefit in mind. The influencer is seen as a friend that is doing them a good deed rather than an advertiser who benefits from the viewers, thus relating to the study by Colliander & Dahlén (2011) regarding the endorser as a friend. This is further connected with the study by Lee & Watkins (2016), finding the role of PSI having an effect in the endorsements.

Although the fact that the brands are sponsored is not always mentioned in the videos, this does not occur to be a problem for the audience. The commenters nevertheless recognize the sponsorships, as seen in the comment by Sam Kyle: "For the record I just got the Lifesum app and it's awesome!! I know this is sponsored but I actually find it helpful and I think it's great! In case anyone is curious ☺". This shows that the fact that the endorsements are paid does not play a role in the decision making process of the viewers, as they still use the brands. The viewers feel it is helping the vlogger, thus it does not seem to carry a negative impact even if the vlogger is disbursed to endorse the brand.

The few negative comments arising from the endorsed brands are mostly regarding the prices, as the viewers might not feel they are able to afford the prices of the products. This can be recognized in a comment to SarahFit's video by chkymnky1983: "The food tips don't apply to the people who can't afford to eat out and pay for fancy smoothies." or in Vegan Zombie's video by vegangurly: "earth balance costs too much...". In these kinds of scenarios, if answering to the comment, the vloggers emphasize the benefits of the product or might even suggest a cheaper option for the product. This is a new addition into the current findings of brand placement, as in previous studies the endorsements have been one-sided, yet the phenomenon of vlogs brings interaction to the area of endorsements. Thus it is necessary to address arising problems, reflecting back upon Rowley's research (2009) on online branding being two-sided.

The categories of the products vary abundantly, ranging from protein powders and snack boxes to toothbrushes and mattresses. Even this does not seem to affect negatively the commenters' image of the brands. Even if the product is in no way relatable to the category of fitness and health or the subject of the video, the comments of the products are positive. For instance in a "my day" video of megsquats she endorses an electronic toothbrush, spending several minutes talking about benefits of the brush and showing the product – a casual activity that is not shown in other videos except where it is endorsed. Despite this, the viewers observe the endorsements positive, as Janelly Espinoza states in the comment section: "This deal came in just at the right time! My dog recently destroyed my old sonic toothbrush, and I have been looking to get a new one! Thanks for the code, can't wait to try it out :)" This

additionally shows that even if the vlogger has a discount code to a brand and they financially benefit from each order, the subscribers feel like the vlogger is doing them a favor rather than profiting from their purchasing decisions; a result associating with the study by Colliander and Dahlén (2011) of seeing endorser as a friend. Moreover, the finding contrasts with the match-up hypothesis of Audi, Masri & Ghazzawi (2015), as it was discovered not essential for the brand to straightly relate to field.

Albeit a part of the vloggers not straight admitting the brand is endorsed, it is not visibly affecting the comments nor are the commenters analyzing whether a brand is sponsored or not. Sporadically the case is that the audience questions the integrity of the vlogger in endorsing a brand, but this was seen in very few cases. Furthermore, when a brand is not sponsored and the commenter questions it, the vloggers seem to be fast to protect their reliability, as seen in the conversation with Chelsealifts and username Deerumor:

- *Deerumor: "When u don't know if u are getting told that the bar is actually good or they just want u to use their code.."*

- *Chelsealifts: "+deerumor erm...if you're implying I'd lie to make sales I am not affiliated with Nugo in any way lol"*

- *Deerumor: "Well then say no more. I'll give it a try"*

The commenter is brisk to trust the judgment and the word of the vlogger – also affecting their purchasing decision positively. The purchasing decision of the commenter is influenced by the vlogger's opinion as she emphasizes the honesty of it.

Commenters were found to attack other brands of the same community in the comment sections of vloggers. For instance one of the vloggers looked into, Heidi Somers or Buffbunny, has created her own brand of clothing. This clothing line was negatively commented on two videos of other vloggers. In Nikki Blackketter's Gymshark collaboration video a commenter stated: "I'm waiting for the next buff bunny collection to end up looking like this.." and in Em Dunc's video where she wore a Lululemon top a commenter indicated: "I thought it was Buff Bunnys wanna be Lululemon sports bra lol so glad its lulu". Both of these example cases state positive feelings from the viewers towards the endorsed brand in the videos, but at the same time emphasizing negativity of the other brand in juxtaposition. Thus it can also be stated that the whole community of fitness and health in YouTube is not brand positive, but the negativity does not show in the discussion of the actual videos, but rather elsewhere in the community. Thus it can be concluded to be complementing Kozinets' (2007) findings of brand image strengthening the brand loyalty. The viewers are loyal to the shown brands, and contradict it to other brands.

A portion of other negative aspects are present in the comments, even though most are positively reflecting on the brand. As mentioned, most negative comments are in regards to the pricings of products, but for instance a bad experience or a worry about environmental issues with a brand can be shared, such as in a comment by rocielou2 in the video Fully Raw Pasta with Avocado Basil Pesto: "How about doing something really good for you AND the

environment and NOT promote plastic-bottled water?" or by username Gfaracie M: "IHerb customer service is not really good. Vitacost is better." Thus it can be seen that it is important, even though not crucial, to find the correct category to endorse a brand in, as health and fitness enthusiasts are commonly environmentally conscious, thus finding the bottled water to be futile. This supports the match-up hypothesis by Audi, Masri & Ghazzawi (2015). Furthermore, it is essential to consider the electronic word of mouth in digital communities, such as Kozinets et al (2010) found in their study, as it has a wide impact on brand image. In a YouTube community a brand's reputation can easily spread, as the commenters usually not only follow one influencer but rather concurrently various others.

Millennials seem to be fairly critical in terms that the endorsements needs to resonate authenticity. In the video "FullyRaw Vegan Mac n' Cheese" numerous comments focus on her inability to make advertisements authentic and that they continue an excessive amount of time, as seen in a comment by Shelly420: "Over 2 minutes of self promotion in order to get to the point of the video. You lost me after that, it's too much." Moreover, there were more comments regarding the same problem in the video, such a the one by Poca Hontas: "too much advertising" or username Skye: "way too much self-promotion". Additionally, the viewers help each other to bypass the endorsement part if it is considered prolonged. In the video "Easy FullyRaw Juice & Smoothie Recipes!" a commenter named Autumn Roach declares: "it starts at 3:20, I just saved u ALOT of talking". Thus it can be concluded that endorsements need to be prominent and not merely a waste of words. Secular endorsements irrelevant for the subject of the video are seen negative, and not beneficial for brand image build, rather having the opposite effect.

The facts that arise on how the endorsement should be done is mostly positivity, being yourself, authenticity, creating use for the brand and being motivating. This can be seen in the comments in Annie Jaffrey's video GET BACK ON TRACK | My Reboot Routine (Food, Beauty, Fitness) where two comments state that she does sponsoring right:

Laura E 1 year ago
This is how I think everyone should do sponsored videos! You are so lovely and your happiness and sincerity radiates.
Reply · 30 👍 👎

RedRubySlippers07 1 year ago
Hi Annie you look great! I love all your tips! Honestly I don't care much for sponsored videos (because I find majority of them cheesy and cheap lol) but I love this one. It was such a great motivation and I really took a look inside myself and see what I can do better for me ! I know for myself I stress over so many things and worry about so many things that I don't take the time to relax! Everything builds up and it's stressful. But I am slowly learning to take time out for myself and not push myself over m my limit ! Thanks again Annie for all your positivity and motivation! You are truly an inspiration!!
Show less
Reply · 👍 👎

The negative remarks in the video state that the brand she is endorsing (bottled water) mark the previously mentioned environmental issue of the subject. Yet only two of these comments

were present in the comment section, and other were stating how inspirational the vlogger is, thus showing that her positivity and integrity affect the sponsoring positively.

Commenting positively regarding the brand is favored by the creators. Positive comments received more likes and responses from the vlogger, and sometimes lead to pinning the comment by the author (meaning it is seen as the first comment in the section). This combined to the fact that negative comments rarely got any attention from the vlogger is a reason that might encourage people to leave positive feedback about the endorsed brands. As the vloggers are seen as influencers, as found by Gupta, Singh and Sinha, (2016), the audience wishes to get responses and attention from them, leading to more positivity in the comment section. This might affect the opinions of others in the community, as they read more alacrity concerning the brands. This is an important factor for a brand to recognize as it is a source of affirmative attention.

The dedication of the audience to the vlogger is seen in many comments. The vloggers that seemingly address their audience often and bring positivity and respect to their followers seem to have established a foundation of admiration from their followers, as well as appearing to have a wide impact on the purchasing decision process of the followers. This is seen in a comment in Whitney Simmons' video: "i'm about to buy a $16 deodorant just because whitney told me to". This comment had 17 upvotes, which can be interpreted as the vlogger having influenced multiple others as well. Additionally, the audience is willing to pay a premium price for a brand, as seen in the fact that the audience is willing to pay 16 dollars for a deodorant that usually cost no more than a few dollars and is an everyday product. Hence the influence of the vloggers is visible and the endorsement does make a difference. The followers are dedicated to their idol, the vlogger, and believe that they are authentic even when being paid to endorse a product, again reflecting on the findings of Colliander and Dahlén (2011) of the theory of seeing the endorser as a friend.

The previously mentioned reason is why it is essential to choose the correct vlogger for an endorsement to be efficient and beneficial for a brand. Choosing a correct category of a vlogger that matches the brand is not the most important part of the process for the brand, as positivity could be seen for instance when a fitness vlogger endorsed Google's ChromeCast, which is a technological product, a discovery again contrasting with the match-up hypothesis of Audi, Masri & Ghazzawi (2015). The importance relies on the communication and the synergy the vlogger has established with the audience, hence having an encouraging effect on the brands, even if it were not straight related to the topic of the videos, indicating the significance of para-social interaction as discovered also by Labrecque, (2014).

The commenters living abroad not having access to the endorsed brands (e.g. if the company does not ship abroad, or a local coffee shop) appear to be genuinely upset about the fact that they do not have access to the same brand the vlogger is using. In The Vegan Zombie's video Peanut Butter Chocolate Chip Cookies, where the vlogger endorses Earth Balance Buttery Spread, username Shadae caradine comments: "Cant get earthbalance where i live :(" and in Clean & Delicious' video TraderJoe's Grocery Haul username gsss17 states: "oh my goodness, I wish Trader Joe's was in Canada! Everything looks SO good!!!" These comments confirm that they are deeply affected by the endorsement and wish to be able to access the brand. This is advantageous for a brand wishing to broaden their area of operation, as it is

possible to familiarize the brand in other geographical areas by endorsing vloggers having audience in the area.

All in all, most of the analyzed comments show positive relationship for endorsed brands in millennial mindsets. The comments declare that numerous viewers are either planning to or have bought the endorsed brand, or at least resulting to a favorable image of the brand. The brands were shown in an advantageous perspective and that radiates its effect to the mindsets of the consumers. From what could be analyzed from the comments, the purchasing decisions were clearly affected by the influencer and the endorsements made a clear difference. The purchasing is done via link in the description box of the video, where a click takes the viewer to the website selling the brand.

4.3 Interviews

A total of four interviews were included in order to assure the validity of the netnography findings as well as gaining deeper insights on the matter. All of the interviewees were born in the early 1990's, thus being in the heart of the millennial years.

4.3.1 Audience interviews

The interviewees all seemed to agree on one thing: the authenticity of the vlogger is essential when doing brand endorsements in vlogs. This authenticity was not perceived similarly by the interviewees, as two emphasized the latter video being more authentic as the vlogger tried the product, as well as being more calm yet one interviewee felt that the first video was more authentic as the vlogger was fun and outgoing. Thus it can be concluded that individuals perceive authenticity differently.

Endorsements in videos were not considered to be an unfavorable matter, as all the interviewees agreed upon vloggers needing to earn money in order to create videos. The fact that the endorsers were paid was well recognized among the interviewees, but that did not play a role in the brand image of the endorsed brand. However, the issue that did matter was how the endorsement was done: the brand needs to be relevant and needs to be shown utilized, not merely summoning the audience to purchase it. For instance using a brand in recipes, tastings, or try-on's were mentioned as valuable ways to implement endorsements by the interviewees. This reflects back to the source factors theory by Ofori-Okyere & Asamoah, (2015) as it relates to the source credibility and attractiveness. The credibility is influenced as the brand is seen in use, further leading to attractiveness as the vloggers are the ones showcasing it.

Endorsements were uncovered to have positive characteristics, as all the interviewees acknowledged that they are a convenient way to discover new brands. Some interviewees had as much as made a purchasing decision based purely on the basis of an endorsement by a vlogger. One of the interviewees recounted buying an endorsed brand that they did not find suitable further on, nevertheless stating that they still would buy a brand endorsed by their favorite vlogger, although the previous brand endorsement was not a success on their part. This resonates with the findings of Bayazıt, Durmuş and Yıldırım, (2017), seeing as the influencer has established a trusting relationship with the audience.

The relationship to the vlogger was pointed as an important factor in the success of endorsement. Vloggers whom the interviewees had a form of relationship with, having followed their vlogs for a prolonged time, were stated to be reliable and more influencing than a random endorser. The vloggers were trusted and admired, thus having an impact on the brand endorsement. If the vlogger was found to be inauthentic or "annoying", the endorsement could even pose an opposite effect, even having a harmful effect on the brand. Thus this relates to the phenomenon of para-social interaction theory by Perse and Rubin (1989), and ties in with the study of Chung & Cho (2017) of the importance of the bond between the endorser and their audience, leading to a stronger endorsement influence.

Relevancy to the subject was grasped as a pivotal factor for the success of endorsements. The industry of the brand needs to be relevant to the field and applicable to the subject of the video. For instance it was mentioned that if a health vlogger would endorse cakes, it would be rather harmful than beneficial. One of the interviewees considered this being only harmful for the vlogger as it is a breach to their authenticity and shows that they are after financial benefit rather than having quality content and being passionate about their output. Another interviewee stated that it might be destructive for both vlogger and brand image, as they are both being inauthentic in producing irrelevant endorsements. It was regraded eccentric if the brand did not match the topic of the vlog, thus it is established that endorsements are highly context-dependent. However, this differs from the findings from the comments where the subject it not considered crucial. This can reflect on the matter being unconscious, as the interviewees feel that they would not adapt to irrelevant endorsement, but these are seen effective in comments. Furthermore, it can only be irrelevant for brands that do not collide with subject, yet having importance on harmful brand categories, thus reflecting the study by Brennan, Rosenberger & Hementera (2004) where ethically charger product were seen negative in product placement.

The fact that a vlogger mentions being disbursed for an endorsement was discerned to increase genuineness of the endorsement, thus in addition to the accomplishment of the endorsement. The interviewees agreed that even if the endorser did not mention it, it was presumed that the brand was paying to be featured in the video. This further highlights that millennials are increasingly aware of brand placement, as also seen in McCormick (2016). Clearly stating a sponsorship was seen positive, and therefore more effective. Nevertheless, the non-endorsed products were recognized to be the most reliable. One vlogger was mentioned working for a company whose products were featured in her vlogs, but as she genuinely believes in the product and was not paid to feature the products, the interviewee

found that hence it is reliable source of brand positioning. However paid endorsements were also found trustworthy.

Employing the brand was highlighted as a significant element in the endorsements. The first vlogger was judged as inauthentic since she was excited about the product before opening it, whereas the second vlogger whom did a taste test on the product was seen authentic and contributing with an honest opinion even though being sponsored. Moreover, interviewees highlighted that it is easier to do a purchasing decision if the brand is seen in use, e.g. in fitness clothing, since it is possible to see how the clothing looks when worn and accordingly easier to envision it in own use. This was the case with all forms of brand categories: protein powders require taste tests, groceries should be used in recipes – the brand needs to be utilized for the viewer to perceive the benefits it has.

Then again, what makes a vlogger legitimate? Charisma was mentioned as a prominent part of legitimacy. The more familiar the interviewee was with a vlogger, the better the legitimacy. The interviewees recognized the fact that once more familiar with a vlogger, it creates a friendship-like relationship and thus leading to trust in the veritability of what they say about a brand. An interviewee stated: "If I like them (the vlogger) it means I trust their judgment", crystallizing that there is a need for a relationship to exist with the vlogger in order to inflict legitimacy. Furthermore, it was essential for interviewees to know more about a vlogger before making a judgment of an endorsed brand, meaning that relationship building towards the vlogger is essential for the millennials. One interviewee stated that they only trust one vlogger and others are "talking bullshit" about endorsed brands. This leads to a strong sense of relationship, a term that the millennials themselves used referring to their connection to the vloggers. It was revealed that before committing to a purchasing decision, the audience scrutinizes information on YouTube, primarily opinions of familiar vloggers that they trust. Thus the relationship with the vlogger is accentuated: the more familiar with the vlogger, the more the interviewees trust the brand shown in the vlog, again indicating the friend theory by Colliander & Dahlén (2011).

As established in the analysis of the comments, the price of the product does matter for the interviewees, as one of the interviewees stated: "sometimes I go to the websites and see the prices". A cheaper brand was found to be more straightforward to buy, yet if the price was higher, the brand needed have achieved credibility. If the endorsement was convincing enough and had integrity, the purchasing decision could still be made regardless of the higher price. The facility to access the brand was also mentioned, as the interviewees were not willing to go through extra effort to get ahold of a brand. If access is not effortless, it can result to the consumer purchasing a rival brand's more accessible product.

When an interviewee could identify themselves with or had something in common with the vlogger they were more likely to rely on the endorsement - an interesting insight arising from the interviews. Both vlogs shown during the interviews featured a snack box including different, packed snacks. One of the interviewees highlighted after the first video that she would not purchase that kind of product, that it is not environmentally friendly since everything was separately packaged in the box. However, when watching the second video she stated that she liked the brand and vlogger, and thus she could buy the product. During the second video she did not even mention the environmental fact even though the product was

almost exactly similar to the first one. Later on, when asked, she stated that the fact that the vlogger and the products were vegan might play a role in her decision making. This reaction can again be explained with the para-social interaction theory, as for that participant it would be easier to form a relationship with that vlogger as they share the same interest, in this case being vegan (Lee & Watkins, 2016). Henceforth it can be concluded that it is essential for a brand to find an endorser that is appealing to the brand's target market rather than finding someone with merely a large audience.

The favorable factor about endorsements, according to the interviewees, was the fact that it was uncomplicated to find new brands to try without having to go through trouble of searching those. The vlogs were watched regardless, therefore it was considered barely as positive if an interesting brand showed up on the vlogs – after seeing an intriguing product it is easy to press a link in the description box and purchase. Nevertheless it was essential to not pay too much attention to the brand, along with having a function in the video or otherwise briefly shown and explained.

It was also recognized that occasionally a vlogger reaches out to brands, not the other way around. Yet that did not seem to impact the endorsement, as even if that was the case, the audience perceives it in a similar way as when the vlogger has been approached by the company. Additionally, one of the interviewees stated that the gender of the vlogger mattered in health and fitness vlogs, and that they would not be able to take an endorsement seriously from a vlogger of the opposite sex. Interestingly, after saying that and seeing one of the vlogs, the opinion unconsciously changed and they stated that they could buy the endorsed brand. This leads to the fact of legitimacy once more: the vlogger was grasped professional and reliable by the interviewee after seeing the vlog. This traces back to the brand being perceived as something intriguing and ultimately the interviewee's interest in the brand.

The matter that health and fitness vlogs are a deliberate topic was foregrounded by all the interviewees in the study. Subsequently it was disclosed that the brands presented in these vlogs needed to be relevant, even more so than in other fields as health is involved. Health was seen as an important factor which needs to be taken seriously. Thus it is even of higher importance that the brands are relevant and shown in a respectful manner in order for endorsement attainment. Supplements, foods and clothing were stressed as these kinds of brands that the audience wishes to see in the vlogs of health and fitness.

Originating from the health and fitness phenomenon, the vlogs were found intriguing by the interviewees. All of them recognized watching health and fitness vlogs in their free time, weekly if not daily. It was uncovered that the phenomenon is emerging, and poses an opportunity for brands, thus displaying Sassatelli's (2010) findings about the fitness trend. Moreover, veganism was found to be present in numerous videos, but also arose in the interviews. The environmental issues and ethicality of veganism were pointed out by a part of the interviewees, thus posing a prospect for brands and vloggers to further investigate the field. The phenomenon nurtures activity and evokes interest in consumers as it is disclosed that being healthy might signify turning to veganism.

4.3.2   Vlogger interview

The observations from comments and interviews of millennials are supported by an interview with a health and fitness vlogger. She emphasized the need for authenticity in creating content, both endorsed and unendorsed. The millennials are media critical and require integrity and transparency when discerning a health and fitness endorsement.

It all starts at being true to oneself, states the vlogger. When she starts creating content, the entirety of it needs to be honest and true. Starting of the channel, she designated creating content for herself and thereafter she started gaining more views – creating content that is engaging to themselves is in the end engaging to the viewers. This further applies to endorsements, as being honest and transparent in those creates better relationships with the audience.

The vlogger notes that the brand needs to show integrity towards vloggers when creating a sponsorship, as they are increasingly eclectic in choosing whom to endorse. The interviewed vlogger argued that a brand needs to allow her to experiment the brand in contemplation of whether it is worth endorsing. The factor that causes a vlogger to shun away from a brand is when they do not grant the vlogger to state being endorsed or otherwise breaching the authenticity. Furthermore, if the brand seems to exploit the vlogger for instance by not being clear when payments are fulfilled, the vlogger is not likely to cooperate with the brand. The importance of trusting "gut feeling" regarding the dependability of the brand was emphasized by the interviewee.

A huge amount of money is constitute in the industry of endorsements, the vlogger recognized. Non-authentic brands are visible in the market as for instance fit tea products are present throughout the community even if they do not present any evident functionality. Thus it might have a negative effect on younger audience's motives and as much as their self image. When an influencer endorses this kind of brand, it makes the brand seem more authentic even though they might be paid significantly, demonstrating the impact of online influencers as in Meikle (2013; 2016) and Miller & Lammas, (2010). This results to brands gaining reputation in false pretenses, reflecting to the meaning transfer model by Mishra, Roy & Bailey (2015).

In the ideal situation brand endorsements are beneficial for all the parties: brand, endorser and audience. The audience gains knowledge and conceivably an offer on the brand, the endorser gains financial benefit and/or a product as well as relationship building with their audience and the brand gains advertisement value, brand recall and increase in purchases. When the endorsement is done in a manner that it includes a real cause and honest opinions, the results are positive, the vlogger affirms. In today's vlogosphere everyone is sponsored and the environment might get saturated, but being original and standing behind authenticity creates opportunities to a mutually beneficial endorsement relationship.

5   Conclusion

The final chapter of the thesis will summarize the main findings of the research. The contribution to the existing literature will be referred upon, and future research possibilities regarding the subject are presented. Furthermore, implications of the research to the society as well as brands will be provided.

5.1   Conclusions

Relating back to the research question: "*How do millennials perceive endorsed brands in health and fitness vlogs?*" the answer in short can be: positively. In the current world where media is increasingly pursued online, the role of social media influencers is strengthening. YouTube, being the second largest search engine, poses a role for all marketers to address since vloggers increase their amounts of followers and escalate engagement of their followers (Gupta, Singh and Sinha, 2016).

The research found that not only are endorsements good for the brand by enhancing brand recall and brand image, but also good for the vlogger. The relationship between vlogger and their audience is improved, since followers, seeing that they can purchase same brands as their favorite vlogger, perceive endorsements as positive. This can be seen tieing in with the studies of para-social interactions role in vlogs. Moreover, when a vlogger presents them with a discount code or other benefit from the endorsed brand, millennials comprehend it as a favor rather than seeing it as a way for the vlogger to financially benefit from their audience. This reflects back on the aim of the study, as it is shown that the critical thinking of millennials does not overpower the brand endorsement, as they still attain power over the millennials.

Authenticity was identified as key concept of a successful endorsement. A vlogger needs to be authentic in their opinion about the brand as millennials were found to be aware to a greater extent of what is authentic and what is rather a counterfeit. Trying the product, showing how it is utilized or otherwise presenting its functions was uncovered as an element that increases authenticity of the brand endorsement. Furthermore, it was detected essential to not overly emphasize the brand in the videos, as it was found inauthentic by the millennials.

As the study comprises health and fitness vlogs, the fact that the brand is relevant for the subject was seen necessary hence increasing legitimacy of the endorsement. Although it was discovered that it is not necessary for the brand to be completely related to the field of the vlog, it was established that the opinion of the audience is more positive towards brands in the same field as the vlog. If a vlog endorses a contradictory brand in regards to the subject of the

vlog, it was disclosed to have a negative effect on the vlogger, but also at times on brands. As health is perceived as a serious matter, it is necessary to take that into account in planning of endorsements.

Vlogs are a beneficial way of addressing an audience and increasing attention to a brand. Yet, when doing an endorsement, it is crucial to plan it adequately. The study found that for the brands shown in the videos in forms of advertisements rather than endorsements, the perceived image was undesirable and unhelpful. Thus one of the main uncoverings of the thesis is that thorough planning and understanding of motives are indispensable for having a positive millennial perception of endorsement – the desired outcome. Authenticity was revealed to be fundamental for any brand and any vlogger in endorsements in health and fitness as the category is connected to the well being of the audience. If there is no authenticity in the endorsements, the audience perceives that it might as much as pose a negative effect on the viewer's health.

5.2   Research Contribution and Implications

The study strikes into the subject of millennials as consumers in health and fitness industry, a field not fully explored in a theoretical sense. Understanding the perceptions behind the endorsed brand in the millennials minds is the key contribution of the thesis. As the health and fitness vlogs are a rising phenomenon yet to be further studied, the research commences an itinerary to a further understanding of the augmenting consumer group of millennials.

The study contributes on understanding not only the phenomenon of fitness and health vlog brand endorsements but also the perceptions of the main audience to the endorsements. It was unearthed that although millennials are considered more critical towards the information they are provided with than the previous generations, this critical thinking is not truly affecting their perception of endorsements in vlogs. Provided that they trust and are fond of the vlogger, they are willing to overlook their critical assumptions of the endorsement. The motives and intentions of millennials towards endorsed brands are further studied in the research, thus contributing to the existing literature in the field of brand endorsement. Despite the fact that celebrity endorsements are not a newly established category in the field of marketing, vlog endorsements do not fully transact in a similar manner and are a rather current territory. Vlogs have merely reached the status of a phenomenon in the past years, thus the contribution of the study to the sphere is essential and well needed.

The implications of the study are relevant for both brands and vloggers. The study poses the most proficient way of creating endorsement for a vlogger, thus leading to a stronger relationship building and a greater connection to the audience, the ones generating the possibility for a vlogger to pursue creating content. For brands, the study presents whom to target, and how to target them in order to reach the goal of the endorsement. Thus the practical implication of study is considerable for brands.

5.3   Future Research

As the research is fairly a scarcity touching upon a research gap of an increasing phenomenon, there is an abundance to be researched on the field. As the study is done within a time limit, thus having a limited amount of data, it is necessary for future research to touch upon the subject with a more quantitative view in order to gain more insight on the subject as well as increase the validity of the findings. As both vlogs and the phenomenon of fitness and health are booming, brand endorsements in this field is seen to be starting to head to an upsurge. The findings of the study are in the context of health and fitness vlogs, and need to be further reflected upon other fields.

YouTube in itself is a marketing tool needing more attention from theoretical research. As it poses a great opportunity for marketers to use in various ways, there still is a further need to understand the most advantageous way to gain attention from the audience for the marketing efforts. Furthermore, as established, millennials are a consumer group of aggregating importance and increasing the amount of financial assets put into the market. Therefore the optimum approach to target them is necessary to be understood. Finding where and when to target millennials is something that requires further studying, a subject this thesis moderately approaches. Albeit vlogs are an important study area, it is again necessary to recognize other tools to target millennials in brand endorsements.

The effect of brand endorsement is studied upon the context of millennials, yet as vlogs are reaching a wider audience, other generations, most importantly the preceding generation X and the following generation Z and their perceptions to endorsements are to be studied in the future. Thereafter, the success of endorsements in statistics is further to be scrutinized in order to achieve the true return on investment the endorsement occupy. Thus this research commences further opportunities to review in the future.

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Appendix A

Interview Guide (Audience)

How familiar are you with vlogs? How often do you watch them? How about health and fitness vlogs?

Have you noticed brand endorsements in vlogs? How (give example)?

Have you these endorsements useful for you? Why?

If a vlogger you like would endorse a brand, would you feel like you were more willing to purchase it? Explain why?

Vlog no 1 (not saying it is sponsored)

(https://www.youtube.com/watch?v=HoWuIvDx6Ns)

Are you familiar with the vlogger?

5. How do you feel about the brand shown in the video? Would you be willing to purchase it?

6. Do you the vlogger was paid to endorse the product? How does it make you feel?

Vlog no 2 (saying it is sponsored)

(https://www.youtube.com/watch?v=Q6ab1lu1GwM&t=633s)

Are you familiar with the vlogger?

7. How do you feel about the brand shown in the video? Would you be willing to purchase it?

8. How do you feel about the fact that the vlogger is getting paid to show the product?

After both videos:

9. Which one of the videos did you feel was more authentic? Which brand would you be more willing to purchase?

10. Do you think the vlogger is being authentic, as in real with their opinion about the product?

11. Which brand of the brands presented in the videos would you choose? Why?

12. What do you think of endorsements in general? How do you see them fit in the health and fitness vlogs?

13. Do you think it's necessary for the brand to be related to the industry in a vlog? Why, why not?

14. What kinds of endorsements do you like the best?

Appendix B

Interview Guide (Vlogger)

1. Why did you decide to make vlog channel?

2. Why fitness and health?

3. How do you make the content interesting and engaging?

4. How do you show endorsed brands in videos? How do you make it catching for your subscribers

5. How has the audience has perceived the endorsed brands?

6. Which kinds of brands would you be willing to endorse? Do you have a criteria for selection?

7. How do brands get in contact with you?

8. How can they do it efficiently (in such a way you would be interested)?

9. What would make you not agree with a deal with the brand?

10. How common do you think endorsed brands are in the community of health & fitness vlogs? How do you feel about the brands presented in other vloggers' videos?

Appendix C

Analyzed Vlogs

Title	Creator	Views	Comments	Thumbs up	Thumbs down	URL	Date of access
My go-to smoothies recepies & tips	Holistichabits	79 713	248	4 943	24	https://www.youtube.com/watch?v=cKITE___djW8	2 toukokuuta 2017
DIY Maca shake recipe! delicious + health	Holistichabits	62 422	283	3 466	26	https://www.youtube.com/watch?v=PzHJT4vSGSI	2 toukokuuta 2017
Top 3 best juicers	FullyRawKristina	647 344	683	4 393	207	https://www.youtube.com/watch?v=NL3I9NUZAcs	2 toukokuuta 2017
FullyRaw Pasta with Avocado Basil Pesto	FullyRawKristina	758 172	6 239	27 338	673	https://www.youtube.com/watch?v=U8X4xSpRkmw	3 toukokuuta 2017
FullyRaw Rocky Road Ice Cream	FullyRawKristina	635 613	5 375	23 364	581	https://www.youtube.com/watch?v=pGQxgZL49_M	3 toukokuuta 2017
FullyRaw Vegan Mac n'Cheese	FullyRawKristina	446 808	1 606	10 481	803	https://www.youtube.com/watch?v=OsYnirLq41w	3 toukokuuta 2017
Easy FullyRaw Juice & Smoothie Recipes!	FullyRawKristina	599 988	4 246	16 669	378	https://www.youtube.com/watch?v=xAPwLchtnMk	4 toukokuuta 2017
The Real V8 Juice	FullyRawKristina	477 369	820	10 316	183	https://www.youtube.com/watch?v=vAv69BKiXQM	4 toukokuuta 2017
How to get rid of cellulite...Forever	FullyRawKristina	404 786	4 684	14 754	327	https://www.youtube.com/watch?v=M6m9Mn2fQZQ	4 toukokuuta 2017
FullyRaw Carrot Cupcakes with Orange Vanilla Cream Frosting!	FullyRawKristina	323 994	975	11 098	175	https://www.youtube.com/watch?v=14KR2TEUBxU	4 toukokuuta 2017
FullyRaw Mashed Potatoes!	FullyRawKristina	295 618	5 173	12 395	764	https://www.youtube.com/watch?v=_bOt-y4RbpA	4 toukokuuta 2017
FullyRaw Fettuccine Alfredo!	FullyRawKristina	268 180	520	8 454	292	https://www.youtube.com/watch?v=ci5WV06Bc90	5 toukokuuta 2017
Breakfast Burrito - Cooking with The Vegan Zombie	The Vegan Zombie	211 964	590	3 727	121	https://www.youtube.com/watch?v=CBJY9rs5zWk	5 toukokuuta 2017
Philly Cheesesteak Recipe	Vegan	The Vegan Zombie	The Vegan Zombie	190 626	820	4 805	87	https://www.youtube.com/watch?v=qURmF-7O9-k	5 toukokuuta 2017
Cheese Stix Recipe	Vegan	The Vegan Zombie	The Vegan Zombie	176 702	558	5 010	45	https://www.youtube.com/watch?v=MnyTZJ9tTsw	5 toukokuuta 2017
Pizza Roll Recipe	Vegan	The Vegan Zombie	The Vegan Zombie	167 224	425	3 550	37	https://www.youtube.com/watch?v=d5D91SgfafY	6 toukokuuta 2017
Vegan Mac and Cheese Recipe	The Vegan Zombie	The Vegan Zombie	126 712	336	2 244	44	https://www.youtube.com/watch?v=NJhpL2iAvrl	6 toukokuuta 2017
Vegan Egg Trick Muffin	Breakfast Sandwich	Strong Hearts Cafe	The Vegan Zombie	122 608	254	1 451	20	https://www.youtube.com/watch?v=0MB0GBnpmBI	6 toukokuuta 2017
Peanut Butter Chocolate Chip Cookies - The Vegan Zombie	The Vegan Zombie	73 854	262	2 021	25	https://www.youtube.com/watch?v=2iD8EYTMe4g	6 toukokuuta 2017
Brownie Recipe	The Vegan Zombie	The Vegan Zombie	65 571	201	1 726	30	https://www.youtube.com/watch?v=JrAC9Iejszc	6 toukokuuta 2017
What Vegan Bodybuilders Eat	Fitness & Plantbuilt	The Vegan Zombie	59 236	112	1 440	55	https://www.youtube.com/watch?v=MaTYxuVEPuk	6 toukokuuta 2017
How to GAIN WEIGHT without getting FAT	The Protein Chef	6519	42	464	6	https://www.youtube.com/watch?v=T0-a-XqmNDE	7 toukokuuta 2017
3 Quick & Easy BREAKFAST BAGEL Recipes	The Protein Chef	7395	35	397	8	https://www.youtube.com/watch?v=PQncT6zyKnE	3 toukokuuta 2017
5 Minute PROTEIN Cheesecake BALLS Recipe	The Protein Chef	10 937	65	730	4	https://www.youtube.com/watch?v=R40wnB-7miM	3 toukokuuta 2017
How To Make a QUICK Spanish Style Omelette	The Protein Chef	8295	39	737	5	https://www.youtube.com/watch?v=yLxZRQYP7fY	3 toukokuuta 2017
5 Minute Protein MASON JAR Cheesecakes	The Protein Chef	16039	74	1277	12	https://www.youtube.com/watch?v=HBdAOt2KiC4	3 toukokuuta 2017
Easy SLOW COOKER Chicken Parmesan Meal Prep Recipe	The Protein Chef	12704	90	1259	3	https://www.youtube.com/watch?v=hTsyCkPQAUw	3 toukokuuta 2017
Low Carb SLOW COOKER Beef Teriyaki Meal Prep	The Protein Chef	11337	95	690	9	https://www.youtube.com/watch?v=nkkXLpSxG6k	3 toukokuuta 2017
6 EASY QUICK TIPS ON BUILDING MUSCLE	The Protein Chef	12187	86	710	6	https://www.youtube.com/watch?v=1ZRDXbENKRw	3 toukokuuta 2017
THE SUPER BOWL GIVEAWAY RECIPE?	The Protein Chef	2758	140	128	3	https://www.youtube.com/watch?v=c1UmAt4Vtso	3 toukokuuta 2017
3 QUICK LOW CALORIE & CARB DRINK RECIPES!	The Protein Chef	9258	45	639	3	https://www.youtube.com/watch?v=f3gdLkOry1w	3 toukokuuta 2017
APRIL MUST HAVES 2017	Fitness, Beauty and More!	Whitney Simmons	126906	1034	10078	103	https://www.youtube.com/watch?v=ITRBVfSpMS0	2 toukokuuta 2017
What I Eat In A Day	Easy Meal and Snack Ideas	Whitney Simmons	151906	1018	9745	115	https://www.youtube.com/watch?v=HoWulvDx6Ns	2 toukokuuta 2017
3 Healthy Recipes	Dessert and Sweet Treats	Whitney Simmons	133 500	632	9436	81	https://www.youtube.com/watch?v=glZ9d6p8hLs	7 toukokuuta 2017
New Releases! Favorite Workout Clothes + Try On	Spring 2017	Whitney Simmons	141412	914	8474	73	https://www.youtube.com/watch?v=oJVJQggcXfs	7 toukokuuta 2017
MARCH MUST HAVES 2017	Fitness, Beauty and More!	Whitney Simmons	164 322	1284	10 585	73	https://www.youtube.com/watch?v=s0rWUpsys5s	7 toukokuuta 2017
My Hair, Extensions, & Color	Tough Times	Heidi Somers	84 805	525	3269	346	https://www.youtube.com/watch?v=prpPMRKqSbM	7 toukokuuta 2017
HOW I MEAL PREP	Recipes	Girly Gains	Heidi Somers	142 650	641	10 932	363	https://www.youtube.com/watch?v=ROeZHL-QYAQ	7 toukokuuta 2017
Current Supplements I'm Taking	Business Owner	Girly Gains	Heidi Somers	91 340	537	3 745	439	https://www.youtube.com/watch?v=BDX7IHXjh6U	7 toukokuuta 2017
I ALMOST DIED	Vegan Supplements	Girly Gains	Heidi Somers	79 905	407	4 197	306	https://www.youtube.com/watch?v=AP1F_6XiUF0	7 toukokuuta 2017
Shopping with a Toddler + Spring in February	VLOG #7	Sarah Fit	3 721	28	105	5	https://www.youtube.com/watch?v=SeJ6mqWuJeI	2 toukokuuta 2017
TIPS	How I Stay Healthy When I Have No Time	Sarah Fit	4 794	33	203	11	https://www.youtube.com/watch?v=P0u5a4YzHHM	2 toukokuuta 2017
Trader Joe's Haul, Patriots Parade + Full Body Workout	VLOG #5	Sarah Fit	4 369	27	160	11	https://www.youtube.com/watch?v=aamlmEj1wUU	2 toukokuuta 2017
HAUL	What's In My Freezer (Winter 2017)	Sarah Fit	4 197	27	158	6	https://www.youtube.com/watch?v=nYJi69j8EdM	2 toukokuuta 2017
GROCERY STORE HAUL (Stop & Shop)	HAUL	Sarah Fit	12 128	12	140	12	https://www.youtube.com/watch?v=ivjDMon6KeA	2 toukokuuta 2017
EAT	Healthy Chicken Nuggets Recipe (Paleo, Gluten Free)	Sarah Fit	2028	9	93	3	https://www.youtube.com/watch?v=WB9QLfgyb7Q	2 toukokuuta 2017
EAT	What I Eat In A Day, VLOGMAS	Sarah Fit	12 770	52	370	19	https://www.youtube.com/watch?v=oqUUJSmxELQ	2 toukokuuta 2017
Nikki Blackketter By Gymshark	Haul & Try On	Nikki Blackketter	204 204	1 599	11 053	166	https://www.youtube.com/watch?v=v9EcsSFZLfk	7 toukokuuta 2017
Reveal Of My Biggest Secret	Gymshark X NikkiB Sneak Peek	Nikki Blackketter	304 299	1438	12 843	389	https://www.youtube.com/watch?v=hOX4-GcG22A	7 toukokuuta 2017
I'm not always happy...	megsquats	18 054	146	949	23	https://www.youtube.com/watch?v=3jkOEYni5g0	7 toukokuuta 2017
DON'T PASS OUT!	megsquats	34 689	111	1 258	33	https://www.youtube.com/watch?v=LOoBOb1NlmE	7 toukokuuta 2017
Did 5 Weeks Off Ruin My Physique?	megsquats	42 278	157	1186	57	https://www.youtube.com/watch?v=qaLriC2THeA	7 toukokuuta 2017
RESPECT THE WEIGHT.	megsquats	32 689	139	1 090	23	https://www.youtube.com/watch?v=mmCGhv0e4uo	7 toukokuuta 2017
Vegan Gyro Recipe - How to make seitan	The Vegan Zombie	63 402	177	1 665	27	https://www.youtube.com/watch?v=o0QtiJNyZAE	8 toukokuuta 2017
WHAT I ATE TODAY! Healthy & Easy	Annie Jaffrey	Annie Jaffrey	592 621	850	21 999	374	https://www.youtube.com/watch?v=eIxZ8AxMvcc	8 toukokuuta 2017
Finally Found the One I Wanted... MY NEW CAR!	ChelseaLifts	10 209	117	454	88	https://www.youtube.com/watch?v=64tm01IFtTA	8 toukokuuta 2017
What I Eat in a Day to Lose Fat 👍	2000 Calorie Day!	ChelseaLifts	15 009	76	575	43	https://www.youtube.com/watch?v=Q6ab1Iu1GwM	8 toukokuuta 2017
What I've Been Doing to the RTB House the Past Few Weeks...	ChelseaLifts	8020	66	471	52	https://www.youtube.com/watch?v=zjBJTcj3YLY	8 toukokuuta 2017
What I ACTUALLY Eat in a Day	Full Day of Eating for FAT LOSS 🍴	ChelseaLifts	40380	115	973	86	https://www.youtube.com/watch?v=4P0GO8O2zHg	8 toukokuuta 2017
The Last Upper Body Day Before the Cut Starts...	ChelseaLifts	11317	146	525	58	https://www.youtube.com/watch?v=4blPoO817cY	8 toukokuuta 2017
Smoothie Recipe ♥ Glowing Skin & Healthy Hair	Annie Jaffrey	318 838	182	7 065	66	https://www.youtube.com/watch?v=_j2cYiz-alk	8 toukokuuta 2017
5 TIPS to get HEALTHY! ♥	Annie Jaffrey	151 729	340	3 154	55	https://www.youtube.com/watch?v=Ka3gaRTFxvA	8 toukokuuta 2017
CURATING CONFIDENCE + SUSHI NIGHT	Em Dunc	8623	78	519	15	https://www.youtube.com/watch?v=MBSgHNorNv8	8 toukokuuta 2017
PROTEIN: What Is It, How Much You Need for Muscle Growth, & More!	Em Dunc	12895	142	973	22	https://www.youtube.com/watch?v=z-GpiWSzyoc	8 toukokuuta 2017
WHAT I EAT IN A DAY + Killer Glute/Ham Workout	Em Dunc	21268	125	873	30	https://www.youtube.com/watch?v=yWfL8qBzluU	8 toukokuuta 2017
GYMSHARK SPRING HAUL/TRY-ON // Mini Physique Update	Em Dunc	21366	104	724	36	https://www.youtube.com/watch?v=LtNUET0mbqQ	8 toukokuuta 2017
Struggle is a Blessing	Irrefutable Pursuit Ep. 35	Em Dunc	11266	76	490	30	https://www.youtube.com/watch?v=XBb7fk3BVv4	8 toukokuuta 2017
Ready, Set, Glow	SKIN CARE ROUTINE	Em Dunc	11731	89	616	13	https://www.youtube.com/watch?v=ZO3zS2X2OhE	8 toukokuuta 2017
7 Changes You Can Make to live a Healthier, Leaner, and Happier life!	blogilates	219624	518	9228	79	https://www.youtube.com/watch?v=9GPiQozjkIM	8 toukokuuta 2016
Belly Bloat Blaster Workout	blogilates	569245	2111	11488	99	https://www.youtube.com/watch?v=Tx3bC9sKXtg	8 toukokuuta 2016
4 ENERGY BOOSTING snack ideas for when you're feeling tired!	blogilates	201296	398	8622	88	https://www.youtube.com/watch?v=i4JKvyC20sI	8 toukokuuta 2016
STOP trying to be perfect!	blogilates	111208	500	7169	53	https://www.youtube.com/watch?v=KdDMpTSwbwY	8 toukokuuta 2016
Why your dress size is a total lie.. What is vanity sizing?	blogilates	146812	626	7681	55	https://www.youtube.com/watch?v=oRz4tGD7l48	8 toukokuuta 2016
7 Things Only Fit Girls Understand	blogilates	3075497	4541	63281	5126	https://www.youtube.com/watch?v=p0a4OAEvjC0	8 toukokuuta 2016
Shopping HAUL ♥ (Accessories, Workout Clothes, Food..)	Annie Jaffrey	Annie Jaffrey	89 944	204	2 848	62	https://www.youtube.com/watch?v=xaqgBEm8lbs	8 toukokuuta 2017
Baked Banana Oatmeal - Clean & Delicious® Recipe	Clean and Delicious	653 324	420	11 767	194	https://www.youtube.com/watch?v=2KyyZusgdss	8 toukokuuta 2017
TraderJoe's Grocery Haul	Clean & Delicious	Clean and Delicious	140 375	642	3 184	128	https://www.youtube.com/watch?v=LGNdNMqhNto	8 toukokuuta 2017
Costco Grocery Haul	Clean & Delicious	Clean and Delicious	90 644	200	2 721	46	https://www.youtube.com/watch?v=DmTkCK6vb1U	8 toukokuuta 2017
Whole Foods Grocery Haul	What I Buy + Eat	Clean and Delicious	74 379	238	2 726	61	https://www.youtube.com/watch?v=DGuZVnfcwNQ	8 toukokuuta 2017
4 Healthy Green Smoothie Recipes	Healthy Breakfast Ideas	Clean and Delicious	15 062	100	1 406	7	https://www.youtube.com/watch?v=_Lz81F3TMjg	8 toukokuuta 2017
What I Eat & Do in a Day (and other stuff): VLOG Ep 1	Fit Men Cook	199 000	504	5 172	31	https://www.youtube.com/watch?v=PIOX0wZ-MtY	8 toukokuuta 2017
$75 Epic Meal Prep 2016 - 5 meals for 5 days	Fit Men Cook	729 262	1 393	21 908	159	https://www.youtube.com/watch?v=vYeJUtMCAzc	8 toukokuuta 2017
My Healthy Grocery Shopping Essentials / Alimentos Esenciales	Fit Men Cook	74 050	236	3 678	19	https://www.youtube.com/watch?v=LhbyjTybuXs	8 toukokuuta 2017
Healthy Hummus Quesadillas / Quesadillas con Humus de Pimientos Asados	Fit Men Cook	127 866	124	3 896	16	https://www.youtube.com/watch?v=otJIvFVsDfo	8 toukokuuta 2017
My $75 Whole Foods Meal Prep Challenge VLOG: Ep 6	Fit Men Cook	60 194	136	1 315	18	https://www.youtube.com/watch?v=bK4gOFd4gk4	8 toukokuuta 2017
Cheesy Butternut Squash Mac & Cheese / Macarrones con Queso y Calabaza	Fit Men Cook	62 722	76	1 622	5	https://www.youtube.com/watch?v=635E8E2Hnxs	8 toukokuuta 2017
Vlog: Adventures in Bermuda Part 1 / Parte 1 de Mis Aventuras en Bermuda	Fit Men Cook	47 431	51	425	2	https://www.youtube.com/watch?v=kwDR_xU9i9Q	8 toukokuuta 2017
What I Eat In a Day at Work	EASY & Healthy Meals	HealthNut Nutrition	1 063 786	1 153	20 964	993	https://www.youtube.com/watch?v=aEoyL47z0Go	8 toukokuuta 2017
How to Eat Chia Seeds - 3 Ways!	Chia Seeds Benefits	HealthNut Nutrition	595 483	225	8 789	168	https://www.youtube.com/watch?v=QPJEpO-NxqY	8 toukokuuta 2017
♥ Green Juice Recipe for Weight Loss and Glowing Skin	Detox Green Juice ♥	HealthNut Nutrition	398 540	171	4 681	146	https://www.youtube.com/watch?v=NmjOhIAOcpM	8 toukokuuta 2017
Healthy Breakfast Ideas	Acai Bowl Recipe	HealthNut Nutrition	304 967	160	5 236	44	https://www.youtube.com/watch?v=jqo0IL7WNJs	9 toukokuuta 2017
3 Healthy Green Smoothies	Healthy Breakfast Ideas	HealthNut Nutrition	299 509	178	5 490	91	https://www.youtube.com/watch?v=YGmQR8yCT_0	9 toukokuuta 2017
♡ What I Eat In a Day	Healthy Meals & Recipes ♡	HealthNut Nutrition	143 041	147	2 532	57	https://www.youtube.com/watch?v=fZBhrrYehhQ	9 toukokuuta 2017
Creamy Avocado Zucchini Pasta	Healthy Summer Recipes	HealthNut Nutrition	118 683	62	2 963	35	https://www.youtube.com/watch?v=guKgD5oRsPs	9 toukokuuta 2017
How to: Make a Healthy Coffee Substitute	Caffeine-Free	HealthNut Nutrition	39 050	67	802	19	https://www.youtube.com/watch?v=KVRbRGe2g20	9 toukokuuta 2017
Creamy Leek and Potato Soup	Healthy Vegan Recipe	HealthNut Nutrition	43 454	47	1 096	13	https://www.youtube.com/watch?v=dDzvNGTU_Gl	9 toukokuuta 2017
How To Make Zucchini Noodles	Healthy Recipes	HealthNut Nutrition	26 408	28	244	26	https://www.youtube.com/watch?v=VteALmW9O7g	9 toukokuuta 2017
WHAT I EAT IN A DAY	Healthy Recipes & Post Workout Snacks	HealthNut Nutrition	23 857	143	1 097	30	https://www.youtube.com/watch?v=S7JkwDW6Vag	9 toukokuuta 2017
GET BACK ON TRACK	My Reboot Routine (Food, Beauty, Fitness)	Annie Jaffrey	Annie Jaffrey	121 266	137	4 075	298	https://www.youtube.com/watch?v=9E_2ZramiFg	9 toukokuuta 2017
GREEN DETOX JUICE ♥ My KEY to Health & Beauty! Annie Jaffrey	Annie Jaffrey	74 947	138	1 478	22	https://www.youtube.com/watch?v=6-h5ENggTQI	9 toukokuuta 2017