

## **Precursors of Consumer Attitude towards Vlogger Recommendations and its Impact on Purchase Intention**

Wilmark J. Ramos

Tarlac State University – College of Business and Accountancy,  
Tarlac City, Philippines

— *Review of* —  
**Integrative  
Business &  
Economics**  
— *Research* —

### **ABSTRACT**

The study is aimed to investigate the influences of identified precursors on attitude toward vlogger recommendations and purchase intention, attitude on purchase intentions, and test the mediating role of attitude between its precursors and purchase intention. The respondents were 333 Filipinos who were Facebook followers of well-known vloggers. The predictive-causal research approach and a quantitative research design was used in this paper. The direct and indirect links between the latent variables of the structural model were estimated using partial least squares. The results revealed that perceived usefulness, perceived benefits, trust, expertise, attractiveness, and attitude towards vlogger recommendations were found to be related in this study. Moreover, attitude, perceived usefulness, expertise, attractiveness, and purchase intention have significant relationships, respectively. On the other hand, the mediating effect of attitude was established between perceived usefulness, perceived benefits, trust, expertise, attractiveness, and purchase intention. As regards vlogger recommendations in particular, this study provides a fresh viewpoint on attitude as a mediator of purchase intentions in the Philippines.

**Keywords:** Perceived usefulness, Perceived benefits, Vlogger attributes, Attitude, Purchase intention, SEM.

Received 2 January 2024 | Revised 21 July 2024 | Accepted 9 September 2024.

## **1. INTRODUCTION**

Vlogs are regarded as one of the most popular social media content marketing strategies. They are unofficial, computer-mediated discussions with other consumers about the possession, usage, or features of particular goods and services. Vlogs include discussions and content about products, as well as product review and recommendations (Berger and Iyengar 2013). Retailers are aware of the rising popularity of vlogs, and many of them, as well as the companies that make their items, include vlogs into their marketing strategies and actively use them in their promotion. One example of this is by giving vloggers discounts on their goods (Harnish and Bridges 2016).

Despite the fact that social media always affects consumers' purchasing decisions and plans, there is abundant evidence that vlogs have a significant impact on how and what people buy (Swaminathan, 2016). According to studies, among the factors that influence viewers' purchases are vloggers' credibility (Rahmi, Sekarasih, and Sjabadhyn, 2016, expertise (Wang, 2015; Weismüller et al., 2020), popularity (Ladharia et al., 2020), and the persuasiveness of their messages (Ramadanty, Muqarrabin, Nita, and Syafgi, 2017). As a result, companies are increasingly using vloggers to promote their products and services, and it has become a significant part of the influencer marketing industry. To ensure the success of their marketing strategy, businesses must select a vlogger whose values and brand image align with their own.

In addition, according to Stein et al. (2020), research on the influence of vlogs on customer decisions focuses on two factors: (1) content aspects like professionalism and authenticity; and (2) vlogger traits including popularity, expertise, and credibility (Munnukka et al., 2019; Sakib et al., 2019; Zhang, 2018). The most recent research focuses on the audiences' motivations, even if vlogs are advantageous for businesses and brands to communicate with consumers, raise brand recognition, and improve brand-related attitudes and knowledge (Munnukka et al., 2019; Harnish and Bridges, 2016; Munnukka et al., 2019; Stein et al.; Hsu et al., 2013) analyzed the attitudes of Taiwanese customers toward online shopping by manipulating variables such as perceived utility and trust in blogger recommendations. However, this research stream is fragmented, largely disregards the value of vlogs derived from the motivations of vlog followers and lacks empirical studies examining the impact of specific vlogs and characteristics of vloggers on consumers' purchase decisions.

More than half of users (51.4%) in the Philippines follow influencers on social media, which is more than twice the global average. In addition, more than 60% of internet users aged 16 to 64 in the Philippines watch vlogs weekly, which is significantly higher than the global average of 26.4% (Goodfellow, 2022). Digital 2023 is an annual report on digital and global social media trends and published by Meltwater and We Are Social. Filipinos spend the fourth most time on social media, from among the most avid gamers and vloggers.

According to a September survey by Pulse Asia, Facebook is the most popular social networking site in the Philippines. According to a nationwide survey conducted, more than half of Filipino adults who use the internet log on more than once per day. The remaining individuals access the internet daily (22%), twice to six times per week (13%), weekly (3%) or less frequently (2%). According to the survey, nearly all (99%) internet users in the Philippines had a Facebook account, regardless of location or socioeconomic status (Malig, 2022).

This study will look at how things like perceived usefulness, perceived benefits, and vlogger attributes affect the intention to buy. To do this, the study first looks at the existing research, explains how it was done, and then shows the statistical analysis findings. The results, managerial and theoretical contributions, and future directions for research will be discussed. The goals of this study are: (1) to find and test the relationship between attitude toward vlogger recommendations and their causes; (2) to look at the relationship between attitude and intentions; and (3) to look at the role of attitude as a mediator. This study aims to develop a structural model.

## **2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### ***2.1. Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Technology Acceptance Model (TAM)***

According to popular theories such as TRA, TPB, and TAM, a person's feelings about a behavior influence what they desire to do when engaging in that behavior. Fishbein created the Theory of Reasoned Action in the late 1960s (TRA). In 1980, Fishbein and Ajzen added to it. According to this theory, a particular behavior can be predicted if two crucial components are known: subjective norms and the actor's attitude. Prominent researchers, such as those in the field of consumer behavior, have applied and evaluated the model in numerous contexts and situations (Chen & Lai, 2023; Sukmadewi et al., 2023; Anilkumar & Joseph, 2012; Smith et al., 2008; Ming-Shen et al., 2007).

The TPB defines behavioral beliefs as a person's internal assumptions about the effects of taking a particular action. These attitudes affect perceptions of the actual behavior (Ajzen, 1991). This suggests that if a person has a stronger intention to do something, they are more likely to actually accomplish it. This pertains to the crucial marketing term purchase intent behavior (Morrison, 1979). According to Wu and Lee (2012) and Morwitz (2012), purchase

intent accurately predicts actual purchasing behavior. It is the most significant factor in predicting future sales and determining how marketing initiatives will influence consumers' purchasing patterns (Morwitz, 2012). The TAM, which was later descended from the TRA, forecasts how users will embrace and use a technology (Davis, 1989). People's opinions regarding the use of blogging technology may change as a result of TAM involvement. Users' perceptions of utility and usability are crucial components in the explanation of their behavior. TAM3 was also proposed in the context of e-commerce, and it takes into account how system usage is impacted by perceived risk and trust (Venkatesh & Bala, 2008). As a way to build reputation and reduce the hazards of online shopping, blogs and vlogs are becoming more and more popular. It is expected that as blogging and vlogging are voluntary activities that promote social connection, the utility, usability, and enjoyment of a blog will have an impact on a user's attitudes about its use (Hsu & Lin, 2008). Furthermore, Lim et al. (2006) provided further evidence that the purchasing decisions of other consumers are significantly influenced by the endorsements of happy customers.

## **2.2. Precursors of Consumer Attitude**

### **2.2.1. Perceived Usefulness**

Casaló et al. (2011) investigated the relationship between the perceived usefulness of online travel community reviewer comments and their popularity. Their investigation yielded significant findings. Hsu et al. (2013) investigated the influence of bloggers' endorsements of a product's usefulness and consumers' trusting beliefs on buyer attitudes and buying intentions regarding online purchasing. Additionally, they discovered that usefulness had a positive effect on disposition. According to Hanifati's (2015) research, perceived usefulness had a comparable impact on consumers' intentions. In general, research indicates that when customers perceive recommendations to be beneficial, they adopt positive attitudes. It was found that PU and PEOU have a good impact on attitude (Shu-Fong et al., 2007; Swilley and Goldsmith, 2007). The benefits of PU and PEOU can be promoted in order to change user behavior (Lin, 2011). This leads to the hypothesis:

**H1a: Perceived usefulness positively influences consumer attitude towards vlogger recommendations.**

**H1b: Perceived usefulness positively influences purchase intention.**

### **2.2.2. Perceived benefits**

Perceived benefits can be described in terms of relative advantages. Wu (2003) asserts that the advantages that satisfy a consumer's requirements or aspirations make up perceived benefits. Furthermore, Kim et al. (2008) described it as "a consumer's belief regarding the degree to which he or she will gain from an online transaction with a certain website." Recent research has emphasized the significance of perceived benefits in explaining consumer attitude in the context of e-commerce (Liu et al., 2012; Delafrooz et al., 2011; Kim et al., 2008;). Perceived benefits in the context of vlogging refer to how users believe a suggestion post will benefit them. Even though customers' perceptions of the benefits of online reviews, particularly those of vloggers, are significant (Lee & Ma, 2012), they have not been thoroughly studied. One of the primary advantages of using a recommendation article is that it informs vloggers about a product's features, quality, price, among others (Lee & Ma, 2012). Consequently, when consumers perceive substantial benefits, they are more receptive to vlogger recommendations. Based on this, it is thus hypothesized that:

**H2a: Perceived benefits positively influence consumer attitudes towards vlogger recommendations.**

**H2b: Perceived benefits positively influences purchase intention.**

### **2.3. Vlogger Attributes**

Choi and Lee (2019) say that three factors have a big impact and are the main reasons why important information gets spread. Physical attractiveness refers to the physical appearance of a person, such as good looks or a beautiful body. Vloggers' social attractiveness, which includes their ability to talk to viewers in their videos, is another thing that makes them look good. The in-depth analysis provided enables us to comprehend the significance of credibility (Ohanian, 1990).

#### **2.3.1. Trustworthiness**

Trustworthiness denotes the extent to which the recipient believes the information source to be precise or trustworthy (Shimp, 2010; Moorman et al., 1993). As a significant amount of information is available online in recent years, researchers are focusing on the reliability of online information sources as a crucial aspect of online communication. According to research, the credibility of an information source has a statistically significant effect on how well people comprehend what they hear, which in turn affects their attitudes and whether they plan to purchase something (Park, 2009). It is hypothesized that consumers' perceptions of the credibility of the vlogger after viewing a vlog will affect their attitudes and purchase intentions toward the products featured in the vlog.

**H3a. Trustworthiness positively influences consumer attitudes towards vlogger recommendations.**

**H3b. Trustworthiness positively influences purchase intention.**

#### **2.3.2. Expertise**

Expertise is a quality that information consumers believe the information source to possess; as a result, information source expertise is a subjective quality (Yun 2000). The knowledge source does not always have to adhere to strict standards of competence (Friedman and Friedman 1979). When the information provider seems educated in the pertinent sector, consumers are more responsive. Multiple studies have demonstrated that information from a reliable source influences the attitudes and actions of consumers (Wang and Scheinbaum, 2018). In accordance with this finding, this study hypothesizes that the expertise of the vlogger perceived by viewers after viewing a vlog will affect their attitude toward the products presented in the vlog.

**H4a. Expertise positively influences consumer attitudes towards vlogger recommendations.**

**H4b. Expertise positively influences purchase intention.**

#### **2.3.3. Attractiveness**

In contrast to psychological attractiveness, which is defined as the degree to which consumers feel familiar with the information source or believe the information source to be similar to themselves, physical attractiveness is characterized as having a lovely face and a great body (Caballero and Pride 1984). Consumers are impacted by the attractiveness of information sources, and, information source are more attractive, the higher is the message acceptance. This is in line with a prior study on the influence of attractiveness (Na et al. 2005). Regardless of the product category, the information source's attractiveness has a beneficial impact on brand sentiments and purchase intentions (Bower and Landreth 2001; Till and Busler 1998). In this study, it is anticipated that a viewer's perception of a vlogger as attractive will result in a favorable attitude toward information and, as a result, alter the viewer's perception of the products mentioned in the vlog.

**H5a. Attractiveness positively influences consumer attitudes towards vlogger recommendations.**

## **H5b. Attractiveness positively influences purchase intention.**

### ***2.4. The Effect of Attitude on Purchase Intention***

Kim, Chun, and Song (2009) define attitude toward a behavior as an individual's favorable or unfavorable evaluation of engaging in the behavior. According to consumer behavior specialists (Pratkanis et al., 2014; Howard and Sheth, 1969), attitudes are a general evaluation of behavior and a propensity to react in a certain way to a certain behavior or group of behaviors (Fishbein and Ajzen, 1975; Rosenberg and Hovland, 1960).

In the literature on consumer behavior, a positive correlation has been found between attitude and behavioral intent (Kim et al. 2009; Hsu and Lu 2007; Tarkiainen and Sundqvist, 2005; Chan and Lau, 2001). According to Hsu, Lin, and Chiang (2013), vlogger endorsements influence how consumers feel and what they intend to purchase. The assertion is consistent with earlier studies that have been empirically validated and demonstrate a positive correlation between attitude and user intent (Cheung & Vogel, 2013; Chang, Yan & Tseng, 2012). Particularly, research in the fields of TPB, TRA, and TAM has demonstrated that an individual's attitude toward a behavior affects their intention to engage in that behavior. Thus:

**H6: Attitude towards vlogger recommendations positively influences consumer purchase intention.**

### ***2.5. The Mediating Effect of Attitude***

According to Sparks et al. (2013), attitude can serve as a link between numerous factors. As a mediator, attitude influences customers' behavioral intentions, and research supports this relationship's significance (Lin, 2014). A comprehensive literature review (Curras-Perez et al., 2014; Zhu & Chang, 2014) indicates that attitude can explain the relationship between various independent and dependent variables. According to Jung et al. (2016), the relationship between behavior and social networking sites is significantly moderated by attitude. The mediating effects of attitude, however, are less distinct and independent of culture and situational explanations, much like with vlogger recommendations (Ling et al., 2010). Based on this, attitude, like in previous studies, acts as a mediator between the three antecedent elements and purchase intention, resulting in:

**H7a: Attitude toward vlogger recommendations mediates the relationship between perceived usefulness and purchase intention.**

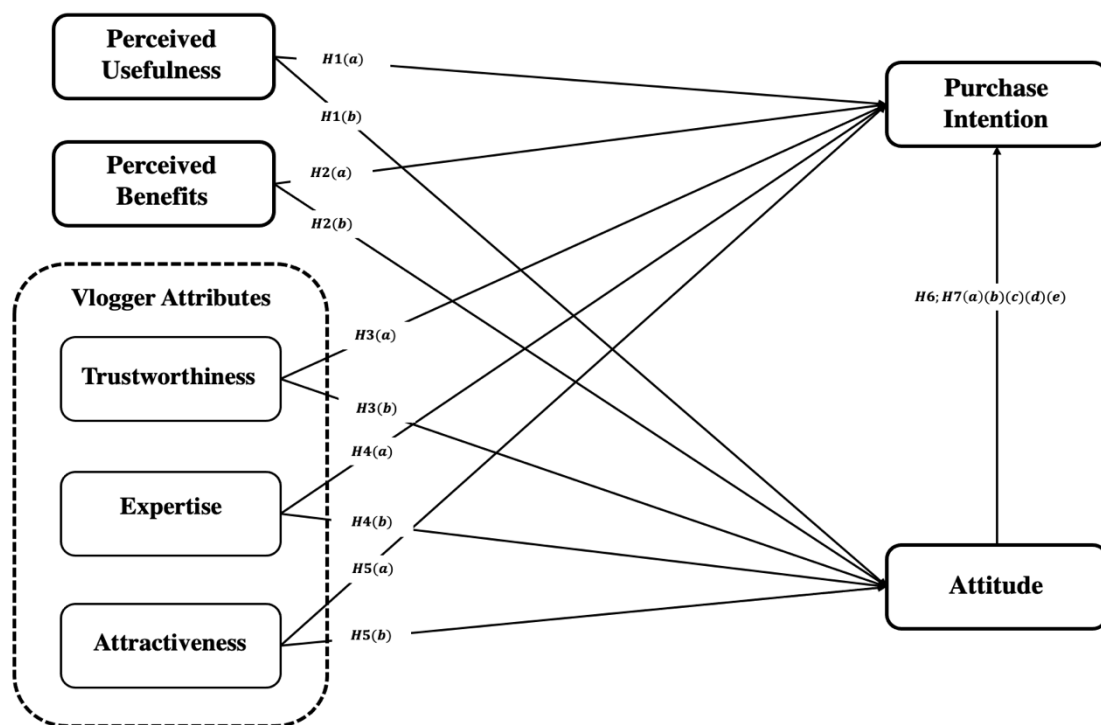
**H7b: Attitude toward vlogger recommendations mediates the relationship between perceived benefits and purchase intention.**

**H7c: Attitude toward vlogger recommendations mediates the relationship between trustworthiness and purchase intention.**

**H7d: Attitude toward vlogger recommendations mediates the relationship between expertise and purchase intention.**

**H7e: Attitude toward vlogger recommendations mediates the relationship between attractiveness and purchase intention.**

## **2.6. Conceptual Framework**

**Figure 1. Proposed Research Framework**

### 3. RESEARCH METHOD

#### 3.1. Research Design

This study determined whether PU, PB, T, E, and A can have an impact on PI which justified the use of a predictive-causal research methodology. The amount of AT's mediating effect on the expected relationships between PU and PI, PB and PI, T and PI, E and PI, and A and PI was also evaluated using mediation analysis. A predictive research strives to forecast the value of a dependent variable using data from a set of independent variables whereas a causal or explanatory research was focused in understanding the processes through connecting the variability of constructs (Dudovskiy, 2018; Wollman, 2012). Further, the study incorporates prediction and mediation analysis (Ali et al., 2018), PLS-SEM, a variance-based SEM method (Roldán & Sánchez- Franco, 2012), was employed to estimate the research model's parameter estimates. WarpPLS version 7.0 was utilized to operate PLS-SEM (Kock, 2020).

#### 3.2. Respondents and Sampling

For this study, the following qualifications were considered: (a) Filipino citizens who are of legal age and are residing within the Philippines; and (b) are followers of vloggers in Facebook (as evidenced by at least one vlogger following on Facebook or membership in FB groups). Table 1 presents the respondents's profile in terms of their demographic characteristics. Most of the respondents are male (64.6%), while 28 who belong to the LGBTQAI community. The table also displays that almost all are single (96.1%) while 95.5% are within the age group of 26 years old and younger. Majority of the respondents are students (88.9%) and have regular employment status (89.2%). In the present study, thirty-eight percent (38%) of the respondents have been following vlogs for more than two (2) years. From among the vlog categories, respondents mostly followed vlogs were about lifestyle, travel, and cooking, with first, second, and third in their respective ranks.

**Table 1. Profile of Respondents**

<i>Sex</i>	<i>Frequency</i>	<i>Percentage</i>
Male	215	64.6
Female	90	27.0
LGBTQAI	28	8.4
<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
26 years old and below	318	95.5
27-42 years old	11	3.3
43-58 years old	4	1.2
<i>Civil Status</i>		
Single	320	96.1
Married	13	3.9
<i>Occupation</i>	<i>Frequency</i>	<i>Percentage</i>
Student	296	88.9
Privately Employed	20	6.0
Publicly Employed	10	3.0
Self-employed/Entrepreneur	5	1.5
Others	2	0.6
<i>Length of Vlog Following</i>	<i>Frequency</i>	<i>Percentage</i>
Less than 6 months	68	20
6 months & 1 day to 12 month (1 year)	53	16
12 months (1 year) & 1 day to 18 months (1.5 years)	56	17
18 months (1.5 years) & 1 day to 12 months (2 years)	29	9
More than 2 years	127	38
<i>Category of Vlogs being Followed</i>	<i>Frequency</i>	<i>Rank</i>
Lifestyle	229	1
Travel	225	2
Cooking	186	3
Beauty	182	4
Gaming	141	5
Health and Fitness	125	6
Do-it-yourself	95	7
Technology	83	8

The study's data collection method was convenience sampling. A nonprobability or nonrandom sampling method called convenience sampling selects respondents for the study based on practical factors such as accessibility, proximity to the study's location, availability, and desire to participate (Etikan et al., 2016). The survey questionnaire was created using Google Forms, and the link was shared over internet messaging services.

In the study, the sample size needed to test the structural model was determined. For each variable, 20 subjects have been suggested by most studies (Kline, 2016). The minimum sample size for PLS path modeling was determined by Kock and Hadaya (2018) using the inverse square root and gamma-exponential approaches. While the gamma-exponential technique applies gamma and exponential smoothing function to the inverse square root method, the former uses the inverse square root of the sample size to estimate standard error. The inverse root method's findings demonstrated that a sample size of 160 people had a statistical power of 0.80. (Figure 1). The sample size (N=333) for this PLS-SEM investigation is adequate because it satisfies both techniques.

### 3.3. Research Instrument

A Google Forms-created self-administered survey was utilized as the questionnaire. There are two components to it. The respondent's psycho-demographic traits were included in the first section. The study's variables were the main topic of the second section. Constructs items in the instrument were adopted and adapted from extant literature: the five-item perceived

usefulness was adopted from Hsu et al. (2013) and Park, Lee and Han (2007); the seven items perceived benefits were adapted from Lee and Ma (2012) and vlogger's attributes by Choi and Lee (2019). In the meanwhile, Casaló et al. (2011) and Lee, Xiong, and Hu's (2011) suggestions for the four-item construct were utilized to measure attitudes regarding vloggers (2012). Last, Plotkina and Munzel's four items questions for purchasing intention were used (2016). All the components' items were evaluated using a 5-point Likert scale; 5 as strong agreement and 1 as significant disagreement.

#### 4. RESULTS

The correlation matrix results showed that Attitude has a positive and significant relationship with Perceived Usefulness ( $r=.65$ ,  $p<0.01$ ), Perceived Benefits ( $r=.66$ ,  $p<0.01$ ), Trustworthiness ( $r=.65$ ,  $p<0.01$ ), Expertise ( $r=.72$ ,  $p<0.01$ ), and Attractiveness ( $r=.65$ ,  $p<0.01$ ). Also, Table 2 showed that there is a positive and significant correlation between Attitude and Purchase Intention ( $r=.79$ ,  $p<0.01$ ).

**Table 2. Correlation Matrix of the Constructs**

	Mean	SD	1	2	3	4	5	6	7
<b>PU</b>	4.04	0.87	1.00						
<b>PB</b>	4.18	0.81	0.78**	1.00					
<b>T</b>	3.97	0.91	0.55**	0.63**	1.00				
<b>E</b>	4.09	0.83	0.63**	0.70**	0.78**	1.00			
<b>A</b>	4.15	0.83	0.59**	0.61**	0.66**	0.73**	1.00		
<b>ATT</b>	4.10	0.79	0.65**	0.66**	0.65**	0.72**	0.65**	1.00	
<b>PI</b>	3.89	0.83	0.64**	0.60**	0.55**	0.64**	0.53**	0.79**	1.00

\* $p<.05$  \*\* $p<.01$

Note: PU= Perceived Usefulness; PB= Perceived Benefits; T= Trustworthiness; E=Expertise; A=Attractiveness; AT=Attitude; PI= Purchase Intention

##### 4.1 Reliability and Validity of Measurements

To assess the internal consistency of the constructs, composite reliability was employed. The findings revealed that all constructs' composite reliability ratings were higher than the suggested threshold of 0.7, indicating high internal consistency (Table 3). This indicates that the measures used in the study are reliable and consistent in measuring the intended constructs. On the other hand, the factor loading results displays that all constructs were greater than 0.70. While the findings of the Average Variance Extracted revealed that all items were at least 0.50. With these results, the measurement model indicates a good convergent validity having a strong relationship with their respective constructs. This means that the scale is reliable and can be used to accurately measure the intended constructs.

**Table 3. Factor Loadings, Composite Reliability (CR), and Average Variance Extracted**

Construct/Item	Factor Loading
<i>Perceived Usefulness: AVE = 0.69; CR = 0.92</i>	
PU1. Vloggers' recommendations improve my shopping performance.	0.84
PU2. Vloggers' recommendations enhance my shopping effectiveness.	0.85
PU3. Vloggers' recommendations increase my productivity when shopping.	0.81
PU4. Vloggers' recommendations provide useful information about the product.	0.84
PU5. Vloggers' recommendations are helpful in understanding the product.	0.80



<i>Perceived Benefits: AVE = 0.70; CR = 0.94</i>	
PB1. Vloggers' recommendations help me to reduce risk in making a decision.	0.77
PB2. Vloggers' recommendations can help me gain knowledge about how the product works.	0.83
PB3. Vloggers' recommendations can help me obtain product information in general.	0.86
PB4. Vloggers' recommendations can help me judge product quality.	0.84
PB5. Vloggers' recommendations can help me check product feature and function.	0.89
PB6. Vloggers' recommendations help me learn about products.	0.88
PB7. Vloggers' recommendations may provide different opinions about the product that I never considered.	0.80
<i>Trustworthiness: AVE = 0.76; CR = 0.94</i>	
T1. This vlogger would be sincere every time.	0.84
T2. This vlogger would not either exaggerate or lie.	0.90
T3. This vlogger would not pretend to know about what she does not know well.	0.90
T4. This vlogger would not talk without grounds.	0.89
T5. This vlogger would frankly present her position, thoughts and opinions.	0.84
<i>Expertise: AVE = 0.77; CR = 0.93</i>	
E1. This vlogger would be sincere every time.	0.86
E2. It is an undeniable fact that This vlogger is an expert on the posting.	0.91
E3. This vlogger has a lot of experience with her vlog topic.	0.86
E4. This vlogger is likely to see a lot of magazines and videos related to her vlog content.	0.88
<i>Attractiveness: AVE = 0.76; CR = 0.9</i>	
A1. This vlogger is pleasant.	0.87
A2. This vlogger has a sophisticated image.	0.88
A3. This vlogger is very attractive.	0.89
A4. Others will want to resemble this vlogger.	0.85
<i>Attitude: AVE = 0.76; CR = 0.94</i>	
AT1. I think following vloggers' recommendations would be good for me.	0.89
AT2. I have a positive opinion about vloggers' recommendations.	0.90
AT3. Overall my attitude toward vloggers' recommendations is favourable.	0.90
<i>Purchase Intention: AVE = 0.76; CR = 0.94</i>	
PI1. It is highly probable that I will choose the product recommended by vlogger.	0.92
PI2. It is very likely that I would seriously consider the product recommended by vlogger.	0.93
PI3. If I were to make a decision, I will certainly purchase the product recommended by vlogger.	0.92

**Table 4. Inter-Construct Correlation Coefficient with AVE in the Diagonal Matrix**

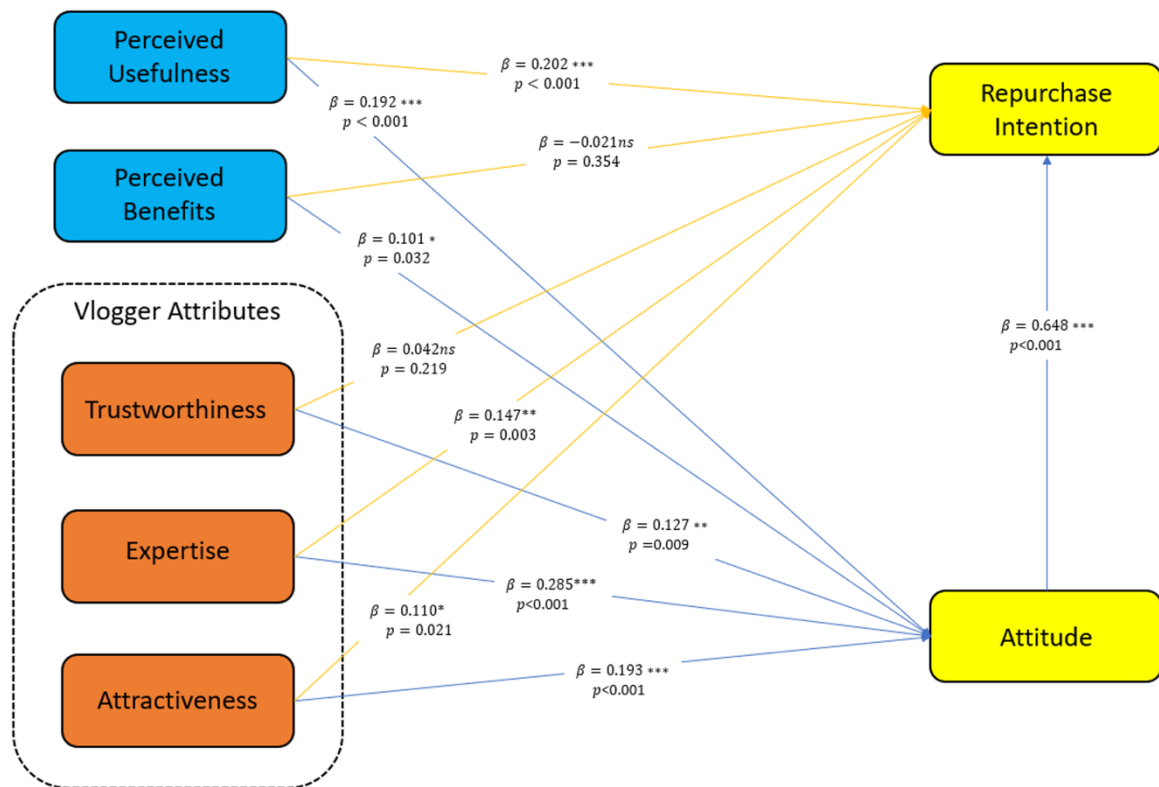
	PU	PB	T	E	A	AT	PI
PU	<b>0.83</b>						
PB	0.79	<b>0.84</b>					
T	0.55	0.63	<b>0.87</b>				
E	0.63	0.70	0.78	<b>0.88</b>			
A	0.59	0.62	0.67	0.73	<b>0.87</b>		
AT	0.65	0.66	0.65	0.72	0.65	<b>0.89</b>	
PI	0.63	0.60	0.55	0.64	0.53	0.79	<b>0.93</b>

Correlations of variables with square roots of AVE coefficients to scale the discriminant validity of the latent constructs is shown in Table 4. It displays that all AVE square roots were greater than the inter-correlation values between the constructs. These results demonstrated acceptable discriminant validity. Therefore, the constructs' reliability and validity were established. This indicates that the measures used in the study were effective in distinguishing between different constructs. Additionally, discriminant validity checks to see if statements linked to one variable do not conflict with statements linked to other variables (Kock, 2017). As a result, we can have confidence in the accuracy and consistency of the data collected.

## 4.2. Structural Equation Modeling

The result of the final structural model with standardized path loading is shown in Figure 2. It displays that the final model provides support for fourteen (14) out of the sixteen (16) hypotheses in this study.

**Figure 2. Structural Model with Standardized Path Loading**



Note: \*. $p < 0.05$ ; \*\*. $p < 0.01$ ; \*\*\*. $p < 0.001$ ; ns: not significant

#### 4.3. Mediation Model Results

Table 5 shows that the variance inflation factors (VIFs) of the predictor variables vary from 2.47 to 3.76. Therefore, no multicollinearity of the predictor variables was found. The “Stable 3” resampling method was used to determine the significance of all relationships in the structural model. Results revealed that Perceived Usefulness, Perceived Benefits, Trustworthiness, Expertise, and Attractiveness directly and positively affect Attitude ( $\beta = 0.192^{***}$ ,  $\beta = 0.101^*$ ,  $\beta = 0.127^{**}$ ,  $\beta = 0.285^{***}$ , and  $\beta = 0.193^{***}$  respectively). Likewise, Attitude positively and significantly influences Repurchase intention ( $\beta = 0.797^{***}$ ). Similarly, Perceived Usefulness, Expertise, and Attractiveness positively and significantly influence Repurchase Intention ( $\beta = 0.202^{***}$ ,  $\beta = 0.147^*$ ,  $\beta = 0.110^*$ ). However, findings revealed that Perceived Benefits and Trustworthiness do not directly affect Repurchase Intention.

Results revealed that the direct effects of Perceived Usefulness and Trustworthiness on Repurchase Intention are not significant, and the indirect effects of Perceived Usefulness and Trustworthiness on Repurchase Intention through Attitude are significant. Then, a full mediation of Attitude on these relationships is suggested. Therefore, Attitude fully mediated the relationship between Perceived Benefits and Repurchase Intention ( $\beta = 0.065^*$ ); and the relationship between Trustworthiness and Repurchase Intention ( $\beta = 0.082^*$ ).

Moreover, Attitude partially mediated the relationship between Perceived Usefulness and Repurchase Intention ( $\beta=0.125^{***}$ ) with a 38.25% (VAF) of total effect of Perceived Usefulness on Repurchase Intention. Similarly, Attitude partially mediated the relationship between Expertise and Repurchase Intention ( $\beta=0.185^{***}$ ) with a 55.89% (VAF) of total effect of Expertise on Repurchase Intention. Finally, Attitude partially mediated the relationship between Attractiveness and Repurchase Intention ( $\beta=0.125^{***}$ ) with a 53.19% (VAF) of total effect of Attractiveness on Repurchase Intention.

**Table 5. Path Analysis and Hypothesis Testing**

<i>Direct Effects</i>		<i>Path</i>	<i>SE</i>	<i>P value</i>	<i>f<sup>2</sup></i>	<i>VIF</i>	<i>Decision</i>
H1a	PU → AT	0.192	0.053	<0.001	0.126	2.89	Supported
H1b	PU → PI	0.202	0.053	<0.001	0.130	2.93	Supported
H2a	PB → AT	0.101	0.054	0.032	0.067	3.39	Supported
H2b	PB → PI	-0.021	0.055	0.354	0.012	3.22	Not Supported
H3a	T → AT	0.127	0.054	0.009	0.083	2.73	Supported
H3b	T → PI	0.042	0.054	0.219	0.024	2.85	Not Supported
H4a	E → AT	0.285	0.053	<0.001	0.206	3.57	Supported
H4b	E → PI	0.147	0.054	0.003	0.095	3.76	Supported
H5a	A → AT	0.193	0.053	<0.001	0.129	2.47	Supported
H5b	A → PI	0.110	0.054	0.021	0.059	2.54	Supported
H6	AT → PI	0.648	0.050	<0.001	0.516	2.52	Supported
<i>Indirect Effects</i>		<i>Path</i>	<i>SE</i>	<i>P value</i>	-	<i>VAF</i>	<i>Decision</i>
H7a	PU → AT → PI	0.125	0.038	<0.001	-	38.23%	Supported
H7b	PB → AT → PI	0.065	0.038	0.045	-	-	Supported
H7c	T → AT → PI	0.082	0.038	0.016	-	65.60%	Supported
H7d	E → AT → PI	0.185	0.038	<0.001	-	55.89%	Supported
H7e	A → AT → PI	0.125	0.038	<0.001	-	53.19%	Supported

Results showed that the coefficient of determination R<sup>2</sup> for Attitude is 0.61 and 0.83 for Purchase Intention. Both coefficients are greater than the threshold value of 0.10.

## 5. DISCUSSION

In this research, PU, PB, T, E, and A significantly influenced respondents' AT and PI. Equally crucial is the explanation of the mediation effects of AT between PU and PI, PB and PI, T and PI, E and PI, and A and PI.

Firstly, it was demonstrated that PU, PB, T, E, and A have a significant impact on AT. This study indicates that vlogger recommendations assist followers in forming opinions about the strengths and weaknesses of products and services by providing valuable information. It concurs with Casaló et al.'s (2011) study demonstrating that travelers' planning efficiency is enhanced by the perceived utility of online travel community reviews. Findings of Hsu et al. (2013) concurred with the study's results; they examined the influence of the utility of blogger recommendations and consumers' trusting beliefs on their online purchase intent. The results indicate that trustworthiness has a substantial effect on attitude. According to Park (2009), there is significant effect between credibility information source and acceptability of oral information and, consequently, on attitude and purchase intent. Several studies have found that trustworthiness has a substantial effect on attitude (Tan et al., 2010; Byoung et al., 2011), whereas Tsai, Chin, and Chen (2010) found that trust positively influences purchase intention.

Vloggers are regarded as experts who can discuss products realistically and objectively. The result indicates that the expertise of the vlogger as perceived by viewers after viewing the vlog will affect consumer attitudes toward the products and services featured in the vlog. However, Lee et al. (2011) found that the vlogger's expertise has no significant influence on attitude. In a similar vein, consumers' positively respond when information source appears to be expert in their niche. Because humans are social creatures, they naturally form relationships with other individuals, choosing them based on their shared characteristics. If not the primary factor, a person's physical aspect is frequently the first thing that draws them to another individual.

Secondly, AT also plays an important function in relation to PI. The research shows that attitude has a key role in determining buying intent. Customers are more inclined to consider buying the goods if they enjoy and believe the recommendations are good, positive, and favorable. The findings of earlier studies by Lu et al., (2014); Chu et al. (2013), Prendergast et al. (2010), and Hsiao et al. (2010) are in line with this one. For instance, Prendergast et al. (2010) made the case that when users of an online forum have positive opinions toward it, the interactions on the forum are viewed as being more credible. This result supports the TRA (Fishbein and Ajzen, 1975) and the TPB (Ajzen, 1985), which hold that consumers' attitudes have a direct impact on their intentions and, consequently, on their purchasing behavior. Hsu, Lin, and Chiang (2013), Tarkiainen and Sundqvist (2005), and Chan and Lau (2001) all discovered a similar relationship between buyer attitude and intention.

Thirdly, the results indicate that PU, E, and A have a substantial effect on PI. This study demonstrates that PU had a significant impact on purchase intent. In the meantime, this research reveals that expertise has a significant impact on purchase intent. This is in accordance with the findings of Lee et al. (2011), who discovered that consumers' intentions to make purchases online were positively influenced by their perceptions of the expertise of online reviewers. This study produced important findings about the impact of beauty on purchasing intent. Na et al. (2005) discovered in a study on the influence of attractiveness that consumers are also influenced by the attractiveness of information sources, and, the more attractive the information source, the more acceptable the message. Ozanne et al. (2019) discovered that the influence of online reviewers' physical attractiveness signals in profile photos on their perceived level of expertise led to positive brand evaluations. Physical attractiveness was also found to be positively associated with the credibility, including expertise, of beauty and fashion social media influencers (Sokolova and Keti, 2020).

Fourthly, this study supports the result noted in the mediation role of vlogger recommendation attitudes. Precursor variables such as PU, PB, T, E, and A have a substantial impact on attitude toward vlogger recommendations, which in turn mediates the effect on purchase intention. AT has been shown to act as a comprehensive mediator between PB and PI and T and PI. The relationship between PU and PI, E and PI, and A and PI is partially mediated by AT. This suggests that PB and T have direct influence on consumers' purchase intentions, whereas PU, E, and A have indirect direct influence. In the study by Alexandris, Barkoukis, and Tsormpatzoudis (2007), attitudes partially moderated the relationship between partner and psychological restrictions and intention as well as the impact of accessibility and facilities characteristics on intents. In contrast, Sparks et al. (2013) discovered a significant mediation effect of attitude toward resort stays. Travelers' general attitude has been shown by Lian et al. (2013) to moderate the direct impact of subjective norms, the adoption of electronic communication media technology, and customer satisfaction and dissatisfaction with the travel consumption experience on travelers' intention to use eWOM communication media. According to Altawallbeh et al. (2015), attitude mediates the association between behavioral intention and perceived utility and simplicity of use on the one hand.

### ***5.1 Theoretical Implications***

This study bridges the theoretical knowledge and theoretical divide regarding the influence of attitude toward vlogger recommendation and purchase intent. This study provides evidence that attitudes toward vlogger endorsements can affect purchase intentions. Erkan and Evans (2016) examined the impact of social media information quality on buyer intention, Lee and Ma (2012) tested the role of perceived benefits in buyer attitude toward online reviews; Hsu et al. (2013) only partially examined the role of perceived usefulness and trust on attitude toward blogger recommendations. Only a few variables were employed in their experiments to evaluate the association between attitude and purchase intent. This study adds value to a better comprehension of the impact of vlogs on purchase intentions by integrating the TAM, the TRA, and vlogger attributes into the model. This study specifically identifies the mediating effect of attitudes between PB and PI, PU and PI, T and PI, E and PI, and A and PI. Through the successful mediating role of attitude in the relationship between antecedent factors to attitudes and purchase intention, this study has successfully filled in gaps.

### **5.2. Practical Implications**

This study sheds light on the use of vlogs in the Philippine context, particularly in the provinces of Tarlac and Pampanga, where their use has been identified. The results will be beneficial to both academics and marketing professionals.

From a practical standpoint, valuable evidence can be gathered to confirm the vlog's potent effectiveness as an integrated marketing communication tool. Marketers may use vlogger recommendations to assist consumers in comprehending their products, thereby boosting sales. A detailed vlogger recommendation based on personal experience can generate persuasive messages that can increase consumer intent to purchase. In comparison to other media sources, consumers view vlogger recommendations as a credible source for their evaluations of purchase decisions (Hsu et al., 2013). It is essential for marketers to select a vlogger based on their attributes for fostering favorable consumer attitudes, which can ultimately influence their purchase intent. The most important thing for businesses is to analyze how vlog viewers perceive the vlogger's various characteristics. Viewers of vlogs are more likely to purchase from a company if they perceive the information to originate from the vloggers' personal experiences rather than a marketing strategy. In addition to enhancing the credibility of the vloggers and the quality of the vlog, practitioners can also gain insights on factors for consideration in developing strategies for product promotion. Consequently, marketing managers and professionals can utilize these inputs as insights to develop marketing and business strategies in the future.

Finally, this research may inspire foreign researchers especially those in the ASEAN region to validate and compare the findings that have been established in this article. They may replicate the model used in this paper and countercheck whether they ring true overseas, and whether the model applies to specific industries.

## **6. CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH DIRECTIONS**

The five antecedent elements PU, PB, T, E, A, and AT in regard to vlogger recommendations were found to be related in this study. Four antecedent variables, namely AT, PU, E, A, and PI, are found to have a significant relationship in this study. On the other hand, the mediating effect of AT was established between PU and PI, PB and PI, T and PI, E and PI, and A and PI.

It is important to keep some restrictions in mind when interpreting and evaluating the findings of this inquiry. First, even if the results are in line with earlier studies, other variables may have an impact on consumers' perceptions toward vlogger recommendations and buy intent. Future research may investigate the effects of additional variables on vlogger recommendations and purchase intent. Demographic variables such as age, sex, educational

background may be further explored in light of the empirical results. Further, the existing statistical results may / may not be reliable if they are simultaneously influenced by demographic factors (i.e., confounding factors), thus future studies may consider to statistically explore how the demographic factors (age, gender, education, etc.) may affect the empirical results. Second, the collected data were limited to Facebook followers of vloggers. This may impose restrictions, such that results on other social media platforms may vary. Consequently, future researchers might contemplate Instagram, Twitter, and YouTube as the subject of their study. This study's data collection was unable to distinguish between vlog categories. In lieu of multiple vlogs, future research may investigate a specific vlog variety and discuss the peculiarities associated with it.

### ACKNOWLEDGEMENT

The researcher acknowledges the willing respondents who consented to participate in this research, and to Mr. Rowell Saguibo for providing his expert assistance as the study's statistician. The researcher also extends his gratitude to the reviewers whose recommendations and comments have greatly improved the outcome of this research article.

### REFERENCES

- [1] Achen, R. M. (2016). The influence of Facebook engagement on relationship quality and consumer behavior in the National Basketball Association. *Journal of Relationship Marketing*, 15(4), 247–268.
- [2] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- [3] Bower, A. B., & Landreth, S. (2001). Is beauty best? Highly versus normally attractive models in advertising. *Journal of Advertising*, 30(1), 1–12
- [4] Burgess, J. E., and Green, J. B. (2009). The entrepreneurial vlogger: Participatory culture beyond the professional-amateur divide. 89-107. National Library of Sweden/Wallflower Press.
- [5] Chan, R.Y. and Lau, L.B. (2001), 'Explaining green purchasing behaviour: a cross-cultural study on American and Chinese consumers', *Journal of International Consumer Marketing*, 14(3):9-40
- [6] Casaló, L.V., Flavián, C., & Guinalú, M. (2011). Understanding the intention to follow the advice obtained in an online travel community. *Computers in Human Behavior*, 27(2), 622-633. <http://dx.doi.org/10.1016/j.chb.2010.04.013>
- [7] Caballero, M. J., & Pride, W. M. (1984). Selected effects of salesperson sex and attractiveness in direct mail advertisements. *Journal of Marketing*, 48(1), 94–100.
- [8] Cleveland, M., & Bartikowski, B. (2018). Cultural and Identity Antecedents of Market Mavenism: Comparing Chinese at Home and Abroad. *Journal of Business Research*, 82, 354–363.
- [9] Chen, C. & Lai W. (2023) Exploring the Impact of Perceived Risk on User's Mobile Payment Adoption. *Review of Integrative Business and Economic Research*, Vol. 12, Issue 1
- [10] Cheung, M. L., Pires, G. D., Rosenberger III, P. J., Leung, W. K., and Ting, H. (2020). Investigating the role of social media marketing on value cocreation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal, AMJ*, 29(2), 118-131. <https://doi.org/10.1016/j.ausmj.2020.03.006>.

- [11] Cheung, C. M., & Thadani, D. R. (2012). The Impact of Electronic Word-Of-Mouth Communication: A Literature Analysis and Integrative Model. *Decision Support Systems*, 54(1), 461–470.
- [12] Cunningham, S., and Craig, D. (2017). Being ‘really real’ on YouTube: authenticity, community and brand culture in social media entertainment. *Media International Australia*, 164(1), 71-81.
- [13] Choi, W., and Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textiles*, 6(1), 1-18.
- [14] Davis, F.D., Bagozzi, R.P. and Warshaw, P.R. (1989), “User acceptance of computer technology: a comparison of two theoretical models”, *Management Science*, Vol. 35 No. 8, pp. 982-1003
- [15] Davis, F.D. (1989), “Perceived usefulness, perceived ease of use, and user acceptance of information technology”, *MIS Quarterly*, Vol. 13 No. 3, 319-339.
- [16] Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5-6), 375- 399.
- [17] Djafarova, E., and Rushworth, C. (2017). Exploring the credibility of online celebrities Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- [18] Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner’s perspective. *Journal of Advertising Research*, 41(3), 39–48
- [19] Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63–71
- [20] Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. <https://doi.org/isbn/0201020890>
- [21] Gürkaynak, G., and Kama, Ç. O. (2018). Navigating the uncharted risks of covert advertising in influencer marketing. *Business Law Review*, 39(1), 17-19
- [22] Husnain, M., & Toor, A. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 167–199
- [23] Hsu, C. L., Lin, J. C. C., and Chiang, H. S. (2013). The effects of blogger recommendations on customers’ online shopping intentions. *Internet Research*, 23(1), 69-88.
- [24] Harnish, R. J., & Bridges, K. R. (2016). Mall Haul videos: Self-presentational motives and the role of self-monitoring. *Psychology & Marketing*, 33(2), 113–124.
- [25] Hsu, C. L. and Lu, H. P. (2007), ‘Consumer behavior in on-line game communities: a motivational factor perspective’, *Computers in Human Behaviour*, 23(3):1642-59
- [26] Hsu, S.H. (2008), “Developing an index for online customer satisfaction: adaptation of American customer satisfaction index”, *Expert Systems with Applications*, Vol. 34 No. 4, pp. 3033-3042, doi: 10.1016/j.eswa.2007.06.036
- [27] Kim, Y.J., Chun, J.U. and Song, J. (2009), ‘Investigation the role of attitude in technology acceptance form an attitude strength perspective’, *International Journal of Information Management*, 29(1):67-77
- [28] Khalid, K., & Siddiqui, D. A. (2019). Branding with vlogs, factor affecting their success. *Business and Management Horizons*, 7(1), 49–77
- [29] Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11(4), 954–961
- [30] Liu, Y. C., Li, I. J., Yen, S. Y., & Sher, P. J. (2016). What makes Muslim friendly tourism? An empirical study on destination image, tourist attitude and travel intention. *Advances in Management and Applied Economics*, 8(5), 27–43.

- [31] Lu, L.C., Chang, W.P., & Chang, H.H. (2014). Consumer attitudes towards blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34(May), 258-266. <http://dx.doi.org/10.1016/j.chb.2014.02.007>
- [32] Lee, J. E., and Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.
- [33] Lim, K. H., Sia, C. L., Lee, M. K., & Benbasat, I. (2006). Do I trust you online, and if so, will I buy? An empirical study of two trust-building strategies. *Journal of management information systems*, 23(2), 233-266. <https://doi.org/10.2753/MIS0742-1222230210>
- [34] Lynch, J. (2018). These are the 15 most popular YouTube stars in the world — and some are making millions. *Business Insider*. Retrieved December 25, 2020, from <https://www.businessinsider.de/mostpopular-youtubers-with-most-subscribers-2018-2?r=US&IR=T>
- [35] Munnukka, J., Maity, D., Reinikainen, H., and Luoma-aho, V. (2019). Thanks for watching. The effectiveness of YouTube vlogendorsements. *Computers in human behavior*, 93, 226-234.
- [36] Morwitz, V. (2012). Consumers' purchase intentions and their behavior. *Foundations and Trends in Marketing*, 7(3), 181-230. <http://dx.doi.org/10.1561/17000000036>
- [37] Na, J. K., Hong, D. Y., & Cho, K. S. (2005). A study on the message source effect: Focusing on word of mouth. *Journal of Tourism Management Research*, 25, 155–173.
- [38] Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52. <https://doi.org/10.1080/00913367.1990.10673191>
- [39] Park, S. (2009). Acceptance process of word-of-mouth on internet consumer community. Yonsei University
- [40] Rahmi, Y., Sekarasih, L., and Sjabadhyni, B. (2016). The influence of beauty vlog on perceived source credibility and purchase intention. *Makara Hubs-Asia*, 20(2), 13-23
- [41] Ramadanty, S., Muqarrabin, A. M., Nita, W. A., and Syafganti, I. (2020). Examining the effect of persuasive message of beauty vloggers on information acceptance of eWOM and purchase intention: The study of consumers of beauty products in jabodetabek, Indonesia. *Pertanika Journal of Social Sciences & Humanities*, 28(2), 763-775
- [42] Stampino, V.G. (2007), 'Social shopping', Available at: [www.loopdeloop.ca/social%](http://www.loopdeloop.ca/social%) [Accessed 4th November 2017].
- [43] Stein, J. P., Koban, K., Joos, S., and Ohler, P. (2020). Worth the effort? Comparing different youtube vlog production styles in terms of viewers' identification, parasocial response, immersion, and enjoyment. *Psychology of Aesthetics, Creativity, and the Arts*, Advance online publication. <https://doi.org/10.1037/aca0000374>
- [44] Swaminathan, V., Sorescu, A., Steenkamp, J. B. E., O'Guinn, T. C. G., and Schmitt, B. (2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries. *Journal of Marketing*, 84(2), 24-46.
- [45] Sakib, M. N., Zolfagharian, M., and Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. *Journal of Retailing and Consumer Services*, 52, <https://doi.org/10.1016/j.jretconser.2019.01.002>.
- [46] Sukmadevi, R., Chan, A., Suryadipura, D., and Suwandi, I. (2023). Analysis of Technology Acceptance Model for Using Social Media Apps in Cooperatives. *Review of Integrative Business and Economic Research*, Vol. 12, Issue 2



- [47] Swaminathan, V., Sorescu, A., Steenkamp, J. B. E., O'Guinn, T. C. G., and Schmitt, B. (2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries. *Journal of Marketing*, 84(2), 24-46
- [48] Till, B. D., & Busler, M. (1998). Matching products with endorsers: Attractiveness versus expertise. *Journal of Consumer Marketing*, 15(6), 576–586
- [49] Tarkiainen, A. and Sundqvist, S. (2005), 'Subjective norms, attitudes and intentions of Finnish consumers in buying organic food', *British Food Journal*, 107(11):808-22
- [50] Venkatesh, V. & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sci.*, Vol. 39, 273-315.
- [51] Wang, S.M., & Lin, J.C.C. (2011). The effect of social influence on bloggers' usage intention. *Online Information Review*, 35(1), 50-65. <http://dx.doi.org/10.1108/14684521111113588>
- [52] Webster, J. G. (2010). User information regimes: How social media shape patterns of consumption. *Nw. UL Rev.*, 104, 593.
- [53] Wu, W.L., & Lee, Y.C. (2012). The effect of blog trustworthiness, product attitude, and blog involvement on purchase intention. *International Journal of Management and Information System*, 16(3), 265-276. <http://dx.doi.org/10.19030/ijmis.v16i3.7079>
- [54] Wangenheim, F., & Bayón, T. (2004). The effect of word of mouth on services switching: Measurement and moderating variables. *European Journal of Marketing*, 38(9/10), 1173–1185.
- [55] Zhang, H. (2018). Evoking presence in vlogging: A case study of UK beauty blogger Zoe Sugg. *First Monday*, 23(1), <https://doi.org/10.5210/fm.v23i1.8107>