Children’s bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: an explorative study

# Details

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Content-related issues

## Sample

"Participants in the present study were 127 boys and girls from two primary schools in The
Netherlands. All children were in Grade 5 or 6 and between 10 and 13 years of age." (Folkvord et al., 2019, p. 80)
A total of 127 children (47 per cent boys) participated. The mean (6 SD) age of the children
in grade 5 (n = 68) was 10.7 6 0.53 y, and in grade 6 (n = 59) was 11.6 6 0.59 y

# Abstract

Purpose
The purpose of this study has three primary aims. The first is to examine the amount of time children spend per week on viewing vlogs. Second, the authors explored children’s awareness and understanding of the brand or product placement in vlogs. Finally, the authors explored children’s self-perceived susceptibility to the potential persuasive effects of these vlogs.

Design/methodology/approach
Self-reported measurements were assessed among children (N = 127, 10-13 years of age).

Findings
Results indicate that the majority of children frequently view vlogs and that their degree of bonding with the vlogger predicted the time spend on viewing vlogs. Children recalled products and brands that were shown in vlogs, which were mostly food and beverages and considered themselves and others affected by endorsements in vlogs.

Research limitations/implications
Only cross-sectional data were collected; these data cannot be used to analyze behavior over a period of time or draw causal inferences.

Practical implications
Considering the popularity of vlogs among young people, it is important to acquire more insight into the frequency and amount of time children spend on viewing vlogs and children’s processing of persuasive messages in vlogs. This may lead to a better understanding of underlying processes and prediction of the outcomes of advertising through this form of media content. Current findings raise further questions about the persuasive content of vlogs.

Originality/value
Because of the popularity of online (social media) channels among youth, companies dedicate a significant proportion of their marketing budget on online influencer marketing. Therefore, it is important to acquire insight into children’s processing of online persuasive messages. To the authors’ knowledge, there is no empirical research on children’s potential bonding with popular vloggers and their awareness and understanding of the brand or product placement in vlogs.

# Outcome

"The current study demonstrated that the majority of children frequently view vlogs and that
the degree of bonding with the vlogger predicted the time spent on viewing their vlogs.
Children recalled products and brands that were shown in vlogs, which were mostly food
and beverages, and considered themselves and others affected by product and brand
endorsements in vlogs" (Folkvord et al., 2019, p. 86)