How VLOG Promotion Content Influences Consumer Attitudes

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Abstract: As Internet technology continues to advance and as various social media platforms proliferate, consumers have gained the ability to distribute video content across a multitude of online channels. A vlog (video blog) is an online video documentary format used by vloggers (video bloggers) to record their daily lives and share their experiences with various products. In recent years, Vloggers who publish vlogs on social media have gained increasing popularity. The use of vlogs to convey product information has received widespread attention, leading an increasing number of companies to consider them part of their marketing mix and actively incorporate them into their marketing strategies. However, it is still unclear which factors influence consumer attitudes while watching vlogs. Therefore, it has become a focus of attention in both academia and the business world to clarify how vlog promotion content influences consumer attitudes and to use vlog promotion to improve consumer attitudes, thereby increasing consumers' purchase intentions and achieving brand promotion objectives. The purpose of this paper is to empirically investigate the factors that influence consumer attitudes towards vlog promotion content. This article is based on the ABC attitude model theory, and data collected through an online questionnaire survey of Chinese consumers were analysed to statistically verify the relationship between consumers' purchase intentions and factors related to vlog content. The predictor variables included trust in vlog, vlogger popularity, vlogger personal appeal, understanding of vlogger advertised products, vlog content, and frequency of interaction between vlogger and fans. Path analysis revealed that two intermediate variables related to vlogger (cognition and emotion) had a positive impact, and a model was constructed to further examine their influence on consumer behaviour (dependent variable). The research findings of this study reveal that three key factors significantly influence consumer attitudes towards vlog promotion. These factors encompass the understanding of vlogger's advertised products, vlog's content, and the frequency of interaction between vlogger and fans. For future vlog promotions, it is recommended to augment the vlogger's product knowledge and approachability. To create captivating vlog content, emphasis should be placed on enhancing its entertainment value, establishing personal connections with viewers, and encouraging shareability. Moreover, the vlogger should actively engage with dedicated fans, prioritize valuable fan comments, and foster harmonious relationships. Furthermore, the findings of this study demonstrate the effectiveness of vlog promotion for various brands and services, providing valuable insights into the content of promotional activities for different brands and services. This highlights the strategic significance of vlog promotion and its relevance in guiding promotional strategies.

1. Introduction. In the ever-evolving landscape of advertising, novel techniques continually emerge, reshaping the way brands connect with their audiences. One such innovation that has garnered significant attention is vlog. Vlogging, a form of video content creation where individuals document their daily lives or specific experiences, has rapidly gained popularity as an advertising tool. Brands such as Nike (Pan, 2019), Apple (Xu,2018), OPPO (Xinran, 2018), and Dyson (Fashion, 2020) have embraced vlogs as a means to engage with their target demographics, yielding positive outcomes. Despite the widespread adoption of vlogs in advertising, research on vlog promotion in China remains relatively nascent. The literature offers insights into various aspects of vlogging, from its motivations to its potential as an advertising medium. However, there is a noticeable gap in the understanding of the factors influencing vlog promotion and consumer attitudes in the Chinese market. This study aims to bridge this research gap by investigating the factors that influence vlog promotion and consumer attitudes in China. By delving into this relatively unexplored area, we seek to contribute both theoretically and practically to the understanding and application of vlogging as an advertising tool in the Chinese context.

The theoretical framework of this study draws upon the ABC attitude model theory, which posits that attitudes are formed through affective, behavioural, and cognitive processes. By employing a blend of theoretical and empirical research methods, including literature reviews, questionnaire surveys, and statistical analyses, this study aims to analyse the impact of vlog promotional content on consumer attitudes in China. In terms of originality, this study seeks to provide a comprehensive understanding of vlog promotion in China, considering both its theoretical underpinnings and practical implications for marketing strategies. By identifying influential factors and their implications for consumer behaviour, we aim to contribute to the evolving landscape of advertising in China and inform strategic marketing practices. The structure of this paper is organized as follows. First, it provides a thorough review of the literature on vlogging and its role in advertising, highlighting key findings and research gaps. Next, we outline the methodology employed in this study, including the theoretical framework and research methods utilized. Then, the results of this analysis are presented, and the implications for vlog promotion and consumer attitudes in China are discussed. Finally, we explore the theoretical and practical significance of the results and offer suggestions for future research in this area.

2. Literature Review. In 2018, large-scale video platforms such as TikTok, Kuaishou, and Wesee dominated the short video market, with VLOG evolving based on these platforms. By 2019, short videos had largely become a red ocean market. "Homogenized PGC (professional generated content) and UGC (user generated content) dominated by amateur production are no longer able to satisfy users' demand for unique and diverse content". Therefore, the divergence between short and long VLOG videos served as a vertical supplement during the bottleneck period of the video market, triggering the "National VLOG" boom. Since 2012, VLOGs have garnered increasing attention from scholars, and some researchers have studied the characteristics of VLOG content, such as Zhang (2018) "Characteristics and Development Trends of VLOG: A Persuasion Perspective from Visuals". It is suggested that VLOGs exhibit two traits from the standpoint of visual persuasion: customization and expertise. This article employs a literature analysis method and lacks empirical data. The lack of transparency in methodology may affect the trustworthiness of the research findings. Moreover, the article only covers two aspects of visual persuasion in VLOG, overlooking other potential features. This narrow scope of research may result in an incomplete understanding of the characteristics of VLOGs. Yan & Mengqi (2018) employed a literature analysis approach to examine the characteristics of VLOG content and its governance methods. They discovered that the current VLOG content tends to be a niche, homogeneous, and prone to vulgarity, which to some extent hampers its productivity and competitiveness. Furthermore, they analysed VLOG from a user perspective, highlighting its characteristics such as

- Core concept based on blogs.
- Development in collaboration with PUGC and UGC.
- Strengthening visual interactive elements.

This article presents some valuable insights from a user perspective; however, it lacks transparency in methodology and depth of analysis regarding the impact of these characteristics, failing to fully support the proposed viewpoints. Yuhong & Yue (2019) conducted a literature review to examine the concept and current development of VLOGs in China. They also analysed the dissemination characteristics and impact of VLOGs by performing a statistical analysis using data from 10 vloggers on Weibo. The findings suggest the importance of innovative VLOG content to increase sharing awareness and enhance user engagement. However, the analysis of VLOG characteristics may lack depth, requiring further exploration of the

influencing factors and user behaviour patterns. Nonetheless, this study offers valuable insights into the development of VLOGs in China, contributing to future research in related fields.

Some researchers have analysed the future industry development trends of VLOG and their significance in the advertising sector. This paper by Xing & Zili (2019) employs quantitative analysis to identify trends in future industry development through VLOG content production. The findings indicate that short videos are now integral to internet culture, with VLOGs poised for significant growth. This study underscores the potential of VLOGs to attract a large user base by capitalizing on user value and monetizing viewership and interactivity. While offering valuable insights, further exploration of specific quantitative techniques and deeper analysis of their implications for the VLOG industry and its stakeholders would enhance its impact. Qiu (2018) employed a literature review and case analysis methods to explore the current status of domestic VLOG, with a focus on BiliBili as a case study. The study revealed that the original VLOG in China is experiencing relatively slow development, with content creators facing challenges such as financial pressures. Therefore, it is recommended to adapt the format of the original video content to suit the preferences of domestic viewers, delve deeper into the development positioning of VLOGs themselves, and enhance user stickiness while establishing brand partnerships and dissemination mechanisms. This research sheds light on the current state and challenges of the domestic VLOG industry, offering valuable insights for its further development and industry practices.

Yaolan (2022) used content analysis and comparative research methods. This study analysed the research status and characteristics of VLOGs in domestic and international academia. Overall, research on VLOGs both domestically and internationally began to show significant growth in 2019. However, there are differences between them. Research on VLOGs abroad tends to focus on empirical studies at the meso- and microlevels, with a relative lack of theoretical speculation. On the other hand, research on VLOGs domestically concentrates on theoretical analysis at the macro level and media event observation at the meso level, with a relative lack of empirical studies at the micro level. From his article, I learned that future research should focus on the VLOG barrage and comment sections to better understand the underlying logic of VLOG operation. Weizheng (2021) conducted an analysis using a literature review method, delving into the evolution of vlogs as an advertising medium, stressing the societal demand for high-quality video content. Despite their promising prospects, vlog advertising faces challenges such as niche appeal, homogeneity, and excessive commercialization. Addressing these concerns is crucial to unlocking the full potential of vlogs as a platform for brand promotion and user engagement. Xiange et al. (2019) employed a literature analysis method, focusing on the challenges surrounding the local distribution of VLOGs in China. The authors propose various solutions, including bolstering platform support, establishing high-quality dissemination channels, developing PUGC production frameworks, and adapting VLOG content. The research findings underscore the importance of VLOGs as advertising tools and emphasize the connection between brands and target audiences. The significance of this study lies in providing practical recommendations to address challenges in local VLOG distribution, thereby fostering development and practice in this field. The study conducted by Yue (2019) utilizes literature research and case analysis methods, drawing from disciplines such as communication, marketing, and sociology. It employs 4C marketing theory to comprehensively analyse VLOG marketing strategies from the perspectives of consumer, cost, convenience, and communication. The findings suggest that VLOG creators exhibit KOL characteristics, acting as intermediaries between brands and consumers, and that their vertical segmentation effectively addresses consumers' diverse needs. Additionally, the study highlights low-cost investments from consumers, creators, and platforms, which contribute to achieving marketing objectives. Overall, the research provides valuable insights into optimizing VLOG marketing strategies, enhancing brand–consumer interactions, and maximizing marketing effectiveness in the digital landscape.

A review of the aforementioned articles revealed the potential impact of this study. However, existing research predominantly delves into the nuances of VLOG marketing characteristics, its significance in the advertising domain, and anticipated industry trajectories. However, there is a conspicuous gap in the exploration of consumer attitudes. Delving into consumer attitudes offers a holistic understanding of consumer needs, inclinations, and behaviours. This comprehension serves as a compass for companies, enabling them to precisely target their audience and devise more potent marketing strategies. Consequently, this heightened understanding bolsters market competitiveness by aligning offerings with consumer expectations and preferences. Thus, investigating consumer attitudes represents an indispensable facet of market research, enriching our comprehension of the intricate interplay between consumers and brands.

Attitude is defined as a psychological state of individuals, representing their response to a particular situation (Kang & Li, 2020), and it encompasses conscious mental processes preceding actions (Thomas & Zanniecki, 1972). In 1960, Rosenberg, M.J. and Hovland, C.I. introduced the ABC model of attitudes, which elucidates the creation of consumer attitudes. This model is rooted in a comprehensive, three-dimensional psychological framework (Rosenberg & Hovland,1960). This particular model is commonly referred to as the ABC model. Its nomenclature derives from its three distinct components: cognitive attitude, affective attitude, and behavioral tendency. The interplay among these three components has received considerable attention, with an emphasis placed on employing the hierarchical effects concept to delineate their respective impacts. According to the conventional learning hierarchy, it is posited that behavioral patterns are influenced by one's affective disposition (Fig. 1).
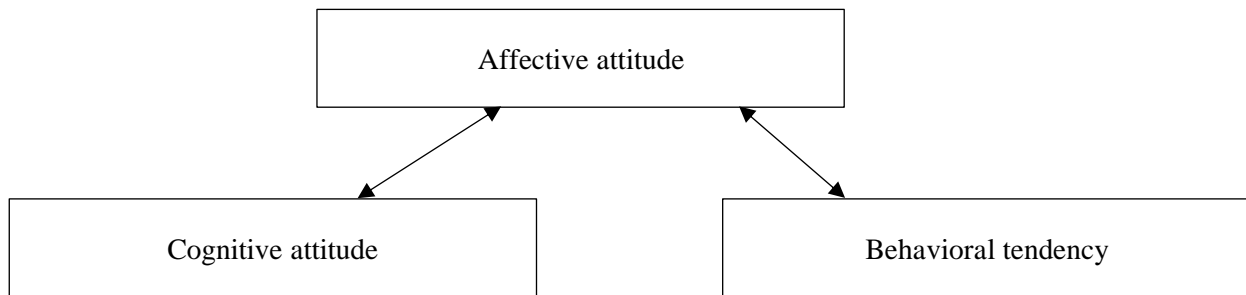

Figure 1. ABC Consumer Attitude Model
Sources: developed by the authors.

Additionally, in their study, Sears et al. (1991) elucidated the constituent elements of attitudes, encompassing cognition, emotion, and behavioural inclinations. Cognitive attitude pertains to an individual's understanding and beliefs regarding the subject of their attitudes, whereas affective attitude is concerned with a person's emotional disposition towards that subject. Conversely, behavioural inclination refers to an individual's propensity to engage in actions or behaviours associated with his or her attitudes toward an object (Sears et al., 1991).

According to Janiszewski (1993), if consumers cannot recall their initial exposure to a product, merely touching the brand name or product packaging can lead to a more favourable attitude toward the brand. This study demonstrated that consumers predict product performance and generate purchase intentions through brand name and product attributes. In other words, consumer attitudes are not related to experience (Janiszewski, 1993).

Building upon the work of Jiang & Kodono (2022), who examined the relationship between consumer purchase intention and vlog content factors, this study aims to further elucidate the interplay of variables through path analysis. By shedding light on the dynamics of vlog promotion and consumer attitudes, this study seeks to inform strategic marketing practices and contribute to the evolving landscape of advertising in China.

3. Methodology and research methods. This paper mainly adopts theoretical and empirical research, combining qualitative and quantitative studies. It primarily analyses through the following methods:

- Literature Review: This paper investigates the current state of research in the field of VLOG promotion and consumer attitudes both domestically and internationally through a literature review. This process aims to comprehend and compare existing studies, confirming key factors and reflecting them in the design of the questionnaire from a theoretical perspective.

- Questionnaire Survey: To verify the relationships between the research variables, a preliminary survey questionnaire was administered online, targeting internet users as the survey sample. Subsequently, formal questionnaire surveys are conducted via platforms such as the "Tencent Survey Network". WeChat and QQ, and the collected data were analysed.

- Statistical analysis: The effective data collected from the survey were statistically analysed using SPSS 26.0 and Amos 24.0 software. This analysis included descriptive statistics, reliability analysis, confirmatory factor analysis and path analysis. This study aimed to verify the correlation between the six factors of VLOG marketing and consumer attitudes and to confirm the order of their influence.

This study primarily relies on the ABC attitude model theory, and both qualitative and quantitative research approaches are employed for the analysis of how vlog promotional content influences consumer attitudes. Lu & Kodono (2022) identified 6 factors to determine the influence of vlog promotions: trust in vlog, vlogger

popularity, vlogger personal appeal, understanding of vlogger advertised products, vlog content, and frequency of interaction between vlogger and fans. In this study, we propose a model with these 6 factors as predictor variables, affective attitude and cognitive attitude as intermediate variables, and behavioral tendencies as the dependent variable. The path diagram of this model is presented in Figure 2.
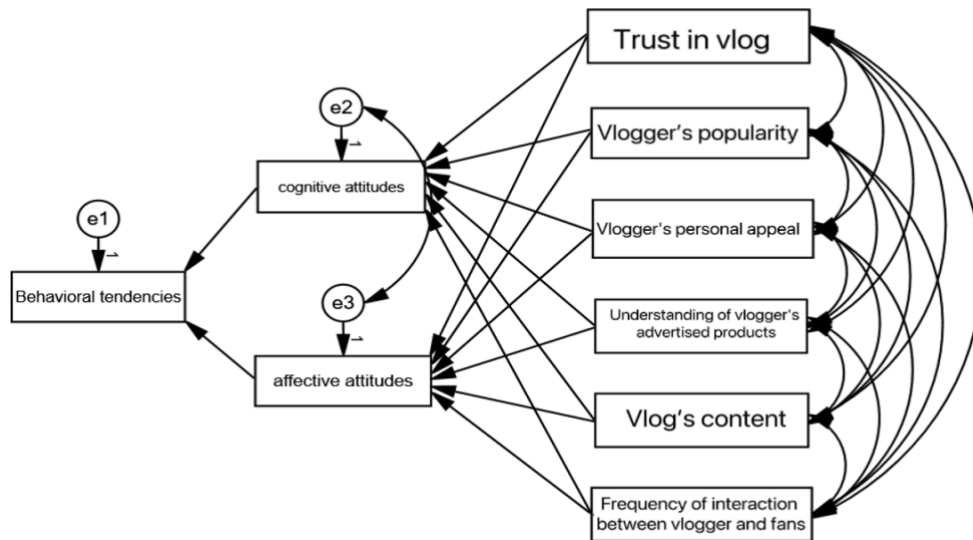

Figure 2. Path diagram of the model
Sources: developed by the authors.

Following the analysis, the current study proposes the following hypotheses:

- H1: Six variables (trust in vlog, vlogger popularity, vlogger personal appeal, understanding of vlogger advertised products, vlog content, and frequency of interaction between vlogger and fans) positively influence cognitive attitudes.
- H2: Six variables (trust in vlog, vlogger popularity, vlogger personal appeal, understanding of vlogger advertised products, vlog content, and frequency of interaction between vlogger and fans) positively influence affective attitude.
- H3: Cognitive attitudes positively influence behavioural tendencies.
- H4: Affective attitude positively influences behavioural tendencies.

The survey inquired about six variables through an 18-question questionnaire. In addition, participants provided their essential personal details and disclosed their vlog consumption patterns. In the course of this study, we primarily focused on internet users who have frequent interactions with the web. To obtain the data, we utilized various channels, including the "Tencent Survey", a popular WeChat application (a free instant messaging app compatible with smart devices), personal user accounts, and WeChat groups. Ultimately, we successfully gathered a total of 172 responses to our survey.

4. Results and discussion.

The study sample is shown in Table 1, which displays the statistical data. Gender, age, vlog consumption frequency, exposure to advertisements in vlogs, and users' receptiveness to vlog-based advertisements are the fundamental statistical attributes under examination. In terms of the age distribution of the survey respondents, those aged 20 and younger accounted for 14 individuals (8.1%), while users between 21 and 30 years comprised the majority, with 148 people (86%). People aged 31 to 40 numbered 6 (3.5%), those aged 41 to 50 numbered 3 (1.7%), and one respondent aged 51 or above (0.6%). Overall, 86% of the VLOGs fell within the 21- to 30-year age range, indicating that most viewers of VLOGs are within this age group. Furthermore, this age range also represents a significant demographic factor for online shopping. The majority of the respondents were female (75.6%), with males comprising only 24.4%. The gender ratio is 3.1:1, indicating a higher level of interest among females in the content of this survey. The frequency of VLOG viewing showed that "2-5 times a week" (39.53%) was the most common, followed by "every day" (30.18%) and "1-4 times a month" (15.7%), with 24 people watching once every 3 months, accounting for 14%. Overall, it is evident

that a majority of people watch VLOG frequently, indicating a high level of interest and a preference for watching VLOG in their leisure time.

Table 1. Fundamental Data of the Survey Sample

Fundamental Factor	Content of the Item	Size of the Sample	Percentage (%)
Gender	Male	42	24.4
	Female	130	75.6
Age	10-19years old	14	8.1
	20-29 years old	148	86
	30-39 years old	6	3.5
	40-49 years old	3	1.7
	Over 50 years old	1	0.6
Frequency of VLOG viewing	Almost every day	53	30.81
	Approximately 2-5 times per week	68	39.53
	Approximately 1-4 times per month	27	15.7
	Around once every 3 months	16	9.3
	Have not encountered one previously	8	4.65
Whether or not you have seen the ad during the VLOG	I see it a lot	32	18.6
	I have seen it a couple of times	40	23.26
	I reckon I've spotted it	45	26.16
	I have not seen much of it.	21	12.21
	I have not seen it at all	34	19.77
Degree of acceptance of advertisements during VLOG	Completely acceptable	12	6.98
	We can tolerate approximately 75%.	19	11.05
	We can tolerate approximately 50%.	63	36.63
	We can tolerate approximately 25%.	58	33.72
	completely unacceptable	20	11.63

Sources: developed by the authors.

Thirty-two people, accounting for 18.6%, have frequently seen advertisements in the VLOG. Forty people (23.26%) had seen them several times, while 45 people (26.16%) felt they had seen them but were uncertain. Twenty-one people (12.21%) had seldom seen them, and 34 people (19.77%) had never seen them at all. Overall, the majority of people have encountered advertisements within the VLOG, with a significant portion having seen them multiple times. The incorporation of advertisements into VLOGs is a common practice, leading to an increasing number of companies and brands partnering with VLOGs to promote their products through VLOGs. Based on the level of acceptance of advertisements in the VLOG, 12 individuals (6.98%) fully accepted them, while approximately 75% acceptance was reported by 19 individuals (11.05%). Among them, the majority, 63 individuals (36.63%), had approximately 50% acceptance, followed by 58 individuals (33.72%), with approximately 25% acceptance. There are 20 individuals (11.63%) who completely reject advertisements. This distribution indicates that most individuals hold a negative attitude toward advertisements appearing in VLOGs, preferring to watch the content of the VLOG itself.

In this research, SPSS version 26.0 was used to perform a thorough examination of the reliability of the data. The outcomes are detailed in Table 2 for your reference. The Cronbach's alpha values for the six predictor variables addressed in the questionnaire were 0.906, 0.81, 0.877, 0.926, 0.812, and 0.778, while the Cronbach's alpha values for the two intermediate variables were 0.925 and 0.935. The Cronbach's alpha value for one dependent variable was 0.903. The high level of consistency persists across the nine elements, underscoring the survey item's internal consistency within the purview of statistical research. This ensures the viability of proceeding with data analysis in subsequent phases of this study.

Subsequently, an assessment of construct validity occurs through the utilization of confirmatory factor analysis, in which factor loading is computed. In confirmatory factor analysis, each factor (for example, confidence in vlog) is analysed with a predefined hypothesis that it only affects the observed variables (Q8, Q9, and Q10). The factor loading values for each measurement item are shown in Table 2. As each factor loading value for each measurement item is greater than 0.6, there is a strong correspondence between the common factors and observed variables.

Table 2. Table of Reliability Analysis and Findings from Confirmatory Factor Analysis

Variable	Question	Factor load	Cronbach's alpha coefficient
Trust in vlog	Q8	0.877	0.906
	Q9	0.939	
	Q10	0.82	
Vlogger's popularity	Q11	0.91	0.81
	Q12	0.951	
	Q 13	0.889	
Vlogger's personal appeal	Q14	0.829	0.877
	Q15	0.868	
	Q 16	0.821	
Understanding of vlogger's advertised products	Q17	0.877	0.926
	Q18	0.91	
	Q 19	0.907	
Vlog's content	Q20	0.793	0.812
	Q21	0.851	
	Q 22	0.691	
Frequency of interaction between vlogger and fans	Q23	0.768	0.778
	Q24	0.713	
	Q 25	0.736	
Cognitive attitude	Q26	0.822	0.925
	Q27	0.938	
	Q28	0.94	
Affective attitudes	Q29	0.926	0.935
	Q30	0.921	
	Q31	0.884	
Behavioral tendencies	Q32	0.874	0.903
	Q33	0.884	
	Q34	0.856	

Sources: developed by the authors.

Furthermore, a confirmatory factor analysis was conducted, dividing the 27 measurement items into 9 factors of 3 items each. The goodness-of-fit indices for the entire model were as follows: $\chi2=625.457$ (df=288), $\chi2/df=2.172$, GFI=0.86, NFI=0.86, CFI=0.918, and RMSEA=0.083. Based on these results, it can be concluded that the constructed confirmatory factor analysis model fits the data well. To verify the model, path analysis was adopted. The verified model is shown in Figure 3.
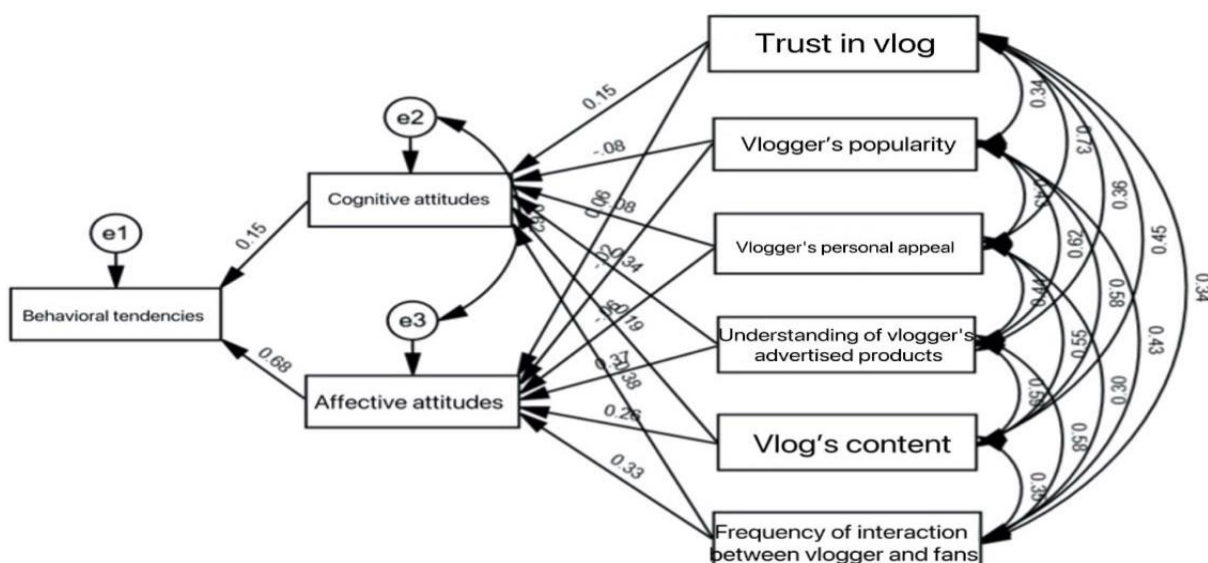

Figure 3. Path Coefficient Diagram of the Structural Equation Model
Sources: developed by the authors.

The values of the variables used in this analysis were not the factor scores obtained from the previous factor analysis but the mean values of the questionnaire items (observed variables). For example, confidence in vlog was calculated as the average of the responses to questionnaire items Q8, Q9, and Q10. In addition, a correlation between the error terms of cognition and emotion was assumed, as shown in the figure, and the analysis was conducted using IBM's Amos software. The results of the analysis are shown in Figure 3. This figure illustrates the verified model resulting from path analysis. Fit indices for the overall model are provided, indicating the goodness of fit to the data.

First, the fit indices for the overall model were measured as follows: $\chi2/df=3.408$, GFI=0.976, RMSEA=0.119, AGFI=0.817, CFI=0.986, NFI=0.98, and IFI=0.986. Except for the RMSEA, the other fit indices generally met the recommended criteria, indicating a good fit of the overall model to the data.

From Table 3, it can be concluded that the standardized estimation coefficients for trust in vlog, understanding of vlogger's advertised products, vlog's content, and frequency of interaction between vlogger and fans on cognitive attitude are 0.165, 0.332, 0.188 and 0.381, respectively, with all p values being less than 0.05, indicating significance. Therefore, these 4 factors all have a significant positive impact on cognitive attitudes. It can also be concluded that the standardized estimation coefficients for confidence in vlog, understanding of vlogger's advertised products, vlog's content, and frequency of interaction between vlogger and fans on affective attitude are 0.083, 0.362, 0.268 and 0.322, respectively, with all p values being less than 0.05, indicating significance. Therefore, these 4 factors all have a significant positive impact on affective attitude. The standardized estimation coefficients for cognitive attitude and affective attitude on consumer purchase intention are 0.156 and 0.699, respectively, with p values also below the significance threshold of 0.05, indicating that cognitive attitude and affective attitude have a significant positive impact on purchase intention.

Table 3. Pass Analysis Results

Pass			Standardized estimated value	S.E.	C.R.	P
Cognitive attitude	→	Behavioural	0.156	0.059	2.801	0.005***
Affective attitudes	→	tendencies	0.699	0.056	12.513	0.000***
Trust in vlog	→	Cognitive	0.165	0.070	2.191	0.028**
Vlogger's popularity	→	attitude	-0.078	0.070	-1.107	0.286
Vlogger's personal appeal	→		-0.091	0.083	-1.138	0.255
Understanding of vlogger's advertised products	→		0.332	0.063	4.294	0.000***
Vlog's content	→		0.188	0.070	2.588	0.010***
Frequency of interaction between vlogger and fans	→		0.381	0.062	5.924	0.000***
Trust in vlog	→	Affective	0.083	0.069	1.189	0.234
Vlogger's popularity	→	attitudes	-0.016	0.070	-0.237	0.831
Vlogger's personal appeal	→		-0.078	0.082	-1.043	0.296
Understanding of vlogger's advertised products	→		0.363	0.062	5.030	0.000***
Vlog's content	→		0.260	0.070	3.829	0.000***
Frequency of interaction between vlogger and fans	→		0.332	0.061	5.538	0.000***

Sources: developed by the authors.

According to the results of the path analysis (Table 3), the following points have been clarified:

1) With respect to popularity→ cognitive attitude and personal appeal → cognitive attitude, the causal relationship between them is small.

2) Factors other than the vlogger's popularity and the vlogger's personal appeal, such as trust in vlog, understanding of vlogger's advertised products, the vlog's content, and frequency of interaction between vlogger and fans, all have a positive impact on cognitive attitude.

3) With respect to vlogger popularity→ affective attitudes, vlogger personal appeal → affective attitudes, and trust in vlog →affective attitudes, the causal relationship between them is small.

4) Factors other than the vlogger's popularity and the vlogger's personal appeal and trust in vlog, such as understanding of vlogger's advertised products, vlog's content, and frequency of interaction between vlogger and fans, all have a positive impact on affective attitudes.

In vlog promotional content, it has been shown that the greater the consumer's cognitive and affective attitudes are, the greater their intention to purchase the recommended products. Therefore, the ABC attitude model has been verified in the context of consumer behaviour in vlog promotional content. There are individual differences among viewers (different people may have different cognitive attitudes towards vlogger). Some people may be influenced by vloggers, while others may be sceptical of their opinions. Vlogger's content type (some vloggers specialize in entertainment, while others focus on education and enlightenment). If vlog content is biased towards entertainment, its popularity may only have an impact on a specific audience group and may not affect a wider range of people. Viewer thinking styles (some viewers have a tendency toward independent thinking and autonomous judgment and may not easily accept vlogger opinions). Such thinking styles may weaken the vlogger's influence.

In regard to consumers' affective attitudes, more complex and individualized responses are typically observed. Even for famous vloggers, it is not guaranteed that their content or brand will receive favourable emotional attitudes from all viewers. This is because consumers' emotional attitudes are influenced by many factors, such as individual values, beliefs, experiences, backgrounds, emotional preferences, and psychological needs. In regard to demand for products or services, consumers are more interested in the features and value of the product or service itself rather than the personal appeal of the vlogger when making a purchase. For example, if consumers need a waterproof smartphone, they are interested in the waterproof performance of the smartphone but may not be as interested in the personal appeal of the vlogger. Therefore, the personal appeal of a vlogger may not necessarily have an impact on consumers' cognitive and affective attitudes. The affective attitude of consumers is determined by their personal emotions and values, and these emotions and values do not always depend entirely on the consumer's trust in a vlogger. While a consumer may be more inclined to accept advice or product recommendations from a vlogger they trust, for certain topics or content, the consumer may already have his or her own affective attitude or opinions. In such cases, the consumer's affective attitude and values are more important than their trust in the vlogger, and they are not entirely influenced by their trust in the vlogger. Therefore, consumer emotional attitudes and trust in a vlogger are different concepts, and consumer emotional attitudes are not entirely influenced by their trust in the vlogger. Because vlog promotion remains a relatively new research area, existing studies have generally focused on analysing the characteristics of vlogs, vlog promotion strategies, and future trends. Moreover, researchers commonly employ literature analysis methods. However, this article goes beyond traditional literature analysis by incorporating literature analysis, survey methods, and statistical analysis. This diversity of methods allows for a more comprehensive and in-depth understanding of the impact of vlog promotion content on consumer attitudes from different perspectives. Quantitative analysis of vlog promotion is also identified as a major trend in future research in this field. This article takes a pioneering approach by conducting a quantitative analysis of the impact of vlog promotion on consumer attitudes using statistical methods. Building on extensive literature and book research, this article proposes six factors of vlog marketing and ranks their influence on consumer attitudes, providing a theoretical foundation and research direction for future studies. Finally, based on the analysis of the impact of vlog promotion on consumer attitudes, the article suggests key strategies for vlog promotion. These recommendations can help companies better understand consumer needs, optimize vlog promotion content, and enhance market competitiveness.

5. Conclusions. This research aims to investigate how vlog promotion content influences consumer attitudes. Therefore, the commonly used ABC theory model in the marketing field is selected as the research foundation, with consumer attitudes as the research object, to empirically explore the mechanism of consumer attitudes when watching vlog promotion. Based on the characteristics of the vlogs themselves and the vloggers themselves, this study analysed 172 valid survey questionnaires using SPSS 26.0 and AMOS 24.0. Based on the findings from the research above, it is evident that consumer attitudes in vlog promotion are significantly influenced by three core elements: the understanding of vlogger's advertised products, the vlog's content, and the frequency of interaction between vlogger and fans. Moving forward, it is essential to enhance the vlogger's understanding and communication regarding the endorsed products to foster trust and credibility among viewers. Additionally, the creation of compelling vlog content should prioritize elements of entertainment, intimacy, and shareability to captivate and engage the audience effectively. Moreover, vloggers should actively engage with their fans, seek feedback and foster collaborative relationships to enhance mutual satisfaction and loyalty.

However, research on vlog promotion remains relatively new, and the extraction of various factors related to vlog marketing in this study was based on a literature review and interviews with professionals conducted by the author. Although the validity of these factors has been confirmed, it cannot be guaranteed that these

factors are the most important for every enterprise. This study focused on examining how vlog promotion content influences consumer attitudes, with the ultimate dimension being consumers' purchase intention. Whether consumers ultimately make purchases as a result of vlog promotion still requires further validation. This study only superficially investigated consumers' habits of watching vlogs, without delving deeper into their preferences for different types of vlogs. This means that further classification is needed for factors such as the attractiveness of vlog content and the appeal of vloggers.

Future research prospects include addressing the shortcomings identified in the study through the following improvements:

- Larger sample sizes should be used to more effectively reflect real data.
- More scientifically rigorous methods should be employed, such as conducting principal component analysis to identify the primary influencing factors after statistically analysing all factors.
- Subsequent research should delve into how vlog promotion influences consumer purchasing behavior, i.e., conducting in-depth studies on enterprise revenue conditions to evaluate the actual effectiveness of vlog marketing and provide more reliable data support.
- Subsequent research should conduct in-depth analyses of users' preferences for vlogs to determine the primary content types that vlog promotion should focus on and which information is most likely to resonate with consumers.

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Вплив просування відеоблогу на споживчі уподобання

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З розвитком інтернет-технологій та зростанням кількості соціальних медіаплатформ споживачі отримали можливість розповсюджувати відеоконтент через безліч онлайн-каналів. Відеоблог (vlog) – це онлайн-документальний формат відео, який використовують відеоблогери (video bloggers), щоб записувати своє щоденне життя та ділитися своїм досвідом користування різними продуктами. Відеоблогери, які активно публікують власний відеоконтент у соціальних медіа, демонструють зростаючу популярність. Використання відеоблогів для розповсюдження інформації про продукти виявилося предметом широкого інтересу, що призвело до включення їх у маркетингові стратегії компаній як важливої складової маркетингового міксу. Однак, на сьогоднішній день, фактори, які впливають на споживчі уявлення під час перегляду відеоблогів, залишаються невизначеними. Метою цієї статті є емпіричне дослідження факторів, що впливають на споживчі уявлення щодо контенту просування відеоблогів. Ця стаття базується на теорії моделі уявлень ABC, а дані, зібрані за допомогою онлайн-опитування китайських споживачів, були проаналізовані для статистичного підтвердження взаємозв'язку між намірами покупки споживачів та факторами, пов'язаними з контентом відеоблогів. В рамках даного дослідження пояснювальними змінними було обрано: довіра до відеоблогу, популярність відеоблогера, особиста привабливість відеоблогера, розуміння рекламованих продуктів відеоблогера, контент відеоблогу та частота взаємодії між відеоблогером та фанатами. Емпіричні результати засвідчили, що дві інтермедіативні змінні, пов'язані з відеоблогером (пізнавання та емоції), мали позитивний вплив. Крім того, лише три ключові фактори значно впливали на споживчі уявлення щодо просування відеоблогів. Ці фактори охоплюють розуміння рекламованих продуктів відеоблогера, контент відеоблогу та частоту взаємодії між відеоблогером та фанатами. Для майбутніх просувань відеоблогів рекомендується збільшити знання відеоблогера про продукт та його доступність. Для створення привабливого відеоконтенту слід акцентувати увагу на підвищенні його розважальної цінності, встановленні особистих зв'язків з глядачами та сприянні його поширенню. Крім того, відеоблогер повинен активно спілкуватися з відданими фанатами, надавати пріоритет цінним коментарям фанатів та сприяти гармонійним відносинам. Дослідження показало, що просування відеоблогів є ефективним інструментом для різних брендів і послуг. Результати проведеного дослідження можуть бути корисними при створенні привабливого контенту для різних брендів і послуг.
Ключові слова: відеоблогери; відеоблоги; соціальні медіа; реклама; споживчі уподобання; модель ABC.