

The Effect of Source, Medium, and Audience Characteristics in the Context of Vlogs

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Introduction and Theoretical Background

Popularity of Vlogs: Over 1 billion Views

- YouTube Search** Results as of February, 2016: **32.7million** for Unboxing Video and **9.15million** for Haul Videos
- Google Research:** **62%** of consumers have used these videos for product information search.
- Google Research:** **4/10** shoppers visited stores or retail websites after watching these videos.

Research Question: What is the impact of the medium (type of Vlog - Unboxing and Haul), source (Vlogger gender - male and female), and audience characteristics (gender - male and female) on the intention to use that Vlog for product information search and to purchase the product(s) featured in the Vlog?

C2C Vlogs: User-generated video blogs

- Rich Media** – Text + Moving images + Audio (Ertimur and Gilly 2012)
- Created and shared **without any commercial motivation**
- More **persuasive and appealing** to consumers
- Greater influence on their **message recall** (Chaiken and Eagly 1983; Jin 2009)

Role of Gender: Process and present information differently (Li, 2006)

Males: Use authoritative, task-oriented, information-driven approaches and appear more disconnected and uninvolved.

Females: Use engaging tactics, graphics, suggestions/remedies and appear more personal, involved, and include emotions/feelings.

Method

Survey Experiment (2 X 2)



Procedure

Survey Design
Tool
(Qualtrics)

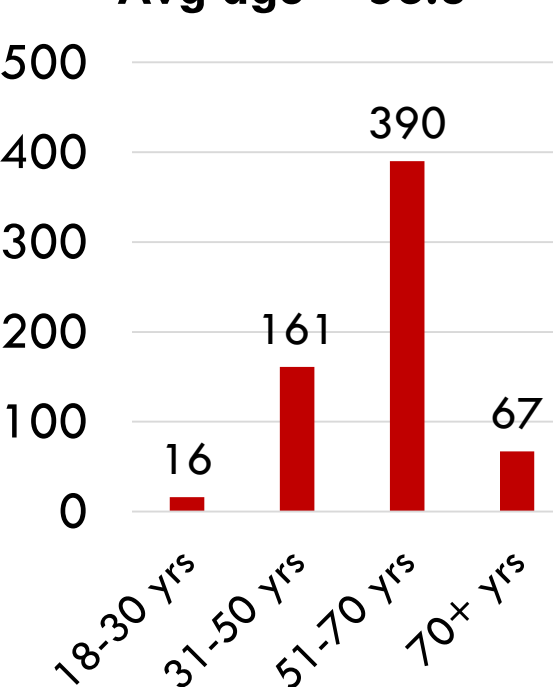
Data Collection
Panel
(Amazon MTurk)

Data Analysis
Tools
(NVivo 10, SPSS +
AMOS 22)

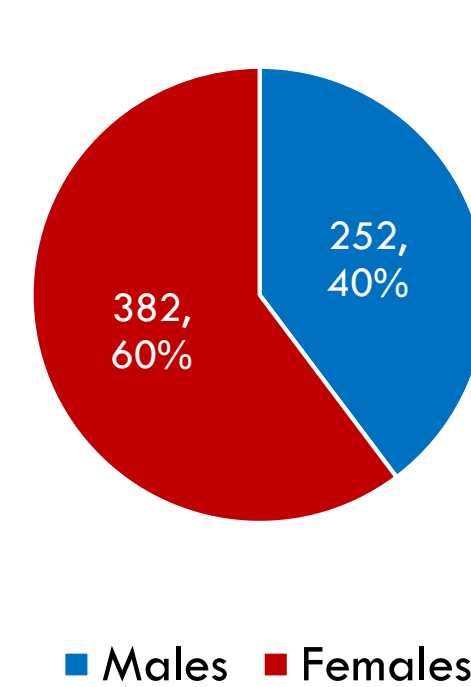
Sample Description

Groups	Haul	Unboxing	Total
Male Vlogger	142	164	306
Female Vlogger	170	163	333
Total	312	327	639

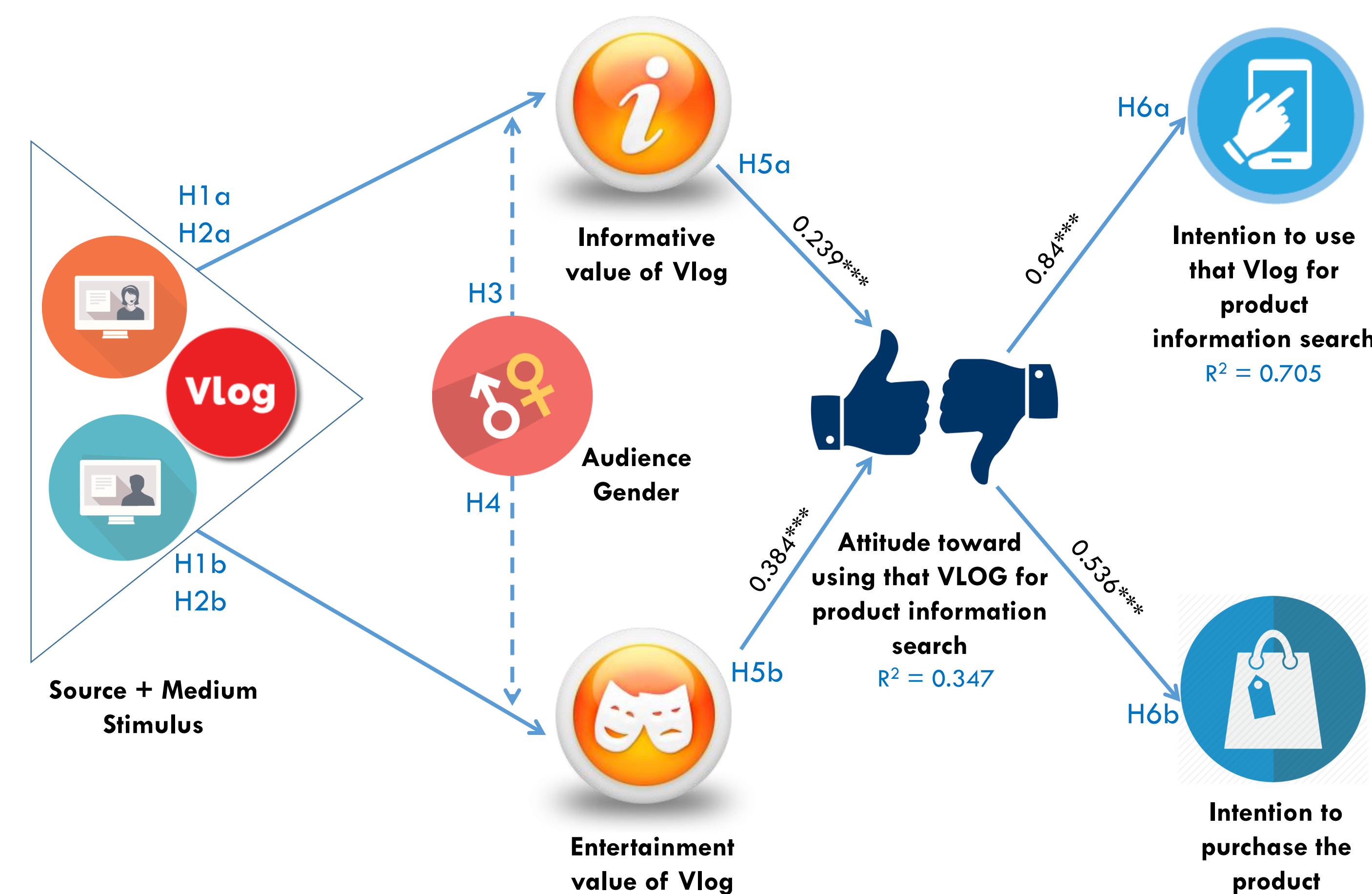
Age Groups:
Avg age = 56.8



Gender



Conceptual Framework and Hypotheses Development



Source-Medium Effect

- H1: A male-unboxing video will be perceived as more (a) informative and (b) entertaining compared to a male haul video, irrespective of audience gender.
- H2: A female-haul video will be perceived as more (a) informative and (b) entertaining as compared to a female unboxing video, irrespective of audience gender.

Audience Moderation Effect

- H3: The effect in H1 will be more pronounced when the audience is male as compared to female.
- H4: This effect in H2 will be more pronounced when the audience is female as compared to male.

Attitude and Intention

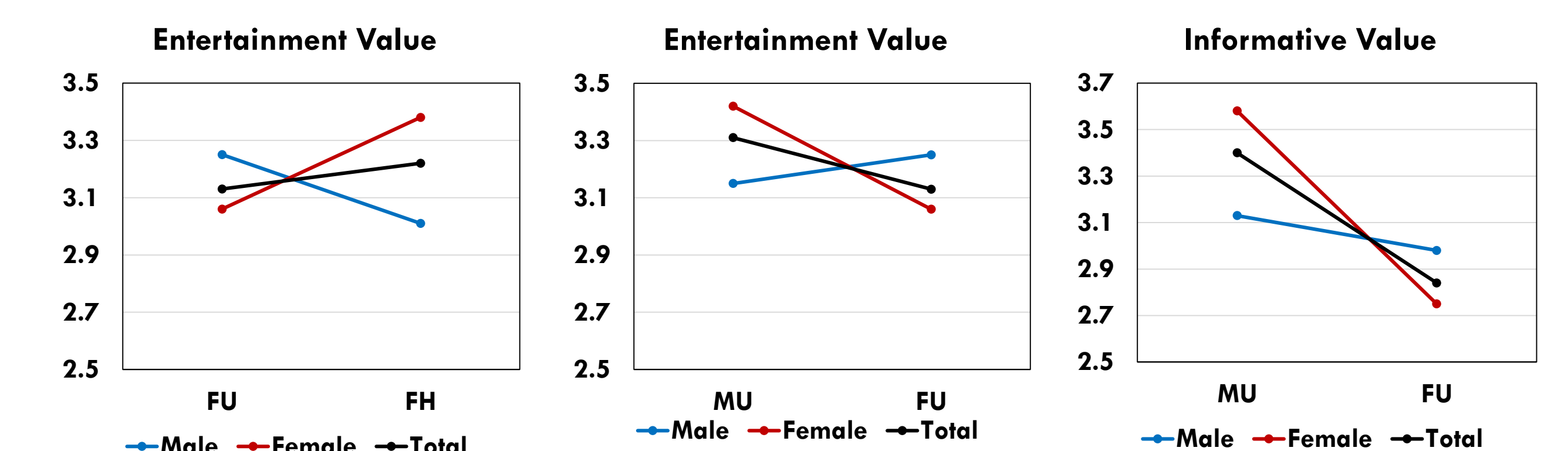
- H5: The perceived (a) informative and (b) entertainment value of a Vlog positively influences the attitude to use that Vlog for product information search.
- H6a: The attitude to use that Vlog for product information search positively influences the intention to use that Vlog for product information search.
- H6b: The attitude to use that Vlog for product information search positively influences the intention to purchase product(s) featured in the Vlog.

Findings

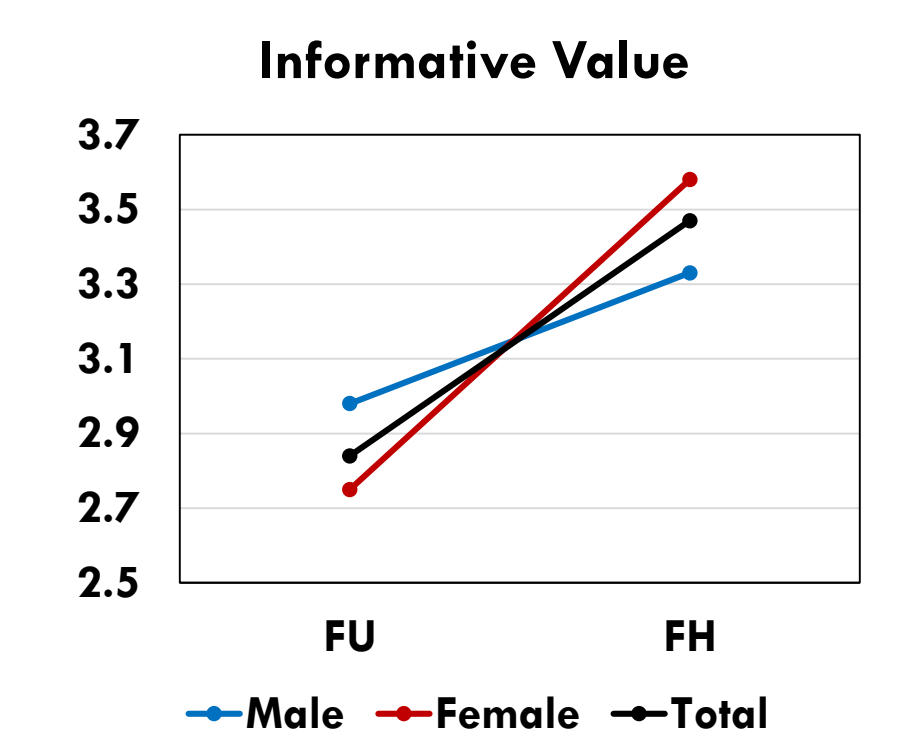
Vlogger Gender + Vlog Type	MEANS					
	Informative Value			Entertainment Value		
	Male	Female	Total	Male	Female	Total
MU	3.13	3.58	3.40	3.15	3.42	3.31
MH	3.02	3.31	3.21	2.61	3.02	2.88
FU	2.98	2.75	2.84	3.25	3.06	3.13
FH	3.33	3.58	3.47	3.01	3.38	3.22

Construct	Reliability (Alpha)
INFO_VAL	0.824
ENTER_VAL	0.954
ATT	0.956
INT_USE	0.943
INT_PUR	0.961

Goodness of Fit Indices	
GFI	0.914
CFI	0.969
RFI	0.953
NFI	0.961
RMSEA	0.077
SRMR	0.070



Hypothesis	Supported	p-value
H1a: Info: MU > MH	X	0.199
H1b: Enter: MU > MH	✓ ***	0.003
H2a: Info: FH > FU	✓ ***	0.000
H2b: Enter: FH > FU	X	0.448
H3a: Info: MU > MH by M	X	0.503
H3b: Enter: MU > MH by M	X	0.617
H4a: Info: FH > FU by F	✓ *	0.043
H4b: Enter: FH > FU by F	✓ *	0.036



Implications

Theoretical Implications

- Add value to UGC literature.
- Role of source, medium, and audience characteristics in UGC.

Practical Implications

- UGC Vlogs as a marketing tool.
- Vlogger Gender and Nature of Product.
- Vlogs can add entertainment value to E-tailer's website.

References:

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- Jin, Seung-A Annie (2009), "The roles of modality richness and involvement in shopping behavior in 3D virtual stores," *Journal of Interactive Marketing*, 23 (3), 234-46.
- Li, Qing (2006), "Computer-mediated communication: A meta-analysis of male and female attitudes and behaviors," *International Journal on E-Learning*, 5 (4), 525-70.