Master Thesis

The Trust in YouTube Reviews

The impact of sponsorship on the trust relationship between YouTubers and their viewer

Name: Beindorff, Constantin Hubertus
Program: Strategic Market Creation
Submission Date: 09.01.2018
Supervisor: Anna-Bertha Heeris Christensen
Number of Characters: 173 976
Number of Pages: 77

Abstract

This thesis is conducted to explore the impact of sponsorship on the trust relationship between YouTubers and viewers. YouTube.com is one of the most viewed websites in the world and used to share videos. A section of these videos is product reviews, which influence consumers in their purchase decision process. Therefore, it is essential to understand the relationship between these two actors and what impact a company has when entering the relation.

An extensive analysis of the existing literature provides the foundation for the conducted research. At first, YouTube is investigated to understand the platform and the actors on it, called YouTubers. Further, literature concerning reviews is undertaken to understand the motives of consumers. The study focuses specifically on consumer electronics to understand an understudied branch and to sharpen the focus of the study. The concept of trust is analysed to understand the roots of trusting someone. Finally, literature concerning sponsorship is investigated to recognise existing impacts.

A content analysis of 30 YouTube reviews was conducted followed by an analysis of the conducted survey. After exploiting the dataset of 137 participants, the results revealed that the personal component becomes more critical when a review on YouTube is sponsored. Hence, YouTuber and companies should encourage the interaction with the viewer and provide the structure to establish a closer relationship between the YouTuber and the viewer.

Table of Content

List of Tables and Figures

Figures

Tables

1 Introduction

Bloggers gained increasing attention from researchers over the recent years due to the large audience some of these people acquired. Moreover, the influence of bloggers increases, creating opportunities for companies to reach a broad audience through a trusted source. Researchers have started to investigate the different components of the relationship triangle between the blogger, consumer, and company (C.-L. Hsu, Chuan-Chuan Lin, & Chiang, 2013; C.-Y. Huang, Shen, Lin, & Chang, 2007; Liao, To, & Liu, 2013; Lu, Chang, & Chang, 2014). However, various phenomena and relationships still need to be investigated to understand the context entirely. This study contributes to the understanding of the trust relationship and the influence of sponsorship in YouTube reviews of consumer electronic products.

The thesis is structured around the problem definition and the research question. An extensive literature review will provide the foundation for the analysis. Firstly, YouTube as a communication channel and platform to share product reviews will be investigated. Secondly, the concept of product reviews will be analysed, and the focus on consumer electronic product will be explained. Besides, the different components of trust will be analysed. Finally, literature about sponsorship in reviews will be conducted to gain a deep understanding of the existing research. Based on the literature an analysis can be conducted. The study starts with a content analysis of YouTube channels to gain a general understanding of the reviews, which will then be related to the research. A survey will be subsequently used to investigate the influence of sponsorship on the trust relationship. At the end of this thesis, a discussion will interpret the results and draw managerial and theoretical implications.

1.1 Problem Definition

Recent literature increasingly addresses the phenomenon of bloggers and their influence on people (McQuarrie, Miller, & Phillips, 2012). While investigating the influence of bloggers, studies analyse different aspects such as their impact on the customer perception about a brand (J. E. Lee & Watkins, 2016). Researchers also investigated different

platforms associated with the influence of consumers on other people such as social media websites (Heller Baird & Parasnis, 2011), personal blogs (Lu et al., 2014), and video sharing platform (J. E. Lee & Watkins, 2016).

Blogs analysed to understand the motivation behind the creation (C.-Y. Huang et al., 2007), the motives of consumer to engage with blogs (Liao et al., 2013), and the intersection of them in the relationship with companies and customers (Pihl, 2013). Furthermore, an important aspect in recent research of the blog environment is the trust relationship (Chai & Kim, 2010; C.-L. Hsu et al., 2013; Li & Chen, 2009). Throughout the trust relationship between blogger and their audience, the influence they have on consumers is something companies need to consider, since these market actors have a significant impact on the consumer buying decision (C.-L. Hsu et al., 2013).

Since bloggers have emerged, digital video sharing has become increasingly popular. Videos provide the bloggers with more freedom to express messages and to interact with their audience, which lead to the creation of vlogs, where bloggers use videos to convey messages instead of text (Warmbrodt, Sheng, & Hall, 2008). Hence the term vloggers, an acronym of video and blogger, was established. J. E. Lee and Watkins (2016) investigated the effect of vloggers on the consumer perception of luxury brands. In other words, this shows that vloggers have become an important part in the communication relationship of company and customer. Researcher slowly addressing the ways companies can interact effectively with bloggers to benefit from the influence.

Some researchers have investigated the effect of sponsorship within the blogging content on the consumer (Lu et al., 2014). However, investigations about the effects of sponsorship on the audience lacks in current literature. This results in the absence of information about how companies should engage vloggers to create a relationship for the effective utilization of the influence. Further, few researchers have investigated the blog environment based on the video format and the dominant website for this communication method YouTube.com. Although, some research was conducted on beauty bloggers within this channel (Ananda & Wandebori, 2016), other sectors such as consumer electronic were neglected. These are high-involvement products and need therefore a more in-depth information search by the consumer (Gu, Park, & Konana, 2012).

Identifying the observed deficits in the literature, the problem that this study is addressing concerns the trust relationship between the vlogger and his audience within the YouTube channel environment and the industry sector consumer electronics.

1.2 Research Question

Based on the problem definition resulting from the review of the current literature regarding bloggers the flowing research questions evolved.

"How is sponsorship in electronic product reviews of Youtubers effecting the trust of consumers?"

This research question is designed to gather a more sophisticated understanding of the relationship between vloggers and their audience. Especially, trust is an important concept in this environment, thus knowledge of how the YouTubers build trust is crucial. Furthermore, the question is formulated to guide the research towards the goal of understanding the influence of sponsorship on this relationship. More precisely, the effect of sponsorship on the individual components of trust. Lastly, the specification of the consumer electronic products is included since extant literature did not cover this industry.

1.3 Philosophy of Science

The philosophy of science describes the researchers' beliefs and assumptions about the development of knowledge. The two major ways of considerations about the research philosophy are ontology and epistemology (Saunders, 2011).
Saunders (2011) states that the latter refers to the beliefs in what adequate knowledge in a field of study is. Within the epistemological view, two different philosophies can be embraced by the researcher, the positivist or interpretivist philosophy. Interpretivism is described as the alternative stance to positivism, and its goal is to understand and interpret the meanings of human behaviour. Hence, researchers try to gather the subjective meaning of social actions (Bryman, 2015). The philosophy of positivism, however,

reflects the stance of the natural scientist rather than the social scientists. Researcher following this philosophy base the gathered knowledge on natural phenomena and the observable social reality. Further, the results of such studies can be generalised (Saunders, 2011). This research follows the interpretivistic philosophy due to its goal of understanding the contextual changes in the trust relationship that sponsorship in reviews might provoke.

Ontology is the other philosophical consideration researchers include in their research. It refers to the nature of social entitles and Bryman (2015) explains it as the question of social entities are considers as objective entities, which have a reality external to social actors, or social constrictions that are generated by the perception and actions of social actors. Based on these thoughts two positions can be derived, the objectivism and constructionism. Objectivism assumes that the existence of social phenomena is detached and independent from the actors. Constructionism is the oppositional ontological position researchers might consider. This stance refers to the assumption that social actors continually construct social phenomena. Further, the social phenomena are not only built by social interaction, but they are also constantly revised. This study takes the stance of constructionism as the fundamental goal is to understand the trust relationship with the vlogger. Within this connection, the vlogger is considered to be the object of trust and the social actor influencing the perception of trust.

After establishing the philosophical stance of the thesis, a reasoning approach needs to be developed to structure the relationship between research and theory. This thesis uses a combination of approaches as the first part can be considered to be inductive and the second part of the research is deductive.

The inductive approach refers to the gathering of observations and findings through research, which is then transformed into theory. The deductive approach is the process of developing a hypothesis based on theory, which is then rejected or accepted by analysing collected data. Further, this approach peruses the goal of creating a new theory (Bryman, 2015). The thesis follows an overall inductive approach as it gathers observations and findings to develop theory. However, the second part of the research uses a deductive approach as the theory found in the first section combined with results from literature is tested to rejected or accept it.

1.4   Course of investigation

This thesis defines its purpose of the research as an exploratory one. By taking this approach, the study aims to clarify the understanding of an issue or phenomenon. This approach addresses the research with a broad focus and narrows it as it progresses (Saunders, 2011). This study aims to explain the trust relationship between the YouTuber and the audience. Further, the research tries to analyse the impact of sponsorship on this relationship. Based on the purpose of the thesis the strategy to investigate the problem is grounded theory. Bryman (2015) states that this is the most widely used framework for qualitative data. However, within this strategy, quantitative data is used to explain the relationships between categories. Based on the exploratory nature of the thesis and the mixture of induction and deduction, grounded theory best fits the research approach this study is taking.

After establishing the philosophy, approaches, and strategy of the study, the defined problem will be investigated with a mixed method of qualitative content analysis to start the investigation of the trust relationship between the YouTuber and the audience, followed by a quantitative survey to understand the relationship of the prior defined categories with trust and the influence of sponsorship. The quantitative part of the research builds the foundation of the theory by creating categories of trust elements within this relationship. Based on these categories a model is constructed to analyse the relationship of each component with trust and the influence of sponsorship on these elements. The model is explained in further detail in a later section of this study.

2   Theoretical Foundation

This chapter covers the foundation of the later conducted research. Firstly, YouTube as a medium for blogging will be presented, followed by the concept of reviews. Further, literature about consumer electronics is analysed to justify the specification of this study. Moreover, the nature of trust and the five components are presented. Finally, literature concerning sponsorship is reviewed to build the understanding of its impact on brand and vlogger.

2.1 YouTube as a Social Media Platform

The video-sharing website YouTube was founded by the three former PayPal employees Chad Hurley, Steve Chen, and Jawed Karim. The social media website was officially launched in June 2005. The technological innovation the three founders established was not unique, and they competed against some other websites aiming to simplify the sharing of videos over the internet. They provided a straightforward platform on which everybody could upload, publish and view videos through streaming without any high-level technical knowledge. Further, standard browser technology and a relatively modest bandwidth were sufficient to stream videos. YouTube did not set a limit to the number of videos the users could upload and provided features for the community. Those features included the option to link other users as friends and URLs and HTML code, used to embed the videos into other websites, which benefited from the uprising popularity of blogging. The duration of the videos was the only limit the platform set their users (Burgess & Green, 2013).

Today the social media website has more than one billion active users, which is almost a third of all internet users. Further, the daily streamed video duration is around one billion hours (YouTube, 2017). The success can be traced back to October 2006, where Google acquired YouTube for $1.65 billion. Roughly one year after the acquisition YouTube was the most popular website in Britain. After that, the number of videos and active users steadily increased towards the platform that it is today. The reason for YouTubes fast-growing popularity is not evident, and different events or actions are associated with that. One is a popular technology-based business blog both critiquing its technology and adding it to the must-watch websites. Another theory includes a video about a rapper participating in a sketch on the TV show Saturday Night Live, which gained 1.2 million views in the first ten days. However, the co-founder Jawed Karim, who left the company in 2005, refers the success to specific features they implemented. Video recommendations, email links to enable video sharing, comment section, and an embedded video player are the four key features the company implemented after some failed attempts to gain popularity for the website. Although the success of the website is not apparent, initial YouTube statement presented it as a video storage website, whereas the exhortation to "Broadcast Yourself" signs for its change of focus towards a platform

for public self-expression and strengthen its community. As a company, it promotes content from the user but does not produce content itself. The primary revenue stream is generated by advertisements sold on the website (Burgess & Green, 2013).

2.1.1 Social Media platform used commercially

As stated above the features, which makes YouTube as a platform successful, plays around its community. Further, the community is crucial to the success of the YouTube personalities creating content and publishing it on the website. Therefore, the communication and all other characteristics of social media are an essential part of understanding the relationship between the YouTuber, the audience, and companies.

YouTube as a popular social media platform is used by YouTubers to promote themselves and establish a business, which functions as their full-time job.

To analyse the connection between a company, YouTuber, and audience, one need to understand the social media context and the related term of Web 2.0. Kaplan and Haenlein (2010) stated that Web 2.0 was first introduced in 2004, marking a change in how the internet is used. The content was no longer only generated by individuals but also altered continuously by them. One attribute of the Web 2.0 is to maximise the knowledge distributed among all participants (Constantinides & Fountain, 2008; Hoegg, Martignoni, Meckel, & Stanoevska-Slabeva, 2006) . Hence, in addition to the traditional retrieval of information, Web 2.0 introduced the idea of creating and sharing content with and for others. Web 2.0 can be understood as the technology enabling the change in usage. Further, it is a series of progressions with constant development rather than a single new development. Therefore, it is seen as the foundation for a more collaborative and participatory online environment (Kaplan & Haenlein, 2010). This context is often referred to as social media.

The terms social media and Web 2.0 are linked, as the Web 2.0 laid the basis for social media, and they are even used interchangeably (Constantinides & Fountain, 2008). Although, they are often used to describe the same, the two terms define distinct concepts. Web 2.0 enables a more social usage of the internet, which introduces the following definition. "Social media is a group of Internet-based applications that build on the

ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan & Haenlein, 2010, p. 61).

Thus, social media uses the development of the Web 2.0 and the shift towards a more collaborative attitude amongst users on the internet, where an active attendance, knowledge distribution, and connecting with each other are crucial (Henderson & Bowley, 2010). It is a collective term describing a network of websites providing a platform for people to communicate and share interests (Evans, 2010). Users on social network sites can create profiles through which they can connect to other users (Ellison, 2007). Hence, these sites enable the participation of users through sharing information (Kaplan & Haenlein, 2010). The users that enter into a high-level engagement with others on the social media websites are referred to as creative consumers. This term is correlated to social media, where individuals establish their own profile and share their content with other people (Ellison, 2007). Hence, user-generated content is crucial to add value to the social network. The creative consumers, sharing their content on these platforms, make the medium social (Berthon, Pitt, Plangger, & Shapiro, 2012). A platform such as YouTube, therefore, builds upon a community through providing a platform for creative consumers to share their content with others.

Focusing on the business component in the relationship with social media the stated context needs to be considered and that the Web 2.0 shifted the attention from organisations to consumers and individuals to communities (Berthon et al., 2012). Through this change of focus the actual consumer is an empowered component (Constantinides & Fountain, 2008). The new environment opens the opportunity for marketers to influence creative consumers to create content involving their company.

2.1.2 Consumer Engagement on Social Media

As a crucial concept for social media websites, the engagement between users, establishes various opportunities for companies. In order to connect with their customer base companies, have to actively participate on social media platforms, since the consumer is empowered through the social media (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Evans (2010) states that the relationship between consumer and company changed into a two-way communication compared to the singular direct messages from the

company to the consumer. The two-way communication, however, can build consumer engagement, which improves the relationship towards the consumer (Sashi, 2012). However, the companies need to adjust their business model to cope with the new communication context. Brodie, Hollebeek, Jurić, and Ilić (2011) state that the consumer engagement requires an object. The engagement object would be then the company and consumers can interact and have co-creative experiences with it. YouTube provides a platform where the participation of consumers is enabled to create high engagement. It allows its users a two-way communication and interaction through its community and the ability to share videos. Interactivity is an important factor for companies to build public relationships and becomes an important strategy to create consumer engagement (Waters, Burnett, Lamm, & Lucas, 2009).

Social media can be a powerful tool to build relationships with consumers, if it is applied correctly. Identifying the community values and expectations is a crucial factor for a successful social media strategy. Using these insights is key to establish a strategy that increases the consumer engagement in the relationship of customer and company (Heller Baird & Parasnis, 2011). According to Kaplan and Haenlein (2010) the concentration on some social media websites is crucial rather than being present of all of them. Famous YouTubers focused on one main channel and therefore established their status by knowing their audience. There are multiple factors influencing the process of consumer engagement. Sashi (2012) created a model that explains the factors, which are essential for YouTube bloggers and their engagement with their viewers. The model is based on a constant process in which seven aspects are included into a cycle. Beginning with the connection as the first significant factor for consumer engagement, the creation of an emotional bond between the consumer and company is a crucial starting point. An emotional bond with the consumer intensifies the actions of the company.

The second component of the consumer engagement cycle is interaction. Social media enables the consumer and frim to communicate in a two-way communication allowing them to share information and thus creating value. The correct communication strategy for a specific audience is crucial in this context (Heller Baird & Parasnis, 2011). Further, Sashi (2012) states that satisfaction, as another part of consumer engagement, must be the result of interactions between the consumer and company to create a continuing relationship potentially resulting in engagement. Retention is the next step in the cycle

leading from overall satisfaction over time or strong positive emotions towards the company. Further into the cycle commitment is described as a factor and can occur in two different forms, calculative commitment and affective commitment. The former is generated through a lack of alternatives among brands on the market. In this case, consumer commits to a particular brand based on rational thinking. Affective commitment however, is built on an emotional state through the trust and reciprocity in the relationship between the consumer and brand. Successfully generating affective commitment, the consumer becomes a delighted customer. This customer type shares their positive experience with the brand in their social network becoming an advocate, which is the last step to customer engagement. Advocacy might lead to positive word-of-mouth in the social media network creating value for the brand. Consumers becoming advocates for products or brand lay the foundation for the last step in the cycle, the consumer engagement. Customer delight and loyalty are needed for the creation of engagement. It expands the role of consumer to co-creating value with the company. An engaged customer creates then intron new connection establishing the cycle with new customers (Sashi, 2012).

These steps provide evidence how YouTubers creating review videos communicate with their audience. They can benefit from the interactivity provided by the social media to generate engagement in their audience. Both, YouTuber and brand, can use the customer engagement cycle to strengthen the relationship with customers through social media. There are different strategies and ways to create customer engagement in the relationship of consumer, company, and YouTuber. In the following study, the focus will be on the YouTuber creating the engagement with their audience and the brand using the YouTuber to communicate through this channel with the customers.

2.1.3 Branding on Social Media

Social media is not purely a platform for developing customer engagement but also generates the options to benefit the branding process of a company by sending out targeted messages through social media. The brand image takes an essential part in the business since it is described as the mental image people associate with an organisation by hearing the name (Waters & Jones, 2011). Applying this description to YouTuber

means that the name of the channel triggers an association and mental image (D. Smith, 2014). However, the name is not the only part they trigger associations, visual elements, slogans, are only a small part since brands represent every experience consumers had with it, as well as its mission and history (Waters & Jones, 2011). Social media gives companies a platform that simplifies the spreading process of messages fitting their brand image (Berthon et al., 2012). However, creative consumers feeling empowered make it more difficult for the company to control the message (Constantinides & Fountain, 2008). Branding before the internet involved the full control over the message by the company to present the image (Christodoulides, 2009). Web 2.0 introduced the change of empowered consumers spreading opinions interfering with branded messages causing the organisation to lose part of the control over the brand image.

Social media take a crucial part in communication strategies because it allows organisations to gain a competitive advantage through brand awareness and loyalty, compared to corporations neglecting the importance of social media (Yan, 2011). Further, planning the branding strategy systematically will increase the customer base and their loyalty. Successful social media brand messages include emotional components creating a sense of belonging and encouraging the consumer to engage with each other (Rowley, 2004). The brand message should be genuine and authentic to their brand values and communicated through a particular brand voice to personalise the brand. A genuine and personal brand will create a closer connection with the customers and lead to positive word-of-mouth (Yan, 2011).

However, Christodoulides (2009) states that the constructed brand image and values might get lost on social media websites since empowered consumers express their opinion potentially influencing the perception of the brand. Including word-of-mouth results in a partial loss of control over the communication, which could lead to a negative influence on the brand image. The products having nature of high visibility in consumption are more influenced by social media than privately consumed products. The YouTubers presence is entirely online, and their videos are consumed in a public space together with an opinion about the videos; hence the videos can be categorised as a highly visible product. The YouTubers videos can influence the opinions about brands and products, described here as their products (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013).

2.1.4 Personal Branding on YouTube

Companies present a unified image to various stakeholder to create a recognisable brand (Lair, Sullivan, & Cheney, 2005). This practice is not limited to products or brand, but can also be transformed towards a person. For this case, the term personal branding can be applied, which emerged among important public figures (Chen, 2013). YouTubers publishing consumer electronic review videos can be characterised by public figures. Personal branding can be derived from the corporate branding processes for products and companies just applied to people (Shepherd, 2005). The core of personal branding is the summary and promotion of the individual strengths and unique aspects to a defined audience (Lair et al., 2005). Therefore, as Chen (2013) states, personal branding is crucial in doing business. Further, he mentions that the two-way communication enabled through social media improves the development of personal brands towards a stronger bond with the consumers. An important factor of personal branding is the recognition of the name. According to Shepherd (2005), brands should be simple, clear and consistent, which can be transformed into personal brands. In this context personal brands promote themselves as a brand. Social media platforms provide the tool for self-branding to achieve the promotion (Labrecque, Markos, & Milne, 2011). Especially, YouTube is a strong platform, since the sharing of videos allows the individuals to express and present themselves to an audience (Chen, 2013).

The creation of a YouTube brand requires the critical step to become recognised, which might be established through the popularity of the person in the beginning (D. Smith, 2014). Specific channel names can be considered as recognisable corporate brand names, which is in line with expectations audience develop when repeatedly seeing videos from a particular channel. Therefore, YouTuber reviewing consumer electronic products can be categorised as personal brands. However, in research, the classification of YouTuber is still an open filed where personal brand, opinion leader, and influencer might be used as interchangeable terms in this context.

According to Chen (2013), YouTube is an exceedingly suited platform to promote individuals as personal brands, because it allows the presentation of the individual in an advertising manner. Furthermore, he states three stages related to the personal branding on YouTube in regards to creating a personal image. The stages extract, express, and

exude, are crucial to understand the relationship of YouTubers with their audience. The extraction stage describes the process of YouTubers finding their crucial identification attributes of their personality. Following the extraction stage is the expression of these identification attributes consistently in the YouTubers video. This creates recognisability as a crucial component of personal branding. Lastly, the exuding stage targets the distribution of the strategy to a broader audience.

Therefore, popular Youtuber can be considered personal brands if the stated aspects are fulfilled. However, Marwick and Boyd (2011) state that these individuals can also be categorised as micro-celebrities. YouTubers act in accordance with the process of creating a personal brand by continually highlighting their individual characteristics to establish a recognisable brand. Although successful YouTubers attract an audience of millions on a regular basis they are perceived as normal, young people making them more relatable to them compared to other individuals reaching such an audience (Fischer, 2014), which makes reviews or statements by YouTuber so impactful.

2.2 Review in Consumer Electronics Sector

Numerous pieces of evidence in literature empirically demonstrate the impact of online word of mouth on the purchasing decision of consumers (Bansal & Voyer, 2000). Especially, the effect of online consumer reviews about products or services on the consumers' attitude and behaviour about his or her purchasing decision was subject to researchers (Burton & Khammash, 2010; F. Zhu & Zhang, 2010). Furthermore, as the foundation of purchasing decisions reviews shape or reflect the company's products and history, which impacts their reputation (K. Becker & Nobre, 2014). The organisation's economic success and its sales are directly impacted by the buying decision of consumers, which in turn is influenced by the content of reviews (Burton & Khammash, 2010). Therefore, companies should regard online reviews as an impactful factor for their economic impact and its reputation among other consumers (K. Becker & Nobre, 2014). Especially, the consumer electronic segment presents the need for external information sources. The nature of consumer electronics is a high involvement product, which requires a more in-depth information search and a more carefully considered purchase decision, because of a higher financial risk associated to these products (Gu et al., 2012).

Hence, reviews for this product segment are more required then for low involvement products.

2.2.1 Consumer motives for seeking reviews

Consumers' motivation to purchase products is partly generated by psychological modes. Further, the reduction of risk in this buying decision is a crucial aspect for consumers leading to the collection of information (Baumgartner & Steenkamp, 1996). In addition to psychological themes, the consultation of reviews also draws upon social motives including communication. Consumers perceive online communities as a source of information and as an empowerment for themselves (Burton & Khammash, 2010). Researchers identified different motives as the reasoning for consumers to consult reviews. The literature identified the pursuit of reducing risk, gathering information, seeking for quality, and social belongings as motives for customer to consult online consumer reviews (Bickart & Schindler, 2001; Burton & Khammash, 2010; Hennig-Thurau, Walsh, & Walsh, 2003; Klein & Ford, 2003; Schmidt & Spreng, 1996; F. Zhu & Zhang, 2010).

Klein and Ford (2003) suggest that consumers are increasingly relying on consumer reviews as a tool to improve their purchase decision at a low cost. Furthermore, communication for achieving a goal is motivating consumers to seek opinions of others, such as reviews about products (Burton & Khammash, 2010). Therefore, the information search represents one of the motives of consumers. The act of searching for information refers to as the chapter of the decision process, where consumers intentionally gather and process knowledge from various sources to form a buying decision (Schmidt & Spreng, 1996). Moreover, decreasing the search duration and buying intention are self-involvement motivations for information seeking behaviour. Product-involvement motivations are also part of the information seeking for reviews, where consumers gather information on the functionality and the usage of the product, as well as general information about the market for the product (Hennig-Thurau et al., 2003).

Burton and Khammash (2010) express that people present uncertainty about their buying decision and the consequences related to them. Therefore, brand communication and own experiences are only partial relied on by consumers. The risk of consequences of own

actions is reduced by using the experience from other consumers. The opinion of others in the form of reviews are perceived as more trustworthy and less risky compared to direct marketer communication. Further, the reader of the review considers the creator as someone similar to oneself (Bickart & Schindler, 2001). The consultation of a review can also confirm the consumer to have made the right purchase decision. Consumers seek reviews and perform the search more carefully especially for high-priced products to minimise the uncertainty (Hennig-Thurau et al., 2003). Therefore, reducing risk can be identified as a reason for consumers seeking online product reviews. Moreover, consumers perusing the knowledge about the products' quality and involve consumer reviews to gather this information (F. Zhu & Zhang, 2010). Goldsmith and Horowitz (2006) found in their study that consumers seek online reviews, among other factors, to compare the perceived benefits of the product compared to its costs. Hennig-Thurau et al. (2003) revealed that the act of bounding and the feel of belonging to a community is of importance to certain consumers. Online platforms for consumer reviews also provide access to a community these consumers are interested in. The reviews act as a mutual point of interest and might lead to communications within the community. Blogs focusing on a particular product type attract people sharing the same enthusiasm for this kind of product. Online review platforms grand the opportunity to interact with the author, comments on a review might create discussion between the people and might lead to a feeling of social belonging to the peer group.

The research identified several factors explaining the pursuit of consumers to consult online consumer reviews in their buying decision process. However, some schemes were constant throughout the literature. The reduction of risk, gathering information, seeking for quality, and social belongings are motives regularly referred to by researchers as the reasoning for customers' compulsion to consult online consumer reviews (Goldsmith & Horowitz, 2006; Hennig-Thurau et al., 2003; F. Zhu & Zhang, 2010).

2.2.2 Online review platforms

Besides the different motives consumer have to seek consumer product reviews, there are various platforms and channels they can access this information. Researchers identified different channels for online consumer opinion sharing. There are websites, either

originated by the retailer or consumer, personal blogs, and video-sharing platforms consisting of content generated by consumers. All channels have different characteristics and serve various purposes, but combine the aspect of information seeking through consulting opinions by other consumers (L.-S. Huang, 2015; Pan & Zhang, 2011; Preece & Shneiderman, 2009).

2.2.3 Websites

Retail websites are a platform for reviews, although their purpose is to sell products over the internet. The main parts of the website is created and controlled by the retailer (Pan & Zhang, 2011). Since, the retailer is focused on the sale of the presented product, the content presents favourable information. However, consumer reviews on retail websites increase the customer satisfaction through displaying information that future customer can use to determine whether the product or service is in accordance to their expectation (Fan & Gordon, 2014). Amazon.com, bestbuy.com, and Walmart.com are examples of retail websites enabling their customers to review products after they purchased them (Pan & Zhang, 2011). At the same time, potential customers are able to access the reviews to gather more knowledge and consumer experiences about the desired product (Dellarocas, 2003). Pan and Zhang (2011) investigated the perceived helpfulness of consumer reviews on retail websites. Within their study, they mentioned that reviews could occur in different forms. Different formats, such as numerical star rating or open-ended consumer written text about the product might differ in the effectiveness of help. Further, scores on the helpfulness of customer reviews allow the website to sort the comments and display the most helpful ones accordingly. The customer can often select between different types of sorting, showing the best-rated ones or most recent reviews. Further, the customers might be able to see the profile of the reviewer stating statistics such as the total number of reviews written or average rating on his or her reviews (Dellarocas, 2010). Providing the customer with customer reviews on retail websites might increase the satisfaction, and with a different rating or sorting systems, the retailer may have some control over the reviews directing what the potential customer will read first.

Similar to retail websites, independent consumer reviews platforms are showing reviews on a website (Burton & Khammash, 2010). The difference between the independent and the retail website is that they are not owned by retails and therefore not selling any products or services. Hence, the website serves the purpose of displaying different products and their reviews for information gathering and the comparison of various products. Burton and Khammash (2010) mention epinion.com and dooyoo.com as examples for such independent websites. The type of product or service the consumers can review depends on the website and the featured products. Further, the independent and retail websites often have the rating system of reviews and the different types, a numerical rating of the product and written text, in common (Floh, Koller, & Zauner, 2013). There might be various functions and features offered by the independent consumer review platforms to increase the helpfulness for the other consumers. Usually, the consumers reviewing products and state their review on those websites have a profile displaying summaries about the activities like the number of reviews, duration of the membership at the website, and in some cases even the age, gender, or interests. Comparing the profile of review authors on retail websites and independent websites, one can identify the latter as information about the author in greater depth and possibly more personal (Burton & Khammash, 2010).

2.2.4 Personal Blogs

Personal online blogs are increasingly popular, especially those continually reviewing products and sharing the authors experience about it. The content of the blogs is usually personal experiences with the product and the presentation of information about it. Since bloggers often consider themselves as experts in a specific product category, they focus on those products in their content. The purpose and intention of blogs are the presentations of products and the recommendation of them to others. Therefore, consumers consult this platform for their information process prior to the buying decision (L.-S. Huang, 2015). Companies identified bloggers recommendations as a successful marketing communication tool to impact the buying decision process of their customers (Lu et al., 2014). The profile of the blogger is usually well communicated, and an environment is provided, where exchange with the readers is possible. Moreover, the

content is mostly presented in author text form, sometimes supported by images or videos. In general, the personal blogs contain more detail than reviews on retail or autonomous websites. Further, they present more intimate thoughts and information about the creator (L.-S. Huang, 2015). Further, consumers receive only one opinion in personal blogs compared to multiple on retail and independent websites.

2.2.5 Video Sharing websites

Preece and Shneiderman (2009) describe video sharing websites as a platform enabling consumers to publish videos with different content and intention. The variety of content also includes the consumers uploading product review videos of specific products to these websites (Fan & Gordon, 2014). The aspiration of the website is to enable consumers to share videos with different content such as their personal interest, for pure entertainment, and reviews, in accordance to the general terms and restrictions of the website. Like the other platforms, video sharing sites offer consumers the possibility to communicate with each other and interact with the content creator through videos or text comments (Chang & Lewis, 2013). Organization are using video sharing websites as well to distribute product experiences and simultaneously empowering customers to do the same (Fan & Gordon, 2014). Chang and Lewis (2013) state that YouTube is the highest ranked video sharing platform on the internet. Researchers found that the primary motivation for seeking product reviews on YouTube is the information gathering for the buying decision. Most videos containing a product can be categorised as reviews. Although some videos are originated by professional mass media, the majority of the product review videos were generated by consumers (Blythe & Cairns, 2009). The content of the review is displayed in a video format and the written title mainly explaining the featured content in the video. Furthermore, a brief description field below the video often contains a short description of the review in written form. Most video sharing platforms contain numerous videos which can be filtered through a keyword search option. The search result might then be displayed according to different factors, such as publishing date, popularity, or relevance. Further, the websites display videos with similar content based on the playing video (Blythe & Cairns, 2009). Consumers can access the profile of the creator of the video review on the website, which presents other videos the creator has made, statistical

factors, such as the number of subscribers, and a description about the person (Chang & Lewis, 2013).

2.3 Consumer electronics

The Oxford-Dictionary (2017) defines consumer electronics as "electronic devices such as television, computers, or smartphones, bought for personal rather than commercial use". 64 percent of consumers watch a video before making a buying decision (Jarboe, 2017). J. Kim and Forsythe (2010) state that this is also the case for electronic products and the duration spent with searching information online is proportional to the price. Some consumers spend an average of 12 hours on online research of consumer electronic products, however, the actual purchase is made offline at half of these consumers. Further, in their research, they associate a higher risk with the purchase of consumer electronics compared to low involvement products. The high prices and complexity of the nature of consumer electronics increase the need for examination by the consumer prior to the buying decision. Their study analysed the consumer acceptance of virtual product presentation in online shopping environment as a substitution for offline presentation with consumer electronic products. They found evidence that virtualisation of electronic products supports the reduction of uncertainty by the consumer, hence helps within the buying decision. As Hennig-Thurau et al. (2003) mentioned that consumers seek reviews to reduce uncertainty, one can conclude that consumers seek online reviews, potentially in video format, to reduce the uncertainty within their buying decision of consumer electronic products.

According to a study by Pixability (2014) consumer electronics receive almost 19 billion views on YouTube. Moreover, there are over 100.000 channels on YouTube dedicated to consumer electronics. Most popular products in this category are phones and tablets, flowed by computers, and home entertainment products. They state that the top 25 consumer electronics brand gained a combined revenue of over one trillion US dollars. Although the numbers in the report do not specifically relate to consumer electronic reviews, it shows, however, the importance of this product category on the video sharing platform YouTube.

Gilly, Graham, Wolfinbarger, and Yale (1998) state that consumer electronics are products that typically a category, which has an extensive information search. Consumer electronic product are considered to be high involvement products. The involvement in this term refers to the perceived importance and interest of the customer in the product. Further, high involvement products present a higher risk for the customer because the financial impact is stronger and the usual possession period is longer than at low involvement products. Therefore, consumers are more likely invest more time and effort into the information search. Especially, external sources, such as YouTube reviews, provide more detailed information and insights for the customer (Gu et al., 2012). Literature gives evidence that the product category of consumer electronics is of great importance and products are often reviewed to increase the possible information source for consumers. Hence this study will focus on the consumer electronics segment in a video-based review context. Further, YouTube as the most significant video sharing platform will be the platform to analyse. Gefen, Karahanna, and Straub (2003) state that trust is a crucial aspect of the online environment. Therefore, the following study will focus on the element of trust within the consumer electronics product reviews.

2.4 Nature of Trust

Trust is a complex construct (Lewicki, Tomlinson, & Gillespie, 2006) and therefore addressed by researchers in different contexts. Various definitions focus on different aspects of trust; however, vulnerability, risk, and expectations are often central concepts. Sheppard and Shereman (1998) stated the definition "trust is accepting the risks associated with the type and depth of the interdependence inherent in a given relationship" (p.422). McKnight, Cummings, and Chervany (1998) focus in their definition on the believes and the willingness to depend on another person. An often used definition in the literature is that trust "is the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (Mayer, Davis, & Schoorman, 1995, p. 712).

One crucial component of trust is that the trustor is able to accept some level of risk or vulnerability (L. C. Becker, 1996). The risk or vulnerability manifests in the failure by

the trustee to do what the other person is depending on. The reduction of risk is a logical reaction, where trustor might want to oversee or supervise the trustee. However, the more the behaviour of the trustee is constrained the less trust is put in that person. Therefore, the person needs some level of freedom to be trusted (Dasgupta, 1988). Within this context, the potential of betrayal is a condition for trust. Further, disappointment is a reaction to the situation of full reliance on somebody to do something without trusting him or her to do it (Baier, 1986). Without granting the chance to prove the trustworthiness of a party the reliance on this person can only be disappointment but not betrayed. Therefore, the possibility of betrayal is fundamental to the trust relationship (O'neil, 2012). Moreover, suspicion is a factor that influences trust. If a person is easily suspicious of another, he or she distrust the other party rather than trusting them. Therefore, optimism needs to be involved to trust that a person is doing something for another, which in turn creates vulnerability (Govier, 1997, p. 6). To be optimistic also includes the optimism of people's competencies. Without the confidence that a person obtains some competences, he or she cannot be trusted. The trust is usually embedded in a specific task. Therefore, the trustee needs to display the relevant skills to perform the task (Jones, 1996; McLeod, 2002, p. 19). Besides the competence is the motivation an essential element of trust. The commitment to a task is a central problem, which involves the circumstances under which a person can be expected to commit to another person (Hardin, 2002, p. 28).

There are different views on trust and Jones (1999) mentions among other the risk-assessment views. Those are based on people relying on others based on the assessment of a low risk associated with the trust relationship because the trustee's self-interest to act a certain way. She further describes the will-based as a type of view. Thereby trust only occurs when the trustee acts based on goodwill (Jones, 1999). However, there is also evidence in the literature that trust can be based on different motives, which implies that goodwill would not be necessary for trust. The psychology of the trustee is often not clear to the trustor and the trust relies purely on the assumption that the trusted person has the necessary tendency to fulfil the task (Blackburn, 1998).

Lewicki and Bunker (1996) developed a framework including three types of trust, which are linked in a sequential iteration. The three types of trust are calculus-based, knowledge-based, and identification-based trust. Calculus-based trust is ensured by the reward of

trusting another person and the fear of retribution for disregard the trust. However, the deterrence is the predominant factor. To be effective the potential loss must outweigh the benefit of violating the trust relationship. Further, the parties must be willing to revoke benefits when one is acting distrustfully. The orientation towards risk is an additional factor influencing the calculus-based trust. The cost of violating the trust and the probabilities associated with them are dictated by the risk biases. The second form is the knowledge-based trust. This from centralizes the information and the predictability of the parties. The history of the relationship is thereby an crucial influencing factor. The accuracy of the predictability, influenced by the history, is the main component effecting the degree of trust in this form. Identification-based trust is the third type, which involves the identification with the desires and intentions of others. This trust establishes through knowing, predicting, and sharing the other's needs, choices, and preferences. Within this type of trust, the parties might develop a partially collective identity (Lewicki & Bunker, 1996).

Given the complex nature of it, trust can be summarised as a concept that involves the interaction between at least two people. Further, some sort of risk needs to be in place. Finally, the person trusting be confident that the trusted person is capable and willing to fulfil the task.

2.4.1 Components of trust

As well as the nature of trust, the components and drivers of trust are a complex field, and the literature analysed it from various points of view (Bos, Olson, Gergle, Olson, & Wright, 2002; M. Huang, Cai, Tsang, & Zhou, 2011). Researchers investigated different types of trust and their structure. Further, they found the different driver, that increases or decreases the trust relationship. The drivers or parts of trust will also be referred to as components of trust. Although researchers found different components, there are some that repeatedly occurs throughout the literature. Especially, taking into consideration literature analysing trust in an online environment credibility, reliability, intimacy, authenticity, and benevolence are factors most referred to (Hamilton, 1964; Kernis & Goldman, 2006; Laurenceau, Barrett, & Pietromonaco, 1998; Metzger, 2007; Self, 1996).

Morgan and Hunt (1994) investigated the trust in relationship marketing and found that shared values, communication, and opportunistic behaviour are influencing componence of trust. However, Doney and Cannon (1997) define trust through two dimensions. The first relates to the credibility and reliability. The second dimension is describing the benevolence of the involved parties. Combining psychological and sociological theories, Moorman, Deshpande, and Zaltman (1993) found that integrity perceived willingness to reduce uncertainty, confidentiality, expertise, and credibility influencing the trust relationship. Furthermore, credibility alongside with benevolence is mentioned by Ganesan and Hess (1997) as two dimensions of trust that influence trust on different levels distinctively. Sharing the factor of benevolence, Sirdeshmukh, Singh, and Sabol (2002) investigated the trust relationship of customers with front-line employees identifying competence, benevolence, and problem-solving orientation as the influencing factors. Selnes (1998) however, analysed that competence and communication in a buyer-seller relationship are influencing the trust. Among other studies, these showed that credibility, reliability, and benevolence are predominant components of trust.

The literature focusing on trust in the online environment include these components and further mentions intimacy and authenticity as important components. A significant focus within the research of online trust constructs was put on the e-commerce sector, where the consumers are willing to enter into a transaction of a specific product. Gefen (2002) analysed trust in different dimensions and identified integrity, ability, and benevolence as components of overall trust. The study focused on the trust within e-commerce. In this case, integrity referred to the statement of rules or the keeping of promises. Further, the ability factor was derived from the belief that the online merchant delivers a product of high quality and a good service. Benevolence was described as the will of the merchant to treat the customer fair without the regard to make a sale only for profits (Gefen, 2002). Ang, Dubelaar, and Lee (2001) investigated the perceptions of trustworthiness in the internet commerce. They used three dimensions of trust, the ability to deliver a product as promised, the possibility to rectify the bought product if the customer is not satisfied, and a clearly stated privacy policy visible to the customer (Ang, Dubelaar, & Lee, 2001). Further, some literature takes a multi-discipline approach to online trust by using six dimensions, which cover the different stages the customer is going through while performing an online transaction. The six dimensions are the information content,

product, transaction, technology, institutional, and consumer-behavioural. Each of these dimensions is further split into sub-dimensions (D. Kim, Song, Braynov, & Rao, 2001). Urban, Amyx, and Lorenzon (2009) realised that the importance of online marketing is increasing and analysed the trust in this environment. They found that the traditional factors can also be applied to online trust. As components, the researcher mentioned credibility, integrity, reliability, confidence, and benevolence.

Further, credibility is suggested by Van House (2004) as a cornerstone of online trust. He was investigating the communication and relationship developed through blogs. Alongside with the credibility, the reliability of statements or actions perceived by the audience of a review or blog is an important component of trust. Through an experimental method analysing the perception of consumers of online reviews in the tourism sector and the impact on the buying decision, Sparks, Perkins, and Buckley (2013) found that consumers trust into the reviews are based on the perceived credibility and reliability of the content. L.-C. Hsu and Wang (2008) analysed the antecedents and findings of trust in online auctions. They stated that a social bond would improve the online trust relationship.

Furthermore, intimacy is described as an essential factor in this category and directly inferencing the relationship. Further, the interaction with the consumer creates an intimacy that would be supporting the development of trust in the online environment. A different view on the intimacy component is taking Racherla, Mandviwalla, and Connolly (2012) by investigating the trust relationship in online product reviews, using the content quality and the social component as the basis. The social component is based on the similarities of the consumers and the reviewing person. Furthermore, sharing similarities involves a form of intimacy between the two parties. Scoble and Israel (2006) described that a good online blog should build trust and that authenticity within a blog is a key element to a successful blog. Furthermore, the human interaction is a necessary component to build authenticity in an online environment and therefore creating a trustful relationship (Lynch, 2000). This is in line with the study by M. Huang et al. (2011), which showed a correlation between the authenticity and trust based on a survey in online discussion forums.

The already mentioned literature often also includes benevolence as a component to gain trust in the online environment. Bart, Shankar, Sultan, and Urban (2005) developed a

conceptual model showing the differences of influencing factors for trust on website across categories and consumers. Within their work, the benevolence dimension was indicating the overall trust. Hence, benevolence is an important component of trust in the online environment.

2.4.2 Five Factors of Trust

Trust is a central construct in an online relationship (McKnight & Chervany, 2001). Analysing the existing literature with a focus on online devoted studies shows that some factors seem to be predominant. Credibility, reliability, and benevolence are factors that are often associated with trust in the online environment (Gefen, 2002; Urban et al., 2009). Especially, the analysis in the online environment investigating the relationship between two individuals recommending or referring to a product reveals that intimacy and authenticity are important components of trust (M. Huang et al., 2011; Racherla et al., 2012; Scoble & Israel, 2006). Further, the different mediums through which communication can take place vary in the trust formation. Considering YouTube as a platform and the nature of its interaction, the channel does also influence the creation of a trust relationship. There are differences between face-to-face, video, audio, and chat communication in terms of the trust relationship. Video and audio communication were tested in a social dilemma game and found to be almost comparable to face-to-face interaction regarding trust. However, the trust relationship established through these communication channels was more fragile and developed slower (Bos et al., 2002). Hence, the factors and the positive behaviour according to them is more important through YouTube as they are in a face-to-face interaction due to its fragile nature.

2.4.2.1 Credibility

Credibility was always an important factor in taking information into account while making a buying decision. However, it got more attention through the rise of the internet and the increase in available information sources. Compared to today's requirements, traditional media needed financial resources and the authority to distribute information on a large scale. These requirements were nearly eliminated through the internet.

Everybody with an internet connection can distribute information to a large audience across the globe. The easy access to a broad audience raises the issue of credibility since often the content created on the internet is not overseen or experienced any kind of control (Van House, 2004).

The definition of credibility included the concept of trust and the believability (Self, 1996, p. 421). The definition is also based on specific factors like the communication channel, characteristics of the sender, and the content. However, the primary focus of the literature is the believability of the source. Further, studies investigating the source credibility and examined how differentiation in the communication have an impact on the processing of the message (Kiousis, 2001, p. 382). Hovland, Janis, and Kelley (1953) investigated the roots of source credibility and found that expertise and trustworthiness are related to credibility. The expertise, in turn, correlates with the capability and proficiency of the sender to send a correct statement regarding the subject (Sternthal, Dholakia, & Leavitt, 1978). Expertise is subject to other factors, and it is considered that those who speak about what they do are perceived as experts in their distinct field. Furthermore, studies show that the believability of information depends on the sender (Hovland et al., 1953). Hovland and Weiss (1951) investigated the impact of different personalities on the attitude of the audience towards the presented information. The study was based on two different sources, a trustworthy and an untrustworthy, presenting the same information. The experiment revealed that the acquirement and retention of a message had no relation to the trustworthiness.

2.4.2.2 Reliability

The reliability of information is the second factor emphasised by the literature. However, reliability is a term that might be defined differently depending on the situation and context. Yang, Cai, Zhou, and Zhou (2005) refers to information reliability as the construct of accuracy, dependability, and consistency. Metzger (2007) confirms that by defining reliability as the perceived dependability and consistency of quality over time. He illustrates his definition with the example of a reliable car, which is working consistently without a breakdown. Furthermore, he describes the reliability approach in the connection with information. The information is considered to be reliable if it is

confirmed by a second source and therefore proven that the knowledge is accurate over a period of time. Within the digital media environment, Metzger (2007) connects reliability strongly to credibility. Impicciatore, Pandolfini, Casella, and Bonati (1997) investigated the reliability of online healthcare websites by comparing the information on these sites to guidelines. The central issue in their study is formed around the fact that everybody can set up a website and the risk that the content is not correct, even though the original source might have been reliable. The reliability is tested with a measure of consistency across distinct but similar individuals. If transformed into the environment of online product review, this means that the reviews need to be of a consistent quality and the content of the review consistent across different individuals. More specific, distinct sources of information need to address and evaluate the same aspects.

2.4.2.3 Intimacy

As the literature suggests, intimacy within the online community is an important factor in building trust. Literature has different conceptualisations of intimacy. Laurenceau et al. (1998) defined intimacy as the quality of interactions within a relationship. They investigated the interpersonal process model of intimacy, where self-disclosure, partner disclosure, and partner responsiveness are parts of the intimacy concept. This is based on an interaction-by-interaction level, where the study suggests different elaborations of the model. Intimacy is developed by the process, which begins with a person sharing personally, revealing feelings or information to another. The process continues with a supportive and empathically response from the listener. The feeling of care, validation, and understanding are requirements for an intimate interaction (Reis & Shaver, 1988). Kjeldskov et al. (2004) studied the mediating intimacy in the context of new technologies. They concluded that an intimate relationship involves a variety of activities; however, technology influenced the way, time, and reason for interaction. Wellman et al. (1996) used social ties to describe the relationship between people with an online social network and Haythornthwaite and Wellman (1998) found that the intensity of the ties influences the media usage. Intimacy, in turn, is a fundamental component in the formation and maintenance of online ties (Wellman, 2001).

2.4.2.4 Authenticity

Authenticity as a part of the trust concept is widely discussed in the literature. The concept of authenticity itself is discussed in the literature in various ways, and researchers cover different aspects of authenticity. Those studies, however, are not connected and does not form a superordinate concept. Further, the behavioural component, which describes the actoins of one in accordance with the true self and in line with the emotional state, is predominant in the literature but fails to cover authenticity in its entirety (Reinecke & Trepte, 2014).

Kernis and Goldman (2006) followed a multidimensional conceptualization of authenticity and identified four components. These dimensions are referred to as awareness, unbiased processing, behaviour, and relational orientation. The first component refers to the motivation of a person to increase the knowledge in one's motives, desires, self-relevant cognitions, and emotional state. Furthermore, they state that "awareness involves knowledge and acceptance of one's multifaceted and potentially contradictory self-aspects (i.e., being both introverted and extraverted), as opposed to rigid acknowledgement and acceptance only of those self-aspects deemed internally consistent with one's overall self-concept" (p.295). Unbiased processing is the second dimension of authenticity described by the researchers. They define this component as the capability to be objective to one's self-aspects, internal experiences, information, and personal information. Moreover, it includes the acceptance of external knowledge. The third dimension is described as the behaviour output of the awareness and processing dimension. The behaviour component includes the acting in line with one's values desires, and needs in contrast to behave in order to delight others or gain benefits. Lastly, the relational orientation is mentioned as a component of authenticity. It refers to embracing openness, sincerity, and truthfulness within relationships. Moreover, relational orientation is characterised by honest actions and goals. Furthermore, it is correlated to the endorsement of presenting the truthful version of oneself, as well as relating to others in manners that supports them to being able to do that.

2.4.2.5 Benevolence

According to Doney and Cannon (1997) benevolence refers to the genuine interest of one person into another's welfare and the aspiration for a common gain. Mayer et al. (1995) described benevolence as the motivation of a person to act sincerely in order for the other to truly benefit rather than gain something for himself or herself. Other researchers relate benevolence to attributes such as "courtesy, positive attitude, availability, intention to share information or resources, willingness to help, kindness and receptivity" (Calefato, Lanubile, & Novielli, 2013). Psychology literature explains benevolence and its roots with the kin selection theory (Hamilton, 1964). This theory refers to the motivation of an individual to preserve the genes that it is made of rather than the individual itself. Therefore, individuals would behave more benevolently towards closely related other individuals. However, this does not explain benevolently actions towards individuals that are not related. The theory of reciprocal altruism is trying to explain this behaviour by stating that the individuals act benevolently in order to get a benefit in return (Griskevicius et al., 2007).

2.5 Sponsorship

Sponsorship is a marketing tool that increased in usage over the last years. This underlines the increasing awareness that sponsorship is capable of improving the customer perception and behaviour toward the sponsoring brand (Olson & Thjømøe, 2009). J. A. Meenaghan (1983) defines sponsorship as "provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objectives"(p.9). M.-S. Lee, Sandler, and Shani (1997) exceed this definition by introducing the usage of sponsorship-linked marketing. The provision of assistance or activities refers to either financial compensations if the sponsor targets image related goals or providing their service or products to achieve brand legitimacy (Carrillat & d'Astous, 2012). Considering this notion, the critical aspect is also called sponsorship leverage, which involves the usage of supporting communications to grasp the full potential of the relationship (Weeks, Cornwell, & Drennan, 2008). Hence, sponsorship leverage or sponsorship-linked communication distinguishes the traditional

advertisement from a sponsorship relationship. Crimmins and Horn (1996) state that a successful sponsorship needs additional communication from the brand. Traditional advertising requires a payment to publish the advertisement, sponsorship, however, needs additional communication for an effective marketing investment.

There are different forms of sponsorship activities and channels companies can use to establish a sponsorship relationship. The different variations of sponsorship might be evoked through the variety of industries such as sport, television, cinema, music, or art. Moreover, the nature of arrangements can be simple, involving only two parties, composites, multiple sponsoring companies, or complex, combining multiple major and minor sponsors (G. Smith, 2004). McDaniel (1999) also mentions the differences in the scope and duration of a possible sponsorship, ranging from local to global and short-term to seasonal. Further, he raises the aspects of the presentation of the brand and the reach of the sponsored activity. Those factors are influencing the decisions organisations are making when choosing the sponsorship activity according to their commercial objective.

2.5.1 Sponsored Content

Recalling J. A. Meenaghan (1983) definition of sponsorship and the belief that there must be a provision of assistance to achieve a commercial objective, leads to the conclusion that sponsored content can be referred to as an umbrella term for new marketing and advertising strategies. The comprehensive definition is continually evolving and interleave with the terminology of native advertising and paid content. Native advertising and sponsored content can be seen as synonymous (Wojdynski & Evans, 2016). However, Cohen, Campbell, and Ma (2014) refer to native advertising in a social network environment and as a permission-based concept. In the further study, the concepts will be mainly seen as interchangeable, although native advertising focuses more on directly selling a product, whereas sponsored content is embedded in storytelling.

Studies reveal that consumers consult different forms of media content to gather knowledge or for entertainment purposes (Whiting & Williams, 2013). Further, consumers searching content for a reason tend to elude advertising in this environment (Eisend & Küster, 2011).

One definition of sponsored content includes the embedding of brand messages with an influencing nature into non-commercial content (Boerman, Reijmersdal, & Neijens, 2014). The merger of editorial and commercial content deprives the consumer of the choice to encounter the brands' message since the consumer is only exposed to a single content (Roehm, Roehm, & Boone, 2004). Within the merged content the editorial component is more predominant for the consumer, giving the brand a benefit, but might infer a negative effect for the publisher (Wojdynski, 2016). (Van Reijmersdal, Neijens, & Smit, 2005) investigated that a balanced compound of advertising and editorial content tends to create benefits for the brand, as well as the publisher. Moreover, sponsored content, combining the control over the message and the credibility of the communication channel, outperforms traditional advertising and public relation efforts (Eisend & Küster, 2011).

The literature is focusing on analysing sponsored content in the context of written articles, but it can have possible application in many other forms and in various communication channels, not bound to written articles on social media, websites or traditional print media (Ashley & Tuten, 2015). A common channel where sponsored content appears are videos on social media channels. YouTube is such a video publishing platform where sponsored content appears and is consumed. The control over the content is a part of most studies regarding sponsored content. Cohen et al. (2014) argue that the control lies fully within the publisher. The creation of content is seemingly independent, and the satisfaction of the advertising brand is partly a goal; therefore the organisation does not have the control over the outcome. However, the study by Boerman et al. (2014) suggests that the editorial control is possessed by the sponsoring brand. Further, they suggest the exclusiveness of sponsorship, free from others advertisements, as an important part of the sponsored content.

2.5.2 Influencer Sponsorship

Influencer marketing refers to the act of engaging influential individuals to share the brand message with their audience through sponsored content. Blogger, journalists with own blogs, and YouTuber are often described as an influencer. These individuals communicate through posts or videos with their audience and have a certain impact on

the readers, listener, or viewers (Sammis et al., 2015). The influence significantly shapes the opinion and purchasing behaviour of their audience. Therefore, the Depending on the audience companies might choose to collaborate with the influencer to reach them and promote a product or service (Jaakonmäki, Müller, & vom Brocke, 2017). Influencer marketing can occur in different forms. The variety of actions related to influencer marketing reaches form sending products without any control over the communicated message to a contractual agreement involving payments for publishing brand messages (Sammis et al., 2015).

Keller and Fay (2009) link influencer to online word of mouth and state that they can increase the impact of word of mouth marketing. Brown and Hayes (2008) mention a chaotic state of word-of-mouth due to the lack of traceable statements. Further, they suggest that in this fact lies the difference to influencer marketing, since the company selects the individual according to specific criteria. Moreover, the message spread to the audience is part of the agreement, hence the chaotic state may not occur. The nature of an influencer can be presented through the two-step flow theory. The theory consists of interaction between opinion leaders, mass media, and the population. The opinion leader receives messages from the mass media and passes them or interpreted version of them on to his audience. These opinion leaders are more confronted with mass media and have more influence on others than the average individual (Katz, 1957). Although, there is a difference of compensation both, the opinion leader and the influencer, are often popular and well connected to social media. However, a high popularity and extensive connectedness do not necessarily result in significant influence (Romero, Galuba, Asur, & Huberman, 2011). Nevertheless, both aspects are fundamental for an influencer. Depending on the audience, companies might choose influencer marketing as a strategy, since it consumes less financial resources than traditional marketing activities and can reach a defined target group explicitly (Kaplan & Haenlein, 2010).

2.5.3 Disclosure

Regulations on mandatory sponsorship disclosure in traditional broadcasting, such as product placements were introduced in the European Union in 1989. The law states that a sponsored television show needs to unveil the identity of its sponsor by displaying name

or logo of the organisation. The effect of disclosing the involvement of a third party on the perception of the source is a topic broadly discussed in the recent literature (Dean, 2003; Martin, 2014). Studies imply that disclosing sponsorship positively influences the audience awareness that the content is an advertisement. Furthermore, literature suggests that the consumer development a feeling of resistance towards the content, when the sponsorship id disclosed (Boerman et al., 2014).

The Federal Trade Commission introduced regulations for monetisation of blogs in the United States. Similar to many regulations of European countries on disclosing sponsorship, the creator of the blog must disclose any relationship with brands or advertisers when reviewing or recommending something to his or her audience. Literature regarding the effectiveness of sponsorship disclosure in an online environment is an increase research topic. Recent studies investigating the effects of disclosure in online blog environments showing the tendency that it weakens the credibility of the content message and the buying intent of the consumers (Lu et al., 2014; Uribe, Buzeta, & Velásquez, 2016). The persuasion knowledge of the consumers was not included in these researches, and thus, the influence on the credibility and buying intention by the persuasion knowledge is ambiguous. However, the latest studies filled the gap by investigating the effect on persuasion knowledge. Boerman, Willemsen, and Van Der Aa (2017) gathered results suggesting that sponsorship disclosure only effects the utilisation of persuasion knowledge when the content is originated or spread by a celebrity. Further, their study gives evidence that disclosure increases the consumers' recognition of advertising and causes the development of distrusting beliefs about the content.

The persuasion knowledge model from Friestad and Wright (1994) was developed to show how individuals develop and utilize persuasion knowledge to overcome persuasion attempts. Persuasion knowledge describes the information, beliefs, or intuitive theories gathered by a consumer. The beliefs might be accurate or inaccurate. Further, the customers' persuasion knowledge includes the beliefs about persuasive motives of others, such as a sales representative is willing to persuasive the consumer to buy a product. Moreover, the knowledge refers to beliefs about tactics of persuasion including bargaining, threatening, reasoning, and more. Therefore, persuasion knowledge combines ideas about the influencing agent motives, as well as about his tactics (Campbell & Kirmani, 2000).

The literature suggests in general that disclosing sponsorship might negatively impact the persuasive intent of an advertisement and possibly yield to a negative attitude from the customer towards the advertisement. There is research on sponsorship disclosure in traditional media channels and social media platforms. However, there is very little to none literature that is specifically investigating the effects of sponsorship disclosure in the vlog medium. The study by Chapple and Cownie (2017) investigates the influence of disclosure on the credibility of lifestyle vloggers. They provided evidence that a disclosure increases the credibility of the vlogger and the acceptance of the monetised message if the viewer already developed a positive relationship with the vlogger. If this condition was not given, the viewers commonly gain the perception of an opportunistic behaviour. Further, Boerman et al. (2014) research implies that the effect of disclosure depends on circumstances, such as the timing of the reveal.

In addition to the country regulations, the YouTuber must disclose any kind of sponsorship in accordance with the platforms conduct. YouTube as a platform allows paid product placements and endorsements in general but requires the notification of content containing sponsorship (YouTube, 2016). Further, the YouTuber must conform with the Ad policies and is responsible for complying with the legal requirements of the applicable country.

2.5.4 Impact of sponsorship

2.5.4.1 Impact on the brand

Brand affect and trust can be defined as the feeling towards a brand and the consumers' expectations about the reliability of the brand or the willingness to rely on the promised function of it (Chaudhuri & Holbrook, 2001). There are studies analysing the effect of sponsorship and showing that it can positively influence the perspective towards the company (Olson & Mathias Thjømøe, 2012).

Based on McCracken (1989) transfer model theory, Gwinner and Eaton (1999) state that during a sponsored event the meaning or associations transfer to the brand through the simultaneous appearance of both, brand and event. Dean (2003) introduces the attribution theory to explain the effect of sponsorship. It refers to cognitive segmentation of

behaviour as self-serving or altruistic. Following the theory, consumers attribute sponsorship similar and therefore, affecting the perception of sponsorship. Further, the perception of sponsorship might lead to the development of trust and purchase behaviour (Rifon, Choi, Trimble, & Li, 2004). The attribution theory can be linked to the goodwill effect, which describes the creation of goodwill among customers prior to the formation of their attitude towards the brand (T. Meenaghan, 2001). However, both theories, transfer model and goodwill, argue that sponsorship might positively influence brand affects, but does not include the sponsorship-linked marketing activities and their improvement potential of this factor.

Displaying the ability to perform the brands stated functions influences the brand trust (Chaudhuri & Holbrook, 2001). The signalling theory suggests a positive impact of sponsorship on brand trust (Spence, 1973). The theory states that consumer uses extrinsic cues to establish their beliefs about a brand if observable evidence is not present (Kirmani & Rao, 2000). In a sponsorship context, factors related to the sponsored activity might influence the consumers' perception of the brand. Clark, Cornwell, and Pruitt (2002) argue that sponsorship signals financial strength of the sponsor. The argumentation involves the consumer believe that a company need appropriate financial resources to continuously perform sponsorship activity and the resources, in turn, are acquired through market success. They further suggest that market success might signal quality, the ability to satisfy the customer, and trustworthiness. Hence, the signalling theory may demonstrate the effect of sponsorship on brand trust. The impact might also be explained by the meaning transfer. Gwinner and Eaton (1999) revealed through their experiment that image dimensions can be conveyed from a sponsorship activity to a brand. Therefore, a positive image related to trust might be conveyed to the sponsoring brand and have a positive impact on the brand trust.

2.5.4.2 Impact on the vlogger

The key element of sponsored blogs is the that the blogger, creator of the content, is paid to promote or present a product (J. Zhu & Tan, 2007). In the context of a vlog, video-based blog content, the vlogger is advertising the sponsored content. A discloser in the introduction of such a video-based content reveals that the creator of the vlog received

some form of compensation from the brand to display or promote the product. Brehm (1966) developed a theory, which states that individuals have behavioural freedoms and if these are reduced or threatened, they are motivated to regain them. Sponsored content might be perceived as such a reduction or threat towards the behaviour freedom and therefore, lead to a negative attitude towards the vlogger. Literature displays contradicting results in regards the impact of disclosing sponsorship in a blog post.

Hwang and Jeong (2016) studied the effect of disclosed and not disclosed sponsorship on the source credibility of the blog post. Their findings suggest that revealing sponsorship negatively effects credibility. However, they also revealed that a claim by the blogger to represent his "honest opinion" disperse the negative effect. Furthermore, they also state that those how are high in scepticism might react negatively to a sponsored post. However, the effect of claiming to state an honest opinion might be stronger with those who are more sceptical. In contradiction, Carr and Hayes (2014) argue for a positive effect of disclosure on source credibility. They investigated the difference of impact on credibility in blogs when the disclosure was made implicit or explicit. The study reveals that an explicit disclosure of sponsorship increases the credibility by reducing the consumers' uncertainty about the quality and character of the blogger.

Although the studies investigate the effect of sponsorship disclosure in a blog context, no literature was found examining the vlog environment. There might be parallels to the investigated channels in the extent and nature of influence, but the communication channels are different, hence might yield distinct results. Furthermore, the presented studies investigate the source credibility, which influences the trust between the consumer and the vlogger, but is not the only influencing factor for the trust of the consumer.

3 Methodology

3.1 Analysis Methods

3.1.1 The Content

The mentioned videos featured by the selected YouTube channels are investigated through a qualitative content analysis. According to Bryman (2015), the content analysis is an approach to examine documents, text, or visuals that pursues to quantify content systematically and replicable into categories. The specific method of qualitative content analysis emphasis on the continued development of the categories emerging out of the data and its understanding in the context of the analysed data.

The content is investigated to find underlying themes consistent presented. Short quotations usually illustrate the themes or categories. The method involves the repetition and switching between the phases of conceptualization, data collection, analysis, and interpretation. The qualitative content analysis defines categories initially but these are redefined throughout the process, and new categories might emerge. Within this method, the researcher needs to formulate a research question as the first step. Secondly, the familiarization with the context of the content is necessary. The next step in this method includes the investigation of a small amount of content. Further, the first categories are generated, which will guide the continued collection of data. Proceeding with the analysis the created categories are tested with the existing data. Finally, the gathered knowledge is used to increase the amount of content (Bryman, 2015).

The categories are built upon the theoretical foundation laid in the previous section of this study. The pre-defined categories are in line with the factors of trust found in the literature. The content analysis includes the separation of sponsored content and unsponsored content. However, the coding for the two categories of content is performed identically and purely differences recognized in the content might be observed. Moreover, the ethnographic content analysis provides the foundation for the empirical analysis.

3.1.2 Survey

An empirical analysis is accomplished to investigate the influence of sponsorship in consumer electronic review on YouTube on the importance of ten different factors on the trust relationship between the YouTuber and the audience. Therefore, the general relation towards trust is measured and then compared with the importance of the individual factors. To identify the impact sponsorship might have on the trust relationship two equally set of questions are used, which half of the sample filled out in the context of a sponsored review and the other in the context of an unsponsored review. To analyse the mentioned relationships properly that statistics program IBM SPSS Statistics is conducted.

After transforming the reversed variable "Most people are basically honest" basic frequencies can be conducted. However, the first step in the empirical analysis is to investigate the variables' internal consistency. Sammerl (2007) states that the Cronbach Alpha measures the internal reliability of a constellation consisting of multiple indicators. She further describes that the result of the Cronbach Alpha lies on a scale from zero to one. Values close to one represent a high reliability. Manerikar and Manerikar (2015) classify Cronbach Alpha values above 0.7 as good and values between 0.6 and 0.7 as acceptable. Further, values below 0.6 are considered to be poor to unacceptable. Hence, if values are higher than the benchmark of 0.6 the group is reliable and can be transformed into a single variable.

The next step in the analysis is the transformation of answer groups into one variable representing one factor if they are internally reliable. Proceeding analysis is based on these new variables. Correlations of various variables are conducted to investigate the relationship among them. The correlation coefficient indicates the strength of the relationship between two variables. It measures on a scale from negative one to positive one. Coefficients close to one indicate a strong positive relationship and values close to negative one represent strong negative relationship. A weak relationship is indicated by a coefficient close to zero, either negative or positive. Zero represents no relationship between two variables (Siegel, 2016). The ordinal nature of the variables excludes some methods to measure the correlations. According to Quessy (2009), Kendall's tau b tests the correlation between ordinal variables. Individual measures are taking for the

relationship between each factor and the trust variable. The significance level indicates if the values are statistically significant or might have occurred by chance. The correlation coefficients should not exceed the 5% level to be considered as statistically significant. Otherwise, the coefficient might have occurred by chance.

Lastly, the difference in means of the individual variables between the unsponsored and sponsored context is investigated using an independent samples test. If the variance is statistically significant, there is evidence that the means of one variable in the unsponsored context differs compared to the same variable in the sponsored context. Further, the relative frequencies of the individual factors are analysed. Values between one and three are considered to represent no or only a slight importance in a review, four indicates indifference of the factor and answers showing five to seven are classified as being important in a review. Both tests are conducted to gain a more complete comprehension of the correlation coefficients. The combined methods give a clear picture on important factors in consumer electronic reviews, and the influence sponsorship has on these factors.

3.2 Data Collection and Sample

3.2.1 Content Analysis

The content analysis of this study is conducted based on the theoretical foundation laid in the previous sections. Aspects of the theory are used to narrow the focus of the content analysis and to determine some of the parameters. The scope of this study focuses on YouTube reviews specialized in the consumer electronics sector.

The content analysis seeks to identify essential patterns YouTuber have in their videos and around the platform.

As a first step, YouTube's option to search for channels was used. Within this feature different categories are shown and within the segments various YouTube channels. The category "technology" displays eleven different channels focusing their content in some form on technology. It is not clear on which criteria YouTube is basing the decision which channel to display. Further, investigation of the channels included the screening of the different channels. On the overview platform of each channel is a section that displays

similar channels. This was used to expand the pool of potential channels to analyse. The third method to find appropriate YouTube channels was to use the search option of the platform. By entering recently launched consumer electronics product names and additionally the term "review" the platform provides an overview of videos matching the search criteria. Further, the displayed videos provided different information about the video including the YouTuber channel that created the video. These three methods were used to create a pool of potential channels for further investigation.

The channels gathered through these methods are further investigated to identify appropriate content. The first step to locate potential data is the screening of the Channels site on YouTube. The site of each channel features different categories including an overview; the video selection, playlists created by the YouTuber, community space, connected channels, and information site about the channel.

3.2.1.1 Screening Process

Firstly, an investigation of the information site of the channel was conducted. Although the channels were classified as technology driven, some stated in the description that the focus of the channel is based on different gadgets, which cannot be classified as consumer electronics products. Those channels were no longer considered for the content analysis. Furthermore, the playlist section was recognized as some YouTubers create a special playlist for review videos. If the channel is featuring such a playlist, further investigation into the playlist was conducted to screen the content.

Secondly a screening of the video section of the channel, which contains all published videos of the respective channel, was conducted. Within the database, the videos were sorted by their publishing date to identify the most recent content the channel has created. On average the latest 60 videos were screened by analysing the title and the possibility to be a review video. If the title leads to the assumption that the video contains a review of a consumer electronic product, for example. By stating "review" in the title, the video was watched to classify the content. If the search concluded that the majority of the videos published on the channel were reviewed the channel was considered for the content analysis. During the screening of the videos, the disclaiming of sponsorship was an essential factor to identify.

3.2.1.2 The YouTube Channels

The channels meeting the criteria set before were sorted by the number of subscribers. The channels with the most subscribers were selected for the content analysis.

The number of channels included in the study and the number of videos analysed was a continues process due to the qualitative nature of the content analysis. More videos and channels were included until no additional information could be generated. This resulted in the study of six YouTuber channels and five videos respectively as indicated in table 1. Within the analysed content, 13% were sponsored reviews.

Channels	Subscribers	retrieved on	Nr. Viedos analysed	% Sposnsored
Unbox Therapy	8.468.468	23.08.17	5	40%
Marques Brownlee	4.945.313	05.09.17	5	20%
LinusTechTips	4.549.237	26.09.17	5	0%
Jonathan Morrison	2.144.861	09.09.17	5	20%
UrAvgConsumer	1.341.385	09.09.17	5	0%
Soldier Knows Best	774.978	12.09.17	5	0%
Total			30	13%

Table 1: Overview YouTube channels (Source: Own data)

The most significant channel considered in the content analysis is "Unbox Therapy." The YouTuber managing and producing this channel is Lewis George Hilsenteger, a Canadian technology enthusiast. Over 8 million people have subscribed to him making it the biggest technology-oriented channel on YouTube. The main content uploaded to the channel are unboxing videos of technology in which he reviews the products. Further, he operates to additional channels called "Lew Later" and "More Top 5". However, both channels are smaller with 94 thousand and 388 thousand subscribers. The main channel was started over six years ago in December 2010. During the existence of the channel, he uploaded over 1,300 videos to the channel.

The second channel that is included in the content analysis is called "UrAvgConsumer." Judner Aura operates this channel. The channel was established on the 1st of January 2012 and has over 1.3 million subscribers. His videos register over 150 million views. The primary focus of the channel is the presentation of the latest technological products and the review of them. The 29-year old American uploads videos on a regular basis to his channel.

In regards to the amount of subscriber is the channel "Soldier Knows Best" the smallest channel in the content analysis. Mark Watson focuses products by the brand Apple in his videos, however, does not exclusively reviews these products. The channel exists since April 2008 and counts over 750 thousand subscribers. His published videos were viewed over 180 million times on YouTube.

Marques Brownlee is the YouTuber responsible for the same-titled channel "Marques Brownlee." The username of the American YouTube vlogger is MKBHD, which are initials, MKB, and HD, standing for high definition. The channel was first created in March 2008 and has around 5 million subscribers and a total of 700 million views. He collaborates with companies for some videos, disclaiming them as sponsored content in the beginning.

Moreover, content from the channel "Linus Tech Tips" is used for the content analysis. The owner and presenter of the channel are Linus Gabriel Sebastian, a Canadian YouTuber. The channel was established in November 2008 and gained over 4.5 million subscribers. The videos published by this channel achieved over 1.4 billion views. Besides this channel, Linus is also hosting two other technology-oriented YouTube channels "Techquickie" and "Channel Super Fun."

Lastly, Jonathan Morrison is the founder and YouTuber presenting the same-titled YouTube channel "Jonathan Morrison." The channel was established in March 2010 and acquired over 2 million subscribers over the last seven years. The videos published on this channel gained 300 million views. His focus is based on the unboxing and reviewing of the latest consumer electronics products.

3.2.1.3 The Videos

The videos were selected based on the content. Especially, videos containing the same product across the different channels were chosen, as long as they were considered as reviews, in order to create a basis for comparability across the different YouTubers. Further, sponsored videos were selected to investigate potential differences to unsponsored reviews. The final content analysis was conducted based on five videos from each of the presented channels.

3.2.2 Questionnaire

The questionnaire used in this study (Appendix 1) was developed based on the findings of the previously conducted content analysis and evidence found in the literature. Therefore, both grounded theory, as well as practical insights, are used for the survey. Containing two different paths, the questionnaire seeks to assess the importance of various factors on the trust level between a consumer and a YouTuber and the impact of sponsorship on the individual factors in the trust relationship. Furthermore, the questionnaire was separated into different sections.

3.2.2.1 The Structure of the Questionnaire

In the beginning, the participants were separated by a selection of one out of two buttons randomly. The selection determines the context of the questions regarding the different factors. The first section of the questionnaire investigates the general usage of YouTube as a review platform and information source for the participants. To gather insights the first question in this section targets the frequency. The second question addresses the strength of the influence the YouTube reviews might have on the participants. The second section contains four questions regarding the trust level of the participants. Following the structure of Yamagishi and Sato (1986) two questions are targeted to investigate if the participant believes that other people are basically honest. One of the two questions is reversely formulated to highlight possible outliers in the data set. The other two questions in this section analyse the belief of the participant, that trusting others is risky. The trust is assessed on a seven-point Likert scale. The participants are supposed to indicate their opinion about the different statements on the scale ranging from "strongly disagree", as the lowest possible indicator, over a "neutral" stance up to the highest possible answer possibility "strongly agree". The seven-point Likert scale allows the transformation of the participants' indication of his/her agreement or disagreement with particular statements into numerical values for further analysis (Bradburn, Sudman, & Wansink, 2004).

Based on the selection, in the beginning, the participants are placed in either the path investigating the relationship in a sponsored review or in the path concerning an

unsponsored review. However, both paths contain the same questions, only the description of the context is different in that in one path participants should imagen that the review is sponsored by the company of the reviewed product. This section is structured alongside the fundamental five factors of trust found in the literature. Drawing from the results of the content analysis and the factors found in the analysis, two questions are dedicated to investigating each of the ten factors found in the content analysis. The questions are also presented as a seven-point Likert scale ranging from the lowest value one "very unimportant to seven "very important". The first factors grouped together in the questionnaire are the "Educating" and Noting Specification". Further, "Consistent Structure" and "Pass personal Experience" are presented in the same group for the participants. The third group of questions investigates the factors "Directly addressing the Viewer" and "Asking for Interaction". "Targeted Buying Recommendation" and "Referring to Viewer Request/ Questions" are tested by four questions. The final grouping of questions investigates the factors "Give Personal Opinion" and "Balance Pro & Cons/ Benchmarking". The final section of the questionnaire is dedicated to gathering information about the data set by retrieve information about the gender, age, nationality, and the educational background.

3.2.2.2 The Data Set

The questionnaire was built on the free software of Google Drive forms as a purely online based survey. Thus, concerning the submission of the survey, participants needed an internet connection and a sufficient device to follow a specific link redirecting them to the questionnaire. Once participants filled out the questionnaire, they just needed to submit it in the end, and the data was captured in Googles cloud drive. The first approach to acquire participants was to use the comment section of the videos used for in the content analysis. In addition to the six YouTube channel used in the content analysis different videos containing consumer electronic reviews were used to comment the link to the questionnaire. Furthermore, different Facebook groups were used to spread the questionnaire to potential participants. Lastly, websites to share questionnaires, such as SurveyCircle and PollPool were consulted in order to increase the pool of potential participants. Since the primary method to acquire participants was the posting on public

social media channels, it is difficult to estimate the number of people reached by the questionnaire, and therefore, no response rate can be calculated. However, in total 147 people filled out the questionnaire. After adjusting the sample for incomplete and unreliable data, 137 valid responses could be used for further analysis. As shown in Table 2 the distribution between the different paths of the questionnaire is almost equally, at 55,5% of the sample answering the questions in the context of an unsponsored review and 44,5% of the sample having a sponsored review in mind while filling out the questions. Furthermore, the ration of 59 Female participants and 78 male participants is somewhat equally distributed. The majority of the sample with 88.4& is between the age of 18 and 34. Further, more than half of the sample in the data set achieved a Bachelor degree as the highest education. Moreover, the participants had to fill out their nationality. 63,9% of the participants are German, followed by the second most abundant group with 5,4%, citizens of the United States of America. A comprehensive overview of the nationalities of the participants can be seen in the appendix.

Overview Frequencies			
Variable	**Answers**	**Frequency**	**Percent**
Type of Survey	Noraml Review	76	55,5%
	Sponsored Review	61	44,5%
Gender	Female	59	43,1%
	Male	78	56,9%
Age	17 or younger	1	0,7%
	18 to 24	62	45,3%
	25 to 34	59	43,1%
	35 to 44	12	8,8%
	45 to 54	1	0,7%
	55 to 64	2	1,5%
Education	High school degree or equivalent	20	14,6%
	Bachelor degree or equivalent	83	60,6%
	Master degree or equivalent	34	24,8%

Table 2: Overview Frequencies (Source: Own data)

3.3   Establishment of the Model

To derive insightful information and to structure the findings of the research a model was developed as shown in figure 1**.**
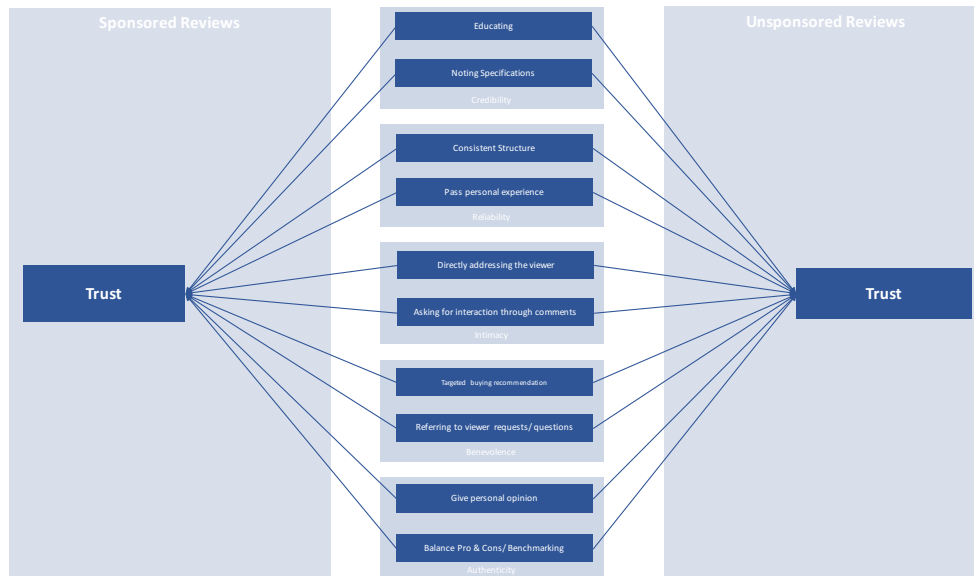
Figure 1: Elements of Trust in Sponsored YouTube Reviews (Source: Own data)

The model shows the elements of trust in the relationship of a YouTuber and the audience established through the content analysis. The elements are arranged in the middle of the model, and two categories are paired up placed upon the underlying theoretical element of trust. Thus, five groupings can be observed in this model. The two relations with trust seen in figure 1, one within the unsponsored and one in a sponsored review, are not different. The division into two separate trust illustration was purely chosen for clarity purposes. Both trust illustrations refer to the same variable and only the difference in consideration of sponsorship should be illustrated. This model was developed and adjusted throughout the research process as it contains the findings and thoughts of the content analysis and the considerations of the survey. Further, this model will be extended by the results of the study in the discussion section.

4 Analysis and Results

4.1 Content Analysis

Based on the literature factors of trust were identified. The content analysis is used to investigate the trust relationship in the environment of consumer electronics reviews on YouTube. The goal of the study is to find underlying patterns in the content, which can be related to the different factors identified in the literature.

4.1.1 The Coding

The analysis of a channel started with the general screening of the videos to identify appropriate reviews for the investigation. While screening the content general structures and underlying patterns were identified. Across all YouTube channels, ten different reoccurring schemes could be determined, based on the findings in the literature. For each of the five factors of trust two patterns were found building the categories for further analysis of the content.

Researchers identified credibility as a factor of trust. Further, Hovland et al. (1953) suggest that expertise is an essential component of being credible. Moreover, the proficiency is a part of being credible and therefore gaining trust. The initial screening of the content leads to the identifications of two possible categories for the component of credibility. A common pattern in the content is the education of the viewer about features and functions of the reviewed product, which creates the category "education". The second category identifies based on the factor credibility is "stating specification". This category was observed in the schemes of stating or showing product specific indicators, such as the storage space on a phone or the resolution of a camera.

The second factor research states as a component of trust are reliability. It is composed of consistency and accurate information over time (Metzger, 2007). The content of the channels showed that the structure of presenting the products is through the videos constant. Therefore, the category "consistent structure" was formed to analyse the reviews further. The second category is based on the observation that the YouTuber

presents experience he gathered over a period of time while testing the product, which leads to the creation of the category "passing personal experience".

Intimacy is identified as a factor of trust, and Laurenceau et al. (1998) define it as the quality of interaction within a relationship. Considering the definition different patterns can be observed throughout the reviews. The category "directly addressing the viewer" is constructed based on the habit of Youtuber to directly talk to the viewer as if they would have a personal conversation. Further, the pattern of asking for interaction through the comment feature of YouTube was identified and therefore the category "asking for interaction through comments" were created.

Furthermore, authenticity is suggested by the literature as a component of trust. Based on the findings of Kernis and Goldman (2006) stating that objectivity and personal experience, among other components, two categories were identified associated with these characteristics. "Give personal opinion" was created as a category due to the scheme of stating thoughts and personal expressions about the reviewed product. Moreover, the reoccurring theme of stating advantages and disentangles in a balanced manner or the comparison of the product to similar products from other brands lead to the formation of the category "Balancing pro & cons/ Benchmarking".

The last component identified in the literature is benevolence. Doney and Cannon (1997) state that it is described by the genuine interest of one person into another's welfare and the aspiration for a common gain. In the context of the YouTube reviews, the initial screening of the content identified the pattern of YouTubers to categorise a customer profile for the reviewed product stating precisely which type of people would benefit from the product and which would not. This scheme was used to create the category "targeted buying recommendation". Furthermore, based on this factor the general scheme of answering the questions of the audience and addressing request was identified. Connecting these habits to the literature goodwill of the YouTuber can be observed resulting in the category "referring to viewer request/ question". To shorten the coding during the analysis numbers were assigned to the different categories as displayed in table 3.

Legend for Coding	Reference
Targeted Buying Recommendation	1
Education	2
Noting Specification	3
Referring to viewer request/ question	4
Consistent Structure	5
Balancing Pro & Cons/ Benchmarking	6
Directly Addressing the viewer	7
Asking for interaction through comments	8
Give Peronal Opinion	9
Passing personal Experience	10

Table 3: Coding Legend (Source: Own Data)

4.1.2 Jonathan Morrison

Generating the ten categories through the initial screening, the content of the YouTube channels were analysed again. Starting with the YouTube channel "Jonathan Morrison" general schemes constant throughout the five analysed videos were identified and categorized into the ten categories. All analysed videos followed the same structure of a short introduction, speaking about the features of the product, and an outro including the request for interaction and a statement of gratitude for watching this video. While stating the specification, the YouTuber usually states detailed specifications of the product. These three factors are classified into the categories five, three, and eight.

A deeper analysis of the content started with the video titled "Apple AirPods – 1 Month Later". He begins the video with a personal introduction talking directly to his audience, which can be classified in the category seven. Further, while covering the different features of the product, the YouTuber states the positive aspects, but also give some negative comments about the product classified in the group six. Category nine was also applied in this video through the comment of the YouTuber that a certain feature is his favourite. Lastly, he states that people who hat problems with the fit of the previous version of the product should not buy this product, which falls into the category one. The second video "LG G6 – 48 Hours Later!" exhibits besides the general schemes the interaction with the audience, as Jonathan Morrison askes for approval through the comments for a stated video idea, which Is categorised as "asking for interaction through comments". Further, he addresses the viewer by stating that he will cover more content of the product at a later stage, belonging to group seven.

The video titled "Nokia 8 Unboxing + 5 things before Buying!" is a sponsored video as disclaimed at the beginning of the review. Especially, schemes categorised as seven and three could be observed through constant referring to the viewer and an emphasis on specifications of the product. The content of the video "The truth about the Galaxy Note 8 – Review!" was analysed in regards to the categories defined above. The YouTuber refers to his emotions and explains his thoughts about the product in the beginning, which falls into category nine. Further schemes can be observed that relates to category six. The Youtuber states flaws and positive aspects while stating the specifications. Moreover, he showcases and explains the different features in the review which is categorised as "education". The last video analysed from this channel is titled "Unboxing The RED IPhone 7 – Should You Buy it?". Observations of the content reveal that the YouTuber gives references to other brands, as well as stating that the viewer should not buy the product, which can be categorised into group six. At the same time, he specifies facts that a potential buyer should consider referring to the scheme one. A comprehensive overview of the coding for the videos of the channels can be found in Appendix 27.

4.1.3 LinusTechTips

The channel "LinusTechTips" was investigated, and the initial screening revealed that the reviews follow the same structure throughout the videos and that the YouTuber ask for interaction at the end of every video. These schemes fall into the categories five and eight. The first video is titled "Buy NOW? Or Wait for Surface Pro 5 ?? – Surface Pro 4 Review". In this review, different schemes could be observed. Category nine could be identified through the statement of personal opinions about the product. The description of the feel and quality of the product represents the group ten. The benchmarking of the product against older versions is considered as category six. Further, the YouTuber explains the type of customer the brand is targeting which represents the category one. Further, the scheme coded as two can be found in the explanation of the YouTuber and description who to use certain features of the product. The second video analysed is "FASTEST Ultrawide Gaming Monitor - But at What Cost?...". By stating his personal expectations, the YouTuber returned to the scheme "give personal opinion". Further, he compares this product to other brands that released a similar product which can be coded

as category six. Moreover, the scheme to give "targeted buying recommendation" was observed through the explanation which customer would profit from this product. The illustration of response time firm the TV in the review "Finally a TV for Gaming? - LG Nano Cell" was categorised as "noting specifications". Comparing the product to another product was observed as a scheme in this video. Moreover, he stated his opinion about the product which can be placed in category nine.

The next video analysed from this channel is titled "Small Hands Samsung Galaxy Note 8 Review". Expressing that the product is slippery on the back can be classified as "passing personal experience". The YouTuber states the features of the product and its advantages and pitfalls while explaining the usage of these functions. These observations are coded into the categories six and two. The last video analysed from the channel is titled "The BEST 15" Gaming Laptop? Asus Strix GL502VS Review". Within the review, multiple comparisons to other products were observed and classified as category six. Further, the education of the audience by the YouTuber was observed. The expressions about the usability and the feel of the product were categorised as "passing personal experience". Category three could be observed by the statement of specifications of the Laptop and summary of the product's advantages, and disadvantages were considered to be category one. Appendix 33 contains an overview of the coding across the videos of this channel.

4.1.4 Marques Brownlee

The channel "Marques Brownlee" was included in the content analysis and the initial screening reveal that he follows the same structure throughout his videos. Included in the structure is the addressing of the viewer and the noting of product specifications. Moreover, the YouTuber embraces the interaction with the viewer. The first video analysed from this channel is called "Beats X Review - Best Beats Ever?". During the video one could observe that alternative products were named and that a section was dedicated to the downsides of the product, which is placed in category six. The YouTuber states that the product provides a comfortable fit to his head which is classified as "passing personal experience". Lastly, he ends the video by stating who the product is made for which represents category one.

Further, "IPhone 6s Review!" is analysed. The first scheme that was identified is the category six by stating the differences to the older version. Moreover, the YouTuber expresses his opinion about the features of the product, which is categorised as "give personal opinion". However, he also explains when and how to use the features representing category two. Category ten is observed in this video through the statement of own experiences. The third video is titled "IPhone 7 Review - 4 months later!" and contains the scheme ten due to the explanation that the YouTuber took time with the release of the video to gain experience. He groups himself with his audience in some statements, which is categorised as "directly addressing the viewer". Category six could be recognised in the explanation of the flaws of the product and brand. The video "LG V30 - Top 5 Features!" is disclaimed to be a sponsored review. Within the video, the YouTuber states his opinion, sorted as the category nine, and concludes the advantages and disadvantages of the product, representing category six. Further, he involves the audience according to scheme four. Presenting the ideal customer profile confirms the predefined category one. Moreover, the YouTuber ask the viewer for their opinion and to state them in the comments, which is classified as the category eight.

Lastly, the video titled "Samsung Galaxy S8 Review - The Ultimate Smartphone?" is analysed. In this review, the YouTuber explains the background of the product and the brand, as well as the usage of some of the features. This content can be placed in the category two. Presenting the flaws and positive aspects of the product is categorised as "balancing pro & cons/ Benchmarking". The presentation of specifications of the product, such as resolution and storage, confirms the predefined category three. Further observations revealed that the YouTuber presents his opinion about the product. Appendix 39 contains a comprehensive overview of the coding.

4.1.5 Soldier Knows Best

The channel "Soldier Knows Best" is included in the content analysis providing a consistent structure throughout the analysed videos. Further, a common theme in the videos is the direct communication to the viewer and the encouragement for interaction. The video "Audio Technica ATH-ADG1X Gaming Headset Review" contains different aspect that can be sorted into the predefined categories. The classification "education"

can be identified through the explanation of the different specifications of the product. Further, the category ten can be observed through the description of the sound and the explanation of the comfort while waring of the product. The YouTuber weights the price against the benefits and further describes flaw of the product, which represents the category six. Moreover, he expresses his opinion about the product fitting in the scheme nine.

"Epson 3100 Projector Review" is the title of the second video analysed from this channel. The scheme six can be recognised by the discussion of the YouTuber about the product and the comparison to other products. Further, he shows in the video the set-up of the product and explains the usage of features which is categorised as "education". Category nine can be identified through the statements of personal opinion about certain flaws of the product. Within the video "Galaxy Note 8 Review" four different categories could be observed. The category six is represented through the comparison to other products and the noting of a problem the brand had in the past. Further, a customer profile is described, which refers to category one. The YouTuber expresses his personal opinion through wording such as "I like". Moreover, category two is represented by the explanation of different features.

The video titled "IPhone 6s Plus Review" reveals different schemes. The YouTuber compares the product to competitors, which is put in the category six. Further, the category three is observed by showing specifications of the product in the video. The explanation of some features is categorised as "education". Further, personal opinions are observed in the review through wording such as "I think". The review "LG V30 Hands-On - Very Impressive!" presents different schemes. Firstly, the YouTuber references other products of the brand presenting category six. The scheme ten is observed by the description of the feel of the product. Moreover, "noting specification" is represented through statements about the design specification. "Education" is found in the description of the brand and the explanation what the specifications can be used for. Lastly, he mentions the usability of the product in an everyday situation. The overview of the coding for the channel "soldier knows best" is in the Appendix 45.

4.1.6 Unbox Therapy

The most significant channel measured at the amount of subscriber is "Unbox Therapy". The initial screening of the videos revealed that the YouTuber follows the same structure in every video referring to the scheme five. A general scheme is also the noting of specifications. The second review of the content leads to the findings of four schemes in the sponsored video "Don't Buy A New TV Without Watching This...". The first category that was identified was "passing personal experience". This was related to the showcasing of footage on the actual product and the simultaneous explanation of the gathered impression. Category three was identified through the statements of the YouTuber about the specifications of the product. Further, the optimal use of the product and the explanation of where to find complementary content is defined to be category two. He expresses his opinion about the showcased content on the product representing category nine.

Further, the analysis included the review titled "DON'T Buy The New MacBook Pro Without Watching This...". The YouTuber produces content in this video that is classified as category nine based on the wording "I think". Moreover, the explanation of flaws of the product is categorised as "balancing pro & cons/ benchmarking". Category ten is represented by the explanation of the feel of the product through the statement "nice texture". Further, he gives general advise, which is classified as "education". Lastly, the YouTuber gives a buying recommendation representing the scheme one. Within the video "Don't Buy The Samsung Galaxy Note 8" eight different schemes were observed. The scheme four is observed through the statement that the viewers were requesting the review of the product. Further, the YouTuber states the specifications of the product presenting scheme three. The explanation and the proper usage of the features are categorised as "education". Category six is identified by the noting of different producer and products. By asking the viewer a question, he presents the scheme seven. Moreover, the clarification that some statements are the opinion of the YouTuber is categorised as scheme nine. The category one is observed through the explanation of which customer should buy the product. Lastly, scheme eight is identified by the reference to his other videos.

The review "It's Like Candy For Your Eyeballs..." is declaimed to be sponsored content. The scheme ten is observed in this video by the explanation of the feel of the product. Further, the explanation of the setup of the product represents the category two. By switching between the actual footage and the content displayed on the product scheme three is presented. Category six is observed through the explanation of the benefits of the product. "These Crazy Sunglasses Do Something Incredible (Seriously)" as the last video analysed from the channel. The statement that the video was requested by the viewers is categorised as scheme four. The introduction of key features presents the category three. Scheme two is observed by the explanation of the usage of the features. The comparison of the design to other brands is classified as scheme six. Finally, scheme one was observed through the placement of the product in comparison to similar products. Appendix 51 provides an overview of the coding for this channel.

4.1.7 UrAvgConsumer

The last YouTuber channel in the content analysis is "UrAvgConsumer". The initial screening revealed that the YouTuber follows the same structure in every video creating the scheme five. Furthermore, in general, the viewer is involved through the request to like or comment below the video presenting scheme eight. Moreover, scheme three is generally addressed in the videos.

The first video that is analysed considering the different schemes is titled "Are the NEW Beats X Wireless Dope or Nope?". Firstly, the scheme six is identified by the comparison of the reviewed product to competitors. The YouTuber expresses his opinion through the expression "I really like" representing the scheme nine. Explaining the comfort of the product is categorised as scheme ten. The category one is identified through the explanation of the flaws of the product bound to certain situations. The expression of the specifications represents the scheme three. Finally, the scheme ten is observed by describing the sound of the product. Within the review "LG V30 - REAL Day in Life!" four different schemes can be identified. Scheme nine is identified by the expressions of feelings about the product by the YouTuber. Describing the feel and look of the product represents the scheme ten. Further, he states the specifications of the product, which is categorised as scheme three. Comparing the product to competitors and the summary of

advantages and flaws presents the scheme six. The review titled "Samsung Galaxy Note 8 vs Galaxy S8 Plus" is the next video to be analysed. Within the video scheme, seven is identified through the introduction of the YouTuber to the viewer. The exhibition and explanation of the features of the product are categorised as scheme three. The comparison of different products of the same brand represents the scheme six. Category eight is observed through the asking of the Youtuber for likes and the announcement of another video.

The video "The BEST Bass Headphones? Sony XB950N1!" contains five different schemes. The first scheme that is observed is "targeted buying recommendation". The YouTuber states a customer profile that bought a similar product. Further, scheme four is identified by the announcement that the review was requested by the viewers. The comparison to other products from different brands is classified as scheme six. The scheme nine is identified as the YouTuber states his opinion about the product. The description of the sound and feel of the product represents the category ten. The last video that is analysed is titled "The Most Advanced Headphones? Sony MDR-1000X!". The expression "personally I'm a huge fan" represents the scheme nine in this video. Further, the YouTuber mentions which consumer would profit most from the stated features, which is categorised as scheme one. The explanation of the features is classified as "education". Category six can be identified through the statement of flaws in the product. The expression that the YouTuber hopes he could help the viewer represents the scheme seven. The category eight is observed by the lottery of a product if the viewer leaves a comment. A compressive overview of the analysis of this channel can be found in Appendix 57.

4.2 Survey

Based on the literature analysed previously in this study and the content analysis a relationship between the ten factors and the trust relationship is assumed. In order to investigate the correlations between the variables, the responses from the questionnaire need to be transformed into variables. A statistical significance can only be assured if the responses are internally consistent; hence a Cronbach Alpha for each variable is conducted.

4.2.1 Trust Variable

The first variable to investigate is "trust". The questionnaire contains four questions regarding the participants' relation to trust. Two questions test the belief that other people are basically honest and the other two the belief that trusting others is risky. The Cronbach's alpha is conducted to test the internal reliability of each of the two groups. As the table 4 illustrates are the values for both groups above the benchmark of 0.6 and thus it can be considered as internally consistent.

	Reliability Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Trusting other is risky	,772	,773	2
Honesty	,773	,773	2

Table 4: Cronbach's Alpha for Trust (Source: Own Data)

A Cronbach's alpha predicted at 0.772 shows that 77.2% of the variance in a composite score consisting of these two items is classified as an internally consistent reliable variance. Further, the 0.773 shows that 77.3% of the variance in a composite score is considered as internally reliable. To advance with the study a single variable for each group has to be used. Thus, a composite score of the two variables is converted into the dummy variables "Believe Honesty" and "Risk perception of trust". However, to accomplish one overall variable for trust, Yamagishi and Sato (1986) state that both variables can be combined into one continuous score, resulting in the variable "trust". Every further analysis including trust is utilizing this variable as a combined score representing the four individual scores.

4.2.2 Credibility Variables

The first variable that is investigated for correlations with the variable "trust" is the group representing the variable "noting specifications". In order to compute a dummy variable, the two questions representing it must be tested for internal consistency. As shown in Table 5 Cronbach's alpha is above 0.6, and therefore the variable can be considered as internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,763	,768	2

Table 5: Cronbach's Alpha for Noting Specifications (Source: Own Data)

A predicted value of 0.763 reveals that 76.3% of the variance in a composite score of the two variables can be recognized as an internally consistent reliable variance. Therefore, a dummy variable is built by merging the two items into the single variable "noting specifications". Within the next step, the relationship between the two variables is analysed by using the correlation coefficient derived with Kendall's tau b method. To analyse the differences from a sponsored review to the unsponsored review the variable "noting specification" is divided by the type of questionnaire. The correlation coefficient for the unsponsored review estimates at negative 0.001. The variables "noting specification" and "trust" at a sponsored review indicate a correlation coefficient of 0.001. In both cases, the correlation is close to zero, which indicates no relationship. Further, each value is above a 5% significance level, hence might have occurred by chance. Moreover, the independent samples test indicates with a significance level over 0.8 that the means of this variable does not statistically differ from each other. Considering the frequencies for the variable the sample of the unsponsored review indicated with 63.1% of the responses that the variable "noting specification" is important to some degree. The same variable considered in a sponsored review context indicates that 32.3% of the participants marked this as important.

The next factor, which is investigated in regards to the variable "trust" is the education of the viewer. The variable is represented by a group of two questions in the questionnaire. To perform further analysis on this group its internal consistency needs to be tested to create a dummy variable. As shown in Table 6 Cronbach's alpha is above 0.6, and therefore the variable can be considered as internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,642	,643	2

Table 6: Cronbach's Alpha for Educating (Source: Own Data)

A predicted value of 0.642 indicates that 64.2% of the variance in a composite score of the two variables can be considered as an acceptable value and therefore as internally consistent reliable variance. Hence, a dummy variable is built by merging the two items

into the single variable "educating". In order to investigate the relationship with the "trust" variable, the correlation coefficient is derived Kendall's tau b method. Both, unsponsored and sponsored values, are used separately to investigate the correlation. The correlation coefficient for the unsponsored review estimates at negative 0.001. The variables "educating" and "trust" at a sponsored review indicate a correlation coefficient of 0.001. As well as the previous variable, in both cases, the correlation is close to zero, which indicates no relationship. Moreover, each variation indicates a significance level above 5%, which indicates that the correlation might have occurred by chance. Proceeding with the analysis, an independent samples test was conducted. It indicates with a significance level over 0.8 that the means of this variable does not statistically differ from each other. As a final analysis method for this variable, the relative frequencies are investigated. The variable "educating" considering an unsponsored review shows that 63,1% of the sample considers the educational factor as somewhat important. Comparing the frequencies to the same variable at the sponsored review the sample indicates a slight decrease in importance. However, the majority with 62.3% of the sample expressed that the variable is important to a certain degree in a sponsored review.

4.2.3 Reliability Variables

Continuing with the analysis of the impact of sponsorship on the relationship between the factors and trust, the next factor is the passing of personal experience to the audience. The element is represented in the questionnaire by two questions and to create a dummy variable the internal consistency must be tested beforehand. Table 7 shows that the Cronbach's alpha is above the benchmark of 0.6 and therefore can be considered as internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,646	,647	2

Table 7: Cronbach's Alpha for Personal Experience (Source: Own Data)

A value of 0.642 indicates that 64.2% of the variance in a composite score of the two variables can be seen as an acceptable value and therefore as internally consistent reliable

variance. Hence, a dummy variable is built by merging the two items into the variable "educating". In order to analyse the relationship with the "trust" variable, the correlation coefficient is derived Kendall's tau b method. Both, unsponsored and sponsored values, are used separately to investigate the correlation. The correlation coefficient for the unsponsored review estimates at negative 0.001. The variables "educating" and "trust" at a sponsored review indicate a correlation coefficient of 0.001. As well as the previous variable, in both cases, the correlation is close to zero, which indicates no relationship. Moreover, each variation indicates a significance level above 5%, which indicates that the correlation might have occurred by chance. Proceeding with the analysis, an independent samples test was conducted. It indicates with a significance level over 0.8 that the means of this variable does not statistically differ from each other. As a final analysis method for this variable, the relative frequencies are investigated. The variable "educating" considering an unsponsored review shows that 63,1% of the sample considers the educational factor as somewhat important. Comparing the frequencies to the same variable at the sponsored review the sample indicates a slight decrease in importance. However, the majority with 62.3% of the sample expressed that the variable is important to a certain degree in a sponsored review.

Continuing with the analysis of the impact of sponsorship of the relationship between the factors and trust, the next factor is the passing of personal experience to the audience. The element is represented in the questionnaire by two questions and to create a dummy variable the internal consistency must be tested beforehand. Table 8 shows that the Cronbach's alpha is above the benchmark of 0.6 and therefore can be considered as internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,669	,669	2

Table 8: Cronbach's Alpha for Consistent Structure (Source: Own Data)

A Cronbach's alpha of 0.669 reveals that 66.9% of the variance in a composite score of the two variables can be assumed to be an acceptable level and thus as internally consistent reliable variance. Based on this score the dummy variable "consistent structure" is constructed for further analysis. Correlating the variable based on the unsponsored review Kendall's tau b method presents a correlation coefficient of 0.072 with the variable "trust". This indicates a slight to almost no correlation. However, the

coefficient is significant above the 5% level; therefore the correlation might have occurred by chance. Applying, the same method in the context of a sponsored review the correlation coefficient, raises to 0.137 indicating a slightly positive relationship. The significance level is above 5%, which implies that the correlation is not statistically significant and might be occurred by chance. At the next step, independent sample t-test is used to investigate if a difference in means can be identified between the two categories. The t-test for the variable "consistent structure" does not provide the statistical evidence that the means differ between the sponsored and unsponsored reviews, due to a significance level above 5%.

Lastly, the relative frequencies of the two variables are investigated. Respondents considering an unsponsored review indicated that a consistent structure of reviews is important to 43.5% of the sample and approximately the same portion of the sample stated that they are indifferent to this factor. Comparing these results to the sample from the sponsored reviews the data indicates an increase in responses expressing that the factor is essential, amounting to 55.8% of the sample.

4.2.4 Intimacy Variables

Continuing the analysis, the questionnaire included two questions investigating the factor of interaction. To evaluate the relationship of this factor with trust the group of questions needs to be transformed into one variable. The required test of internal consistency is performed through the Cronbach's alpha. Continuing with the analysis of the impact of sponsorship of the relationship between the factors and trust, the next factor is the passing of personal experience to the audience. The element is represented in the questionnaire by two questions and to create a dummy variable the internal consistency must be tested beforehand. Table 9 shows that the Cronbach's alpha is above the benchmark of 0.6 and therefore can be considered as internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,734	,735	2

Table 9: Cronbach's Alpha or Interaction (Source: Own Data)

A Cronbach's alpha of 0.734 reveals that 73.4% of the variance in a score computed of the two items is assumed to be an internally consistent reliable variance at a good level. The internal consistency of the variables allows to merge them into one new variable "interaction". The dummy variable is utilized for further research representing the factor of interaction. Using Kendall's tau b method, the correlation of the two variables "interaction" and "trust" in the context of an unsponsored review is conducted. The correlation coefficient 0.116 represents that the strength of the relationship between the two variables is positive on a weak level. The result indicates a significance level above 5% concluding that the correlation is not statistically significant and might be appeared by chance. The correlation of these two variables in the context of a sponsored review indicates a coefficient of -0.043. This value is close to 0 and indicates no relationship. However, the significance level is above 5% representing a not statistically significant correlation. To analyse if a difference in means of the variable "interaction" exists between the two groups, an independent sample test is conducted. The significance level is over 5%, and therefore there is no statistical evidence that the means differ. Lastly, the relative frequencies of the variable are investigated. 31,2% of the participants in the unsponsored review category indicated that the variable "interaction" is to some degree of importance. The remaining proportion is approximately distributed between indifference and unimportance of this factor. However, 39.3% of the participants in the sponsored review category indicated that this factor is essential on a certain level. This suggests an increase in importance towards the sponsored review category.

Proceeding the analysis, the next factor subject for investigation is the direct addressing of the audience. The questionnaire includes two questions investigating this factor. Further study of the relationship of this factor with trust requires the transformation of the group of questions into one variable. Therefore, the internal consistency needs to be tested through the Cronbach's alpha method. The table 10 indicates that the value is estimated above the benchmark of 0.6 and thus can be considered to be internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,613	,616	2

Table 10: Cronbach's Alpha for Addressing the Viewer (Source: Own Data)

A Cronbach's Alpha of 0.613 shows that 61.3% of the variance in a composed score of these two variables is considered to be at an acceptable level and therefore internally consistent reliable variance. Hence, the two items are merged into the dummy variable "addressing the viewer". Continuing analysis is conducted with this dummy variable representing the factor of addressing the viewer. The relationship of this variable and the variable for trust is denoted by the Kendall's tau b correlation coefficient. Firstly, the variable in context of an unsponsored review is tested. The correlation coefficient of 0.011 indicates no relationship between the two variables. Further, the significance level is above 5% presenting that the correlation coefficient might have occurred by chance. Conducting the same test for the variables at the sponsored review group indicates a correlation coefficient of 0.053, which indicates no relationship. However, the value is not statistically significant due to the significance level above 5%. The independent samples test is not statistically significant on at least a 5% level and therefore it cannot be assumed that the means of this factor differ in the two groups. The relative frequencies for this variable review that most of the participants indicated that they were indifferent of this factor in the unsponsored review group. 40.7% of the data indicates an importance to some degree. Participants in the sponsored review group indicated approximately the same data with 39.4% of the answers presenting an importance of the factor.

4.2.5 Benevolence Variables

The seventh factor represents the referring of the YouTuber to a viewer request. This factor is represented in the questionnaire through two questions. The group of questions needs to be transformed into one variable for further analysis. However, to compute a variable representing the two items the internal consistency needs to be identified. The Cronbach's alpha is used as the method to indicate the internal consistency as presented in table 11.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,748	,750	2

Table 11: Cronbach's Alpha for Referring to Viewer (Source: Own Data)

The value of 0.748 is over the benchmark and therefore the group of items is internally consistent. The Cronbach's alpha reveals that 74.8% of the variance in a combined score of the two variables is considered to be an internally consistent reliable variance. Based on this values the dummy variable "referring to viewer" can be computed representing the group for the factor of referring to request of a viewer. Further, the relationship of this variable and the variable of trust is tested. Within the first group of unsponsored reviews the Kendall's tau b method indicates a correlation coefficient of 0.085. This represents no relationship between the two variables. Furthermore, the value is not statistically significant due to the significance level above 5%. The relationship of the variable "referring to viewer" and the variable for trust is tested in the sponsored review group. The correlation coefficient in this groups amounts to 0.209. The correlation represents a slight positive relationship of the two variables. The correlation is significant at a 5% level. The correlation indicates that the variables "referring to viewer" and "trust" have a positive relationship in the context of a sponsored review. Further, analysis includes the investigation of differences in means of the variable "referring to viewer". An independent sample test is conducted indicating that the significance level is above 5% and therefore statistically no significant difference between the two groups occurs. Moreover, the relative frequencies are investigated to gather a comprehensive understanding of the variable. 68.5% of the participants in the unsponsored review group indicated that the factor is of importance to some degree. Considering the participants in the sponsored review group a slight increase to 70.5% can be observed indicating that a bigger portion of the sample indicated that the factor is of some importance in a review. Continuing the analysis of the ten factors and their relation to trust, the variable representing a targeted buying recommendation is investigated. The questionnaire contains two questions regarding this factor. For further analysis, the two items are transformed into one variable after the testing for internal consistency. Cronbach's alpha is used to analyse the internal consistency. Table 12 illustrates that the value for this factor is above the benchmark of 0.6.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,693	,693	2

Table 12: Cronbach's Alpha for Targeted Buying Recommendation (Source: Own Data)

69.3% of the variance of a composite score of the two items is assumed to be internally consistent and reliable. Thus, a dummy variable "targeted buying recommendation" is created representing the two items from the data set. Based on the single variable the relationship to the variable "trust" is investigated through the correlation coefficient. Both groups, the unsponsored and sponsored reviews, are tested with Kendall's tau b method. The variables in the unsponsored group indicate a correlation coefficient of 0.181 indicating a positive relationship on a weak level. The value is significant at a 5% level. Therefore, statistically significant evidence is found to show a weak positive relationship between the variables "targeted buying recommendation" and "trust" within the unsponsored review group. Conducting the same test of the variables within the sponsored review group the correlation coefficient is at 0.218 indicating a weak positive relationship between the two variables. The correlation is significant at a 5% level. This suggests that comparing the two groups the relationship between the two variables gets slightly stronger towards a sponsored review.

Further, an independent sample test is conducted to identify if a difference in means occurs at the variable between the two groups. However, the t-test is not statistically significant, and therefore a difference in means cannot be verified. Moreover, the relative frequencies of the variable in both groups are analysed to gain a comprehensive overview of the variable. 61.7% of the participants considering an unsponsored review indicated that the factor of giving targeted buying recommendations is to a certain degree of importance to them. Comparing this values to the participants considering a sponsored review one can observe an increase to 72.2% of the sample indicating that the factor is important. Therefore, the relationship to trust increases from one group to another on a statistically significant level as well as the overall importance indicated by the participants.

4.2.6 Authenticity Variables

Continuing the analysis, the factor of presenting the advantages and disadvantages and benchmarking the product of the review. The factor is represented by two questions in the questionnaire. For further investigations, the two items need to be transformed into one variable. In order to perform the transformation, the internal consistency needs to be investigated. Table 13 illustrates that the Cronbach's alpha for this variable is above the benchmark of 0.6.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,741	,742	2

Table 13: Cronbach's Alpha for Pro & Cons (Source: Own Data)

The Cronbach's alpha for the variable is estimated at 0.741, which represents that 74.1% of the variance of a mixed score of the two items is assumed to be internally consistent reliable variance. Therefore, the dummy variable "pro & cons" is computed representing the two factors in the data set. To analyse the relationship between this factor and the trust variable the correlation is investigated using Kendall's tau b method. Within the participant group considering an unsponsored review, the correlation coefficient is 0.130 indicating a weak positive relationship with the variable "trust". However, the value is not statistically significant on a 5% level or lower. Therefore, the correlation might have occurred by chance. Investigating the correlation for the variable in the sponsored review group the coefficient amounts to 0.052 indicating no relationship. Further, the significance level is above 5% representing that the correlation coefficient might have occurred by chance. Further analysis includes the investigation of the differences in means of the variable "pro & cons". An independent sample test is conducted showing that the means of this variable between the two groups differ on a 5% significance level. Further, the relative frequencies are used to investigate the statistical difference in means. 82.9% of the participants considering an unsponsored review indicated that this factor is of importance. Comparing the value to 82% of participants considering a sponsored review indicating that this factor is of importance illustrates that the importance slightly declines in a sponsored review.

The last factor that is analysed in its relationship to trust and the influence of sponsorship is the statement of personal opinions about the product. The questionnaire contains two questions measuring the factor. To perform investigations with this factor, the two items need to be transformed into one variable. Cronbach's alpha is applied to verify that the variables representing this factor are internally consistent. Table 14 illustrates that the value is above the benchmark of 0.6 and therefore the variables can be considered to be internally consistent.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,784	,784	2

Table 14: Cronbach's alpha for Personal Opinion (Source: Own Data)

The value is estimated at 0.784, which reveals that 78.4% of the variance of a combined score of the two items is considered to be an internally consistent reliable variance. Based on this value a dummy variable "personal opinion" is created and used for further analysis. Using Kendall's tau b method, the correlation coefficient for this variable in the unsponsored review group and the variable "trust" is 0.034. This indicates no relationship between the two variables. Further, the significance level is above 5%; hence the coefficient might have occurred by chance and is not statistically significant. Investigating the correlation of the variable in the sponsored review group reveals a correlation coefficient of 0.107. This value indicates a weak positive relationship between the two variables. The correlation is not statistically significant due to the significance level above 5%. Thus, the correlation might have occurred by chance. The further investigation includes an independent sample test to identify differences in means of the variable within the two groups. The significance level is above the 5% level, and therefore there is no statistical evidence that the means differ. To gather a comprehensive overview of the variable the relative frequencies are conducted. 54% of the participants considering an unsponsored review indicated that the factor "personal opinion" is to some degree important. Comparing the frequencies to the participants considering a sponsored review shows an increase in percentage to 78.6% of the sample indicating that the factor is of some importance. An overview of all correlations, independent sample test and frequencies conducted in this study can be found in the Appendix.

5 Discussion

The first part of the discussion is devoted to the content analysis, followed by the quantitative analysis. Based on the discussed results managerial and theoretical implications are drawn.

The content analysis revealed that the YouTube reviews on consumer electronic products contain certain schemes across different channels and products. These schemes can be linked with the five factors found in the literature (Doney & Cannon, 1997; Ganesan & Hess, 1997; L.-C. Hsu & Wang, 2008; M. Huang et al., 2011).

The analysis suggests that especially authenticity is important when trusting YouTube reviews. The assumption is based on the conducted frequencies, however, questions extant literature as there was no evidence found that one component is more important than others.

The content analysis also shows that sponsorship does not influence the occurrence of the schemes. Previous research reveals that sponsorship might have an adverse effect (Brehm, 1966; Hwang & Jeong, 2016) on the trust relationship, however, YouTubers tend to continue the structure of unsponsored reviews to maintain the trust relationship with their audience.

The second part of the research was the investigation of the relationship of the identified schemes with trust and how they were influenced by sponsorships. The data leads to the conclusion that the personal component within a video becomes more important in a sponsored review. Especially, the interaction and the presentation of the viewer as a singular person increases trust in the respective YouTuber and the review. Moreover, in sponsored reviews, the personality of YouTuber and the relation to the viewer becomes more critical.

The model generated in this study illustrates the trust relationship between YouTubers and their audience. Further, it indicates the impact of sponsorship on the specific elements of trust. As shown in figure 2 the components "pass personal experience" and Balance Pro & cons/ Benchmarking" decrease in importance when the video is sponsored.
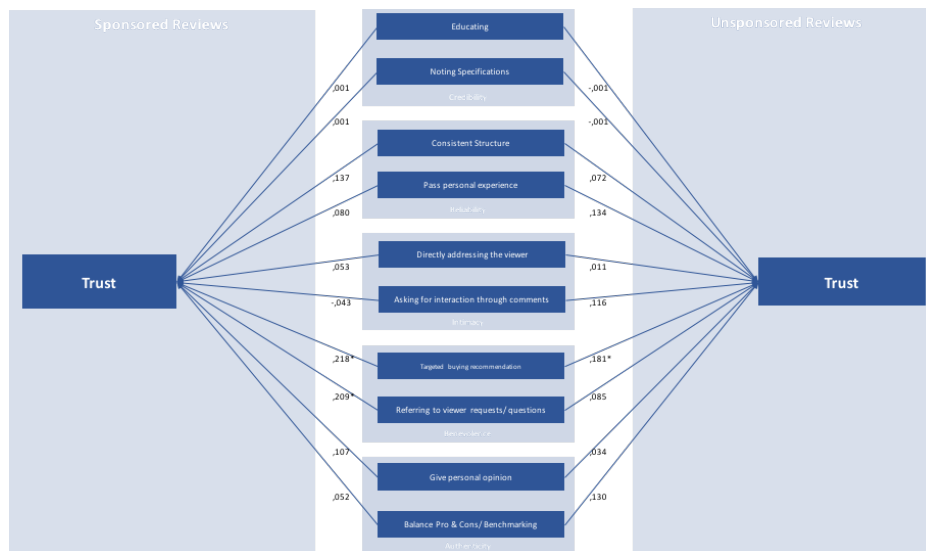
Figure 2: Elements of Trust in Sponsored YouTube Reviews including correlations (Source: own data)

These findings suggest that consumers are less interested in the facts about the product, when they are coming from the company through sponsorship. Consumers rather rely on the personal recommendation and opinion of YouTubers. This is in line with and supports researchers such as Fischer (2014) claiming that YouTubers are perceived as normal people. Furthermore, the findings draw a connection to the concept of electronic word-of-mouth confirming the strong influence YouTubers have on consumers. Hennig-Thurau et al. (2003) state that electronic word-of-mouth is conducted between consumers to gain a purchase decision and researchers such as Christodoulides (2009) state that companies, therefore, lost partially control over their communication with the consumer. That means if YouTubers are perceived as peer consumers, firms can regain some of the control challenged by electronic word-of-mouth through sponsoring YouTube reviews.

5.1 Theoretical Implications

This thesis contributes to the extant literature in different manners. Firstly, the communication channel YouTube is still an undiscovered field in regards to vlogs and a new major communication channel. Further, the trust relationship was not properly investigated in such an environment. Especially, referring to the consumer electronics industry. Lastly, the effect of sponsorship on the trust relationship was not investigated in such a context. The first part of the research revealed that YouTube reviews about

consumer electronic products mostly follow the same structure. These results contribute to the general understanding of the concept of creating a review on YouTube, and therefore, extend the research by (C.-Y. Huang et al., 2007). Moreover, by identifying the different schemes and being able to affiliate them to components of trust from the literature, the study confirmed the traditional factors of trust in the YouTube reviews. Hence, the study shows that the work of Doney and Cannon (1997), Ganesan and Hess (1997), L.-C. Hsu and Wang (2008), and M. Huang et al. (2011) can be applied in the vlogging environment to a certain extent.

The second part of the research conducted in this study displays statistical evidence that a targeted buying recommendation, representing benevolence, becomes more critical to the viewer when the review is sponsored. The remaining factors only provide evidence strong enough for the assumption. The study provides evidence that credibility, represented by the schemes "educating" and "noting specification", is not impacted by a sponsor, contradicting literature claiming that sponsorship has an effect on the credibility (Uribe et al., 2016).

The results suggest that the personal component becomes more important in sponsored videos identified by the schemes based on the interaction between YouTuber and viewers. This finding confirms studies such as McQuarrie et al. (2012), as they state that authenticity, described in their study as presenting personality detached from mass marked opinions, becomes more important in sponsored content. Moreover, the research contributes to research by proving an impact of sponsorship on the trust relationship between Youtuber and the audience. Supporting the research of Lu et al. (2014), this study contributes to the understanding of the impact of sponsorship on the relationship between the YouTuber and the consumer.

5.2 Managerial Implications

Based on the discussed results of the research managerial implications are drawn in this section. The implications will include both, the YouTuber and the company sponsoring the review.

YouTubers should focus on the identified schemes and potentially expand the content to increase the perception of benevolence. Especially, if the YouTuber agrees to make a

sponsored review, the scheme concentrating on the personal component should be focused. YouTubers are already following the presented schemes; however, the aspect of benevolence was identified as an essential part of the construction of trust in this study. Referring to viewer requests or questions was part of this component, but was only found in a few videos. To increase the trust relationship, YouTubers should embrace the interaction with their audience and treat viewer requests or questions as a valuable source to show the willingness to interact. The data suggests that the YouTubers in general should focus more on the personal component and an active relationship with their viewer and especially when they operate with sponsorships.

Secondly, companies should allow YouTubers to establish the stated components to develop a trust relationship. This implies that companies should not dictate a certain structure when engaging with YouTubers, which already build a trust relationship to the viewer as the consistent structure is an important part. Businesses tend to engage in sponsoring activities with YouTubers, such as Lewis Hilsenteger operating the channel "Unbox Therapy", which already have a certain viewer base, where the scheme of a consistent structure is already established. Therefore, these companies should fit their advertisement messages into the content of the YouTuber. However, the extent to which the company can modify the structure of the YouTuber to support the brand message remains an important factor when considering a YouTuber for a sponsoring contract. This means that should consider giving the YouTuber the freedom in his reviews to remain and establish an interactive and personal relationship with the viewers. Otherwise, the viewers' trust level towards the YouTuber might decrease, which will lower the effect of the sponsored review, as well as disturb the relationship of the Youtuber with his or her audience.

5.3   Limitations and Further Research

The analysis in this study provides valuable information about the trust relationship and the influence of sponsorship. Although, the analysis was performed correctly and the results were interpreted with cautions there are some limitations to it. However, the limitation of the study can be adapted for further research.

Firstly, the content analysis contains some limitation. The amount of sponsored videos in the analysis is limited and more would ensure that the general structure and schemes do not change the interpretation. Sponsored reviews are in general very limited compared to the unsponsored ones. However, due to time and resource limitations the study ended with 30 analysed videos. Although, the unsponsored reviews did not seem to increase the observable schemes, more sponsored reviews might have changed the schemes in these. Thus, further research should investigate this type of reviews in particular.

Further, the YouTube channels investigated in this study were exclusively originated from North America, which might have an influence on the research results. These channels were the biggest in the respective category, however, it would be helpful for further research to investigate if the geographical location has an influence on the general structure of the reviews or the perception on trust from the audience. Another limitation, which is present in the content analysis and survey, is the generalization of sponsorship. The study does not distinguish between different forms of sponsorship. These might have changed the outcomes of the survey or the observations of the content analysis. Researchers investigating the effect of sponsorship should consider the different kinds of sponsorship. Furthermore, the analysed reviews contained various product types with different price levels. The differences in products could have an influence on the schemes found in videos, perception of trust, and stance of the audience towards sponsorship. These aspects should be considered in future studies. The data set generated by the survey contains mostly Germans, which limits the ability to generalize the outcomes of the survey to a world population. Different nationalities and their potential differenced perception of trust or components of trust should be included in further research regarding the relationship within the YouTube environment. Further, they might have different relation towards sponsorship, which would lead to different results on the effect of sponsorship on the trust relationship. Moreover, the survey investigated the trust level of the participants based on four questions.

The limited depth of this investigation was due to the length of the survey and the potential to lose participants with an over extensive questionnaire. Further research might include a more extensive analysis of the participants trust level. The same limitations can be found at the investigation of the schemes. Two questions were dedicated to gather data for each scheme. A more extended survey would benefit the precision of the variables

and should be considered by future researchers. Moreover, the questions testing the schemes could have been formulated in different ways to more precisely represent the scheme. However, an additional investigation would have been required to accurately define the questions, which were not possible due to the time constraint. Further research should consider these aspects. The 137 responses represent a small data set and further investigations should increase the data set. The last limitation to be noticed is the testing of sponsored and unsponsored review relations with trust. The tool to randomly assign a survey is expensive at online provider and exceeded the resources for this research. Although, the survey uses the variation of beginning the survey with two identical options to choose from to determine which survey the participant will complete, which resulted in a 55.5% and 45.5% distribution between the sponsoring considerations, future researcher should use the such a tool to equally distribute the participants.

Finally, the scope of the study was introduced as investigating the influence of sponsorship on the trust relationship in YouTube consumer electronics reviews. Hence, the study limits itself to this specific problem and future researchers should investigate the same problem in a different environment or context. The differences between YouTube and other platforms, video and text reviews, and product categories need to be addressed in future studies to fully understand the relationship between bloggers/ vloggers and audience.

6 Conclusion

The study was conducted with the goal of investigating the influence of sponsorship in the trust relationship in YouTube consumer electronic reviews. The research question was approached with an extensive investigation of existing literature on the communication channel YouTube, trust, consumer electronics sector, and sponsorship. Thereby, the YouTuber as a person conducting the reviews was identified as a personal brand. Although the existing literature is still evolving around the classification of a vlogger, the identification of as a personal brand was sufficient for the purpose of this study. Throughout the review of literature five predominant components of trust were identified and used for the research of this thesis. Moreover, the motives of the consumer seeking reviews were determined to create a fundamental understanding of the phenomenon.

Especially, the differences between the communication channels were investigated in the literature. The last part of the literature review is the investigation of the effect of sponsorship.

Having gained a deep understanding of the different components of the research questions the concept for the research could be established. The mixed method approach chosen in this study allowed a broad investigation of the trust relationship between the YouTuber and the audience. The content analysis revealed that the YouTuber use a consistent structure throughout their reviews. Further, general schemes can be observed, which are categorised into the components of trust found in the literature. Hence, this study confirms that the concept of trust holds true in the environment of YouTube reviews. Further, the results from the content analysis provide the foundation for the quantitative analysis of this study. The analysis of the survey reveals that the personal component becomes more critical when the review is sponsored. Hence, YouTuber and company need to consider this insight when entering a sponsorship agreement to remain the trust of the viewers. Such knowledge presents essential perceptions about the relationship of businesses and YouTuber. The performed research shows that sponsorship creates an increase in the need for a personal component in the reviews. Thus, the research question is answered, and companies and YouTuber should consider these findings to maintain the trust of the consumers and viewers for a successful collaboration.

References

Ananda, A. F., & Wandebori, H. (2016). *The impact of drugstore makeup product reviews by beauty vlogger on youtube towards purchase intention by undergraduate students in Indonesia.* Paper presented at the International Conference on Ethics of Business, Economics, and Social Science.

Ang, L., Dubelaar, C., & Lee, B.-C. (2001). To trust or not to trust? A model of internet trust from the customer's point of view. *BLED 2001 Proceedings*, 43.

Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing, 32*(1), 15-27.

Baier, A. (1986). Trust and antitrust. *Ethics, 96*(2), 231-260.

Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research, 3*(2), 166-177.

Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing, 69*(4), 133-152.

Baumgartner, H., & Steenkamp, J.-B. E. (1996). Exploratory consumer buying behavior: Conceptualization and measurement. *International Journal of Research in Marketing, 13*(2), 121-137.

Becker, K., & Nobre, H. (2014). Social network reputation management: An international study. *Journal of Promotion Management, 20*(4), 436-451.

Becker, L. C. (1996). Trust as noncognitive security about motives. *Ethics, 107*(1), 43-61.

Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons, 55*(3), 261-271.

Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing, 15*(3), 31-40.

Blackburn, S. (1998). *Ruling passions: A theory of practical reasoning*: Clarendon Press Oxford.

Blythe, M., & Cairns, P. (2009). *Critical methods and user generated content: the iPhone on YouTube.* Paper presented at the Proceedings of the SIGCHI Conference on Human Factors in Computing Systems.

Boerman, S. C., Reijmersdal, E. A., & Neijens, P. C. (2014). Effects of sponsorship disclosure timing on the processing of sponsored content: A study on the effectiveness of European disclosure regulations. *Psychology & Marketing, 31*(3), 214-224.

Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). "This Post Is Sponsored": Effects of Sponsorship Disclosure on Persuasion Knowledge and Electronic Word of Mouth in the Context of Facebook. *Journal of Interactive Marketing, 38*, 82-92.

Bos, N., Olson, J., Gergle, D., Olson, G., & Wright, Z. (2002). *Effects of four computer-mediated communications channels on trust development.* Paper presented at

the Proceedings of the SIGCHI conference on human factors in computing systems.

Brehm, J. W. (1966). A theory of psychological reactance.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research, 14*(3), 252-271.

Brown, D., & Hayes, N. (2008). *Influencer marketing: Who really influences your customers?* : Routledge.

Bryman, A. (2015). *Social research methods*: Oxford university press.

Burgess, J., & Green, J. (2013). *YouTube: Online video and participatory culture*: John Wiley & Sons.

Burton, J., & Khammash, M. (2010). Why do people read reviews posted on consumer-opinion portals? *Journal of Marketing Management, 26*(3-4), 230-255.

Calefato, F., Lanubile, F., & Novielli, N. (2013). *A preliminary investigation of the effect of social media on affective trust in customer-supplier relationships.* Paper presented at the Affective Computing and Intelligent Interaction (ACII), 2013 Humaine Association Conference on.

Campbell, M. C., & Kirmani, A. (2000). Consumers' use of persuasion knowledge: The effects of accessibility and cognitive capacity on perceptions of an influence agent. *Journal of Consumer research, 27*(1), 69-83.

Carr, C. T., & Hayes, R. A. (2014). The effect of disclosure of third-party influence on an opinion leader's credibility and electronic word of mouth in two-step flow. *Journal of Interactive Advertising, 14*(1), 38-50.

Carrillat, F. A., & d'Astous, A. (2012). The sponsorship-advertising interface: is less better for sponsors? *European Journal of Marketing, 46*(3/4), 562-574.

Chai, S., & Kim, M. (2010). What makes bloggers share knowledge? An investigation on the role of trust. *International Journal of Information Management, 30*(5), 408-415.

Chang, J., & Lewis, C. (2013). Towards a Framework for Web 2.0 Community Success: A Case of YouTube *E-Commerce for Organizational Development and Competitive Advantage* (pp. 85-98): IGI Global.

Chapple, C., & Cownie, F. (2017). An Investigation into Viewers' Trust in and Response Towards Disclosed Paid-for-Endorsements by YouTube Lifestyle Vloggers. *Journal of Promotional Communications, 5*(2).

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing, 65*(2), 81-93.

Chen, C.-P. (2013). Exploring personal branding on YouTube. *Journal of Internet Commerce, 12*(4), 332-347.

Christodoulides, G. (2009). Branding in the post-internet era. *Marketing theory, 9*(1), 141-144.

Clark, J. M., Cornwell, T. B., & Pruitt, S. W. (2002). Corporate stadium sponsorships, signalling theory, agency conflicts and shareholder wealth. *Journal of advertising research, 42*(6), 16-32.

Cohen, J., Campbell, C., & Ma, J. (2014). Speaker's box: advertisements just aren't advertisements anymore: a new typology for evolving forms of online" advertising".

Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of direct, data and digital marketing practice, 9*(3), 231-244.

Crimmins, J., & Horn, M. (1996). Sponsorship: From management ego trip to marketing success. *Journal of advertising research, 36*(4), 11-22.

Dasgupta, P. (1988). Trust as a commodity,[w:] Gambetta D.(ed.), Trust: Making an Breaking Cooperative Relations: Blackwell, Oxford.

Dean, D. H. (2003). Consumer perception of corporate donations effects of company reputation for social responsibility and type of donation. *Journal of Advertising, 32*(4), 91-102.

Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management Science, 49*(10), 1407-1424.

Dellarocas, C. (2010). Online reputation systems: How to design one that does what you need. *MIT Sloan Management Review, 51*(3), 33.

Doney, P. M., & Cannon, J. P. (1997). Trust in buyer-seller relationships. *Journal of Marketing, 61*, 35-51.

Eisend, M., & Küster, F. (2011). The effectiveness of publicity versus advertising: A meta-analytic investigation of its moderators. *Journal of the Academy of Marketing Science, 39*(6), 906-921.

Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication, 13*(1), 210-230.

Evans, D. (2010). *Social media marketing: An hour a day*: John Wiley & Sons.

Fan, W., & Gordon, M. D. (2014). The power of social media analytics. *Communications of the ACM, 57*(6), 74-81.

Fischer, T. (2014). Makeup, YouTube, and Amateur Media in the Twenty-First Century. *University of Calgary: Undergraduate Film Journal, 3*, 1-8.

Floh, A., Koller, M., & Zauner, A. (2013). Taking a deeper look at online reviews: The asymmetric effect of valence intensity on shopping behaviour. *Journal of Marketing Management, 29*(5-6), 646-670.

Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer research, 21*(1), 1-31.

Ganesan, S., & Hess, R. (1997). Dimensions and levels of trust: implications for commitment to a relationship. *Marketing Letters, 8*(4), 439-448.

Gefen, D. (2002). Reflections on the dimensions of trust and trustworthiness among online consumers. *ACM Sigmis Database, 33*(3), 38-53.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Inexperience and experience with online stores: The importance of TAM and trust. *IEEE Transactions on engineering management, 50*(3), 307-321.

Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing brands in the social media environment. *Journal of Interactive Marketing, 27*(4), 242-256.

Gilly, M. C., Graham, J. L., Wolfinbarger, M. F., & Yale, L. J. (1998). A dyadic study of interpersonal information search. *Journal of the Academy of Marketing Science, 26*(2), 83-100.

Goldsmith, R. E., & Horowitz, D. (2006). Measuring motivations for online opinion seeking. *Journal of Interactive Advertising, 6*(2), 2-14.

Govier, T. (1997). *Social trust and human communities*: McGill-Queen's Press-MQUP.

Griskevicius, V., Tybur, J. M., Sundie, J. M., Cialdini, R. B., Miller, G. F., & Kenrick, D. T. (2007). Blatant benevolence and conspicuous consumption: when romantic motives elicit strategic costly signals. *Journal of personality and social psychology, 93*(1), 85.

Gu, B., Park, J., & Konana, P. (2012). Research note—the impact of external word-of-mouth sources on retailer sales of high-involvement products. *Information Systems Research, 23*(1), 182-196.

Gwinner, K. P., & Eaton, J. (1999). Building brand image through event sponsorship: The role of image transfer. *Journal of Advertising, 28*(4), 47-57.

Hamilton, W. D. (1964). The genetical evolution of social behaviour. II. *Journal of theoretical biology, 7*(1), 17-52.

Hardin, R. (2002). *Trust and trustworthiness*: Russell Sage Foundation.

Haythornthwaite, C., & Wellman, B. (1998). Work, friendship, and media use for information exchange in a networked organization. *Journal of the American society for information science, 49*(12), 1101-1114.

Heller Baird, C., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & leadership, 39*(5), 30-37.

Henderson, A., & Bowley, R. (2010). Authentic dialogue? The role of "friendship" in a social media recruitment campaign. *Journal of Communication Management, 14*(3), 237-257.

Hennig-Thurau, T., Walsh, G., & Walsh, G. (2003). Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the Internet. *International journal of electronic commerce, 8*(2), 51-74.

Hoegg, R., Martignoni, R., Meckel, M., & Stanoevska-Slabeva, K. (2006). Overview of business models for Web 2.0 communities.

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Communication and persuasion; psychological studies of opinion change.

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public opinion quarterly, 15*(4), 635-650.

Hsu, C.-L., Chuan-Chuan Lin, J., & Chiang, H.-S. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research, 23*(1), 69-88.

Hsu, L.-C., & Wang, C.-H. (2008). A study of e-trust in online auctions. *Journal of Electronic Commerce Research, 9*(4), 310.

Huang, C.-Y., Shen, Y.-Z., Lin, H.-X., & Chang, S.-S. (2007). Bloggers' motivations and behaviors: A model. *Journal of advertising research, 47*(4), 472-484.

Huang, L.-S. (2015). Trust in product review blogs: the influence of self-disclosure and popularity. *Behaviour & Information Technology, 34*(1), 33-44.

Huang, M., Cai, F., Tsang, A. S., & Zhou, N. (2011). Making your online voice loud: the critical role of WOM information. *European Journal of Marketing, 45*(7/8), 1277-1297.

Hwang, Y., & Jeong, S.-H. (2016). "This is a sponsored blog post, but all opinions are my own": The effects of sponsorship disclosure on responses to sponsored blog posts. *Computers in Human Behavior, 62*, 528-535.

Impicciatore, P., Pandolfini, C., Casella, N., & Bonati, M. (1997). Reliability of health information for the public on the World Wide Web: systematic survey of advice on managing fever in children at home. *Bmj, 314*(7098), 1875.

Jaakonmäki, R., Müller, O., & vom Brocke, J. (2017). *The Impact of Content, Context, and Creator on User Engagement in Social Media Marketing.* Paper presented at the Proceedings of the 50th Hawaii International Conference on System Sciences.

Jarboe, G. (2017). 64 PERCENT OF CONSUMERS PURCHASE AFTER WATCHING BRANDED SOCIAL VIDEO CONTENT. Retrieved from Tubularinsights website: http://tubularinsights.com/64-percent-viewers-purchase-social-video/

Jones, K. (1996). Trust as an affective attitude. *Ethics, 107*(1), 4-25.

Jones, K. (1999). Second-hand moral knowledge. *The Journal of Philosophy, 96*(2), 55-78.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons, 53*(1), 59-68.

Katz, E. (1957). The two-step flow of communication: An up-to-date report on an hypothesis. *Public opinion quarterly, 21*(1), 61-78.

Keller, E., & Fay, B. (2009). The role of advertising in word of mouth. *Journal of advertising research, 49*(2), 154-158.

Kernis, M. H., & Goldman, B. M. (2006). A multicomponent conceptualization of authenticity: Theory and research. *Advances in experimental social psychology, 38*, 283-357.

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons, 54*(3), 241-251.

Kim, D., Song, Y., Braynov, S., & Rao, R. (2001). A B-to-C trust model for on-line exchange. *AMCIS 2001 Proceedings*, 153.

Kim, J., & Forsythe, S. (2010). Factors affecting adoption of product virtualization technology for online consumer electronics shopping. *International Journal of Retail & Distribution Management, 38*(3), 190-204.

Kiousis, S. (2001). Public trust or mistrust? Perceptions of media credibility in the information age. *Mass Communication & Society, 4*(4), 381-403.

Kirmani, A., & Rao, A. R. (2000). No pain, no gain: A critical review of the literature on signaling unobservable product quality. *Journal of Marketing, 64*(2), 66-79.

Kjeldskov, J., Gibbs, M., Vetere, F., Howard, S., Pedell, S., Mecoles, K., & Bunyan, M. (2004). Using cultural probes to explore mediated intimacy. *Australasian Journal of Information Systems, 11*(2).

Klein, L. R., & Ford, G. T. (2003). Consumer search for information in the digital age: An empirical study of prepurchase search for automobiles. *Journal of Interactive Marketing, 17*(3), 29-49.

Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: processes, challenges, and implications. *Journal of Interactive Marketing, 25*(1), 37-50.

Lair, D. J., Sullivan, K., & Cheney, G. (2005). Marketization and the recasting of the professional self: The rhetoric and ethics of personal branding. *Management Communication Quarterly, 18*(3), 307-343.

Laurenceau, J.-P., Barrett, L. F., & Pietromonaco, P. R. (1998). Intimacy as an interpersonal process: the importance of self-disclosure, partner disclosure, and perceived partner responsiveness in interpersonal exchanges. *Journal of personality and social psychology, 74*(5), 1238.

Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research, 69*(12), 5753-5760.

Lee, M.-S., Sandler, D. M., & Shani, D. (1997). Attitudinal constructs towards sponsorship: Scale development using three global sporting events. *International Marketing Review, 14*(3), 159-169.

Lewicki, R. J., & Bunker, B. B. (1996). Developing and maintaining trust in work relationships. *Trust in organizations: Frontiers of theory and research, 114*, 139.

Lewicki, R. J., Tomlinson, E. C., & Gillespie, N. (2006). Models of interpersonal trust development: Theoretical approaches, empirical evidence, and future directions. *Journal of Management, 32*(6), 991-1022.

Li, Y.-M., & Chen, C.-W. (2009). A synthetical approach for blog recommendation: Combining trust, social relation, and semantic analysis. *Expert Systems with Applications, 36*(3), 6536-6547.

Liao, C., To, P.-L., & Liu, C.-C. (2013). A motivational model of blog usage. *Online information review, 37*(4), 620-637.

Lu, L.-C., Chang, W.-P., & Chang, H.-H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior, 34*, 258-266.

Lynch, C. (2000). Authenticity and integrity in the digital environment: an exploratory analysis of the central role of trust. *Museums in a Digital Age*, 314-331.

Manerikar, V., & Manerikar, S. (2015). Cronbach's alpha. *A Peer review research journal. aWEshkar WeSchool, 19*(1), 117-119.

Martin, W. C. (2014). Independent versus incentivized word-of-mouth: Effects on listeners. *Academy of Marketing Studies Journal, 18*(1), 261.

Marwick, A., & Boyd, D. (2011). To see and be seen: Celebrity practice on Twitter. *Convergence, 17*(2), 139-158.

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review, 20*(3), 709-734.

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer research, 16*(3), 310-321.

McDaniel, S. R. (1999). An investigation of match-up effects in sport sponsorship advertising: The implications of consumer advertising schemas. *Psychology & Marketing, 16*(2), 163-184.

McKnight, D. H., & Chervany, N. L. (2001). What trust means in e-commerce customer relationships: An interdisciplinary conceptual typology. *International journal of electronic commerce, 6*(2), 35-59.

McKnight, D. H., Cummings, L. L., & Chervany, N. L. (1998). Initial trust formation in new organizational relationships. *Academy of Management Review, 23*(3), 473-490.

McLeod, C. (2002). Self-trust and reproductive autonomy.

McQuarrie, E. F., Miller, J., & Phillips, B. J. (2012). The megaphone effect: Taste and audience in fashion blogging. *Journal of Consumer research, 40*(1), 136-158.

Meenaghan, J. A. (1983). Commercial sponsorship. *European Journal of Marketing, 17*(7), 5-73.

Meenaghan, T. (2001). Understanding sponsorship effects. *Psychology and Marketing, 18*(2), 95-122.

Metzger, M. J. (2007). Making sense of credibility on the Web: Models for evaluating online information and recommendations for future research. *Journal of the Association for Information Science and Technology, 58*(13), 2078-2091.

Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *The Journal of Marketing*, 81-101.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The Journal of Marketing*, 20-38.

O'neil, C. (2012). Lying, trust, and gratitude. *Philosophy & Public Affairs, 40*(4), 301-333.

Olson, E. L., & Mathias Thjømøe, H. (2012). The relative performance of TV sponsorship versus television spot advertising. *European Journal of Marketing, 46*(11/12), 1726-1742.

Olson, E. L., & Thjømøe, H. M. (2009). Sponsorship effect metric: assessing the financial value of sponsoring by comparisons to television advertising. *Journal of the Academy of Marketing Science, 37*(4), 504.

Oxford-Dictionary. (2017). Retrieved from Englisch Oxford Living Dictionaries website: https://en.oxforddictionaries.com/definition/consumer_electronics

Pan, Y., & Zhang, J. Q. (2011). Born unequal: a study of the helpfulness of user-generated product reviews. *Journal of Retailing, 87*(4), 598-612.

Pihl, C. (2013). In the borderland between personal and corporate brands–the case of professional bloggers. *Journal of Global Fashion Marketing, 4*(2), 112-127.

Pixability. (2014). *Consumer Electronics and YouTube*. Retrieved from https://www.pixability.com/industry-insights/consumer-electronics-youtube-2014/

Preece, J., & Shneiderman, B. (2009). The reader-to-leader framework: Motivating technology-mediated social participation. *AIS transactions on human-computer interaction, 1*(1), 13-32.

Quessy, J.-F. (2009). Tests of multivariate independence for ordinal data. *Communications in Statistics—Theory and Methods, 38*(19), 3510-3531.

Racherla, P., Mandviwalla, M., & Connolly, D. J. (2012). Factors affecting consumers' trust in online product reviews. *Journal of Consumer Behaviour, 11*(2), 94-104.

Reinecke, L., & Trepte, S. (2014). Authenticity and well-being on social network sites: A two-wave longitudinal study on the effects of online authenticity and the positivity bias in SNS communication. *Computers in Human Behavior, 30*, 95-102.

Reis, H. T., & Shaver, P. (1988). Intimacy as an interpersonal process. *Handbook of personal relationships, 24*(3), 367-389.

Rifon, N. J., Choi, S. M., Trimble, C. S., & Li, H. (2004). Congruence effects in sponsorship: The mediating role of sponsor credibility and consumer attributions of sponsor motive. *Journal of Advertising, 33*(1), 30-42.

Roehm, M. L., Roehm, H. A., & Boone, D. S. (2004). Plugs versus placements: A comparison of alternatives for within-program brand exposure. *Psychology & Marketing, 21*(1), 17-28.

Romero, D. M., Galuba, W., Asur, S., & Huberman, B. A. (2011). *Influence and passivity in social media.* Paper presented at the Proceedings of the 20th international conference companion on World wide web.

Rowley, J. (2004). Online branding. *Online information review, 28*(2), 131-138.

Sammerl, N. (2007). *Innovationsfähigkeit und nachhaltiger Wettbewerbsvorteil: Messung-Determinanten-Wirkungen*: Springer-Verlag.

Sammis, K., Lincoln, C., Pomponi, S., Ng, J., Rodriguez, E. G., & Zhou, J. (2015). *Influencer Marketing For Dummies*: Wiley.

Sashi, C. (2012). Customer engagement, buyer-seller relationships, and social media. *Management decision, 50*(2), 253-272.

Saunders, M. N. (2011). *Research methods for business students, 5/e*: Pearson Education India.

Schmidt, J. B., & Spreng, R. A. (1996). A proposed model of external consumer information search. *Journal of the Academy of Marketing Science, 24*(3), 246-256.

Scoble, R., & Israel, S. (2006). *Naked conversations: how blogs are changing the way businesses talk with customers*: John Wiley & Sons.

Self, C. C. (1996). Credibility. *An integrated approach to communication theory and research, 1*, 421-441.

Selnes, F. (1998). Antecedents and consequences of trust and satisfaction in buyer-seller relationships. *European Journal of Marketing, 32*(3/4), 305-322.

Shepherd, I. D. (2005). From cattle and coke to Charlie: Meeting the challenge of self marketing and personal branding. *Journal of Marketing Management, 21*(5-6), 589-606.

Sheppard, B. H., & Sherman, D. M. (1998). THE GRAMMARS OF TRUST: A MODEL AND GENERAL IMPLICATIONS. *Academy of Management Review, 23*(3), 422-437. doi:10.5465/AMR.1998.926619

Siegel, A. (2016). *Practical business statistics*: Academic Press.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing, 66*(1), 15-37.

Smith, D. (2014). Charlie is so 'English'-like: Nationality and the branded celebrity person in the age of YouTube. *Celebrity studies, 5*(3), 256-274.

Smith, G. (2004). Brand image transfer through sponsorship: A consumer learning perspective. *Journal of Marketing Management, 20*(3-4), 457-474.

Sparks, B. A., Perkins, H. E., & Buckley, R. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. *Tourism Management, 39*, 1-9.

Spence, M. (1973). Job market signaling. *The quarterly journal of Economics, 87*(3), 355-374.

Sternthal, B., Dholakia, R., & Leavitt, C. (1978). The persuasive effect of source credibility: Tests of cognitive response. *Journal of Consumer research, 4*(4), 252-260.

Urban, G. L., Amyx, C., & Lorenzon, A. (2009). Online trust: state of the art, new frontiers, and research potential. *Journal of Interactive Marketing, 23*(2), 179-190.

Uribe, R., Buzeta, C., & Velásquez, M. (2016). Sidedness, commercial intent and expertise in blog advertising. *Journal of Business Research, 69*(10), 4403-4410.

Van House, N. (2004). *Weblogs: Credibility and collaboration in an online world.* Paper presented at the Computer Supported Cooperative Work Workshop.

Van Reijmersdal, E., Neijens, P., & Smit, E. (2005). Readers' reactions to mixtures of advertising and editorial content in magazines. *Journal of Current Issues & Research in Advertising, 27*(2), 39-53.

Warmbrodt, J., Sheng, H., & Hall, R. (2008). *Social network analysis of video bloggers' community.* Paper presented at the Hawaii International Conference on System Sciences, Proceedings of the 41st Annual.

Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. *Public relations review, 35*(2), 102-106.

Waters, R. D., & Jones, P. M. (2011). Using video to build an organization's identity and brand: A content analysis of nonprofit organizations' YouTube videos. *Journal of Nonprofit & Public Sector Marketing, 23*(3), 248-268.

Weeks, C. S., Cornwell, T. B., & Drennan, J. C. (2008). Leveraging sponsorships on the internet: Activation, congruence, and articulation. *Psychology & Marketing, 25*(7), 637-654.

Wellman, B. (2001). Physical place and cyberplace: The rise of personalized networking. *International journal of urban and regional research, 25*(2), 227-252.

Wellman, B., Salaff, J., Dimitrova, D., Garton, L., Gulia, M., & Haythornthwaite, C. (1996). Computer networks as social networks: Collaborative work, telework, and virtual community. *Annual review of sociology, 22*(1), 213-238.

Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal, 16*(4), 362-369.

Wojdynski, B. W. (2016). The deceptiveness of sponsored news articles: How readers recognize and perceive native advertising. *American Behavioral Scientist, 60*(12), 1475-1491.

Wojdynski, B. W., & Evans, N. J. (2016). Going native: Effects of disclosure position and language on the recognition and evaluation of online native advertising. *Journal of Advertising, 45*(2), 157-168.

Yamagishi, T., & Sato, K. (1986). Motivational bases of the public goods problem. *Journal of personality and social psychology, 50*(1), 67.

Yan, J. (2011). Social media in branding: Fulfilling a need. *Journal of brand management, 18*(9), 688-696.

Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005). Development and validation of an instrument to measure user perceived service quality of information presenting web portals. *Information & Management, 42*(4), 575-589.

YouTube. (2016). Ad policies. https://support.google.com/youtube/answer/154235?hl=en

YouTube. (2017). Statistics. Retrieved 21.11.2017 https://www.youtube.com/intl/de/yt/about/press/

Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing, 74*(2), 133-148.

Zhu, J., & Tan, B. (2007). Effectiveness of blog advertising: Impact of communicator expertise, advertising intent, and product involvement. *ICIS 2007 Proceedings*, 121.

Appendix

Appendix1: YouTube Relationship Survey

Youtube Relationship Survey

Thank you for filling out the questionnaire. The following questions are about YouTubers who review electronic products. I kindly ask you to think of consumer electronic videos while filling out the survey e.g. unboxing, reviews, or comparison videos about, headphones, smartphones etc.

Your data will be treated confidentially, and will only be used for the purpose of this research. Your answers are anonymous and cannot be connected to you.

* Erforderlich

1. **Please select one button to begin the survey** *
   Markieren Sie nur ein Oval.

◯ Go   *Weiter mit Frage 2*

◯ Go.   *Weiter mit Frage 10*

Usage of YouTube Reviews
The following section is designed to gather knowledge of the general usage of YouTube reviews as an information platform for consumer electronic products.

2. **How often do you use YouTube reviews in your buying decision for consumer electronic products? ***

Markieren Sie nur ein Oval.

- ⃝ For every product
- ⃝ Most of the product
- ⃝ About half of the products
- ⃝ Only a few products
- ⃝ Never

3. **How much influence do the YouTube reviews have on your buying decision compared to other sources of knowledge (e.g. Websites, Comparison, Producer information, etc.)? ***

Markieren Sie nur ein Oval.

- ⃝ I purely rely on YouTube reviews
- ⃝ Mostly YouTube reviews, but I consider also other sources
- ⃝ I rely on all sources equally
- ⃝ Very little influence
- ⃝ No influence

Weiter mit Frage 4

Relationship towards the YouTuber in Reviews

This section deals with the relationship between you as a viewer and the YouTuber and how it is formed. While answering the questions please keep in mind that these videos are YouTube reviews about consumer electronic products (Smartphone, Laptop, Headphones, etc,).

4. **Using the following scale, please indicate how much you agree or disagree with the following statements ***

Markieren Sie nur ein Oval pro Zeile.

	Strongly disagree	2	3	neutral	5	6	Strongly agree
A collaboration between two people often fails if one is only pursuing their own short-term self-interest.	⃝	⃝	⃝	⃝	⃝	⃝	⃝
Most people tell a lie when they can benefit by doing so.	⃝	⃝	⃝	⃝	⃝	⃝	⃝
Most people are basically honest	⃝	⃝	⃝	⃝	⃝	⃝	⃝
Unselfish people are often exploited by others	⃝	⃝	⃝	⃝	⃝	⃝	⃝

Weiter mit Frage 5

86

5. **Using the following scale, please indicate how important or unimportant the following aspects are in a review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Stating in-depth specifications (RAM, Megapixel, etc.)	◯	◯	◯	◯	◯	◯	◯
Covering all information about the product	◯	◯	◯	◯	◯	◯	◯
Explaining possible application of products' features	◯	◯	◯	◯	◯	◯	◯
Showing how to use certain features	◯	◯	◯	◯	◯	◯	◯

6. **Using the following scale, please indicate how important or unimportant the following aspects are in a review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Giving observations gathered over time	◯	◯	◯	◯	◯	◯	◯
Describing non-observable things (Feel, Sound, Smell)	◯	◯	◯	◯	◯	◯	◯
Using the same aspects to explain similar products	◯	◯	◯	◯	◯	◯	◯
Following the same procedure in every video	◯	◯	◯	◯	◯	◯	◯

Weiter mit Frage 7

7. **Using the following scale, please indicate how important or unimportant the following aspects are in a review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
YouTuber wants you to interact through like or dislike button	◯	◯	◯	◯	◯	◯	◯
You get asked for your opinion	◯	◯	◯	◯	◯	◯	◯
Directly referring to you as a viewer	◯	◯	◯	◯	◯	◯	◯
YouTuber considers himself and the viewer as community	◯	◯	◯	◯	◯	◯	◯

87

8. **Using the following scale, please indicate how important or unimportant the following aspects are in a review ***

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Answering the questions from viewers	◯	◯	◯	◯	◯	◯	◯
Presentation of ideal customer type for the product	◯	◯	◯	◯	◯	◯	◯
Doing content that was requested by viewers	◯	◯	◯	◯	◯	◯	◯
Description in which situation the product is best used	◯	◯	◯	◯	◯	◯	◯

9. **Using the following scale, please indicate how important or unimportant the following aspects are in a review ***

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Weight pro and cons of the product	◯	◯	◯	◯	◯	◯	◯
YouTuber expresses his feelings towards the product	◯	◯	◯	◯	◯	◯	◯
Position the product against similar products	◯	◯	◯	◯	◯	◯	◯
Stating personal thoughts about the product	◯	◯	◯	◯	◯	◯	◯

Usage of YouTube Reviews

The following section is designed to gather knowledge of the general usage of YouTube reviews as an information platform for consumer electronic products.

10. **How often do you use YouTube reviews in your buying decision for consumer electronic products? ***

Markieren Sie nur ein Oval.

◯ For every product

◯ Most of the product

◯ About half of the products

◯ Only a few products

◯ Never

88

11. **How much influence do the YouTube reviews have on your buying decision compared to other sources of knowledge (e.g. Websites, Comparison, Producer information, etc.)?**

Markieren Sie nur ein Oval.

- ( ) I purely rely on YouTube reviews
- ( ) Mostly YouTube reviews, but I consider also other sources
- ( ) I rely on all sources equally
- ( ) Very little influence
- ( ) No influence

Weiter mit Frage 12

Relationship towards the YouTuber in Sponsored Reviews

This section deals with the relationship between you as a viewer and the YouTuber and how it is formed when the content is sponsored i.e. the YouTuber is paid to do the video. While answering the questions please keep in mind that these videos are YouTube reviews about consumer electronic products (Smartphone, Laptop, Headphones, etc,).
Sponsorship in this type of videos include direct payments and/or benefits, such as flight tickets, products to keep, etc. for the Youtuber.

12. **Using the following scale, please indicate how much you agree or disagree with the following statements** *

Markieren Sie nur ein Oval pro Zeile.

	Strongly disagree	2	3	neutral	5	6	Strongly agree
A collaboration between two people often fails if one is only pursuing their own short-term self-interest.	( )	( )	( )	( )	( )	( )	( )
Most people are basically honest	( )	( )	( )	( )	( )	( )	( )
Unselfish people are often exploited by others	( )	( )	( )	( )	( )	( )	( )
Most people tell a lie when they can benefit by doing so.	( )	( )	( )	( )	( )	( )	( )

Weiter mit Frage 13

89

13. **Using the following scale, please indicate how important or unimportant the following aspects are in a sponsored review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Stating in-depth specifications (RAM, Megapixel, etc.)	◯	◯	◯	◯	◯	◯	◯
Showing how to use certain features	◯	◯	◯	◯	◯	◯	◯
Explaining possible application of products' features	◯	◯	◯	◯	◯	◯	◯
Covering all information about the product	◯	◯	◯	◯	◯	◯	◯

14. **Using the following scale, please indicate how important or unimportant the following aspects are in a sponsored review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Following the same procedure in every video	◯	◯	◯	◯	◯	◯	◯
Describing non-observable things (Feel, Sound, Smell)	◯	◯	◯	◯	◯	◯	◯
Using the same aspects to explain similar products	◯	◯	◯	◯	◯	◯	◯
Giving observations gathered over time	◯	◯	◯	◯	◯	◯	◯

15. **Using the following scale, please indicate how important or unimportant the following aspects are in a sponsored review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Directly referring to you as a viewer	◯	◯	◯	◯	◯	◯	◯
You get asked for your opinion	◯	◯	◯	◯	◯	◯	◯
YouTuber considers himself and the viewer as community	◯	◯	◯	◯	◯	◯	◯
YouTuber wants you to interact through like or dislike button	◯	◯	◯	◯	◯	◯	◯

90

16. **Using the following scale, please indicate how important or unimportant the following aspects are in a sponsored review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Answering the questions from viewers	◯	◯	◯	◯	◯	◯	◯
Presentation of ideal customer type for the product	◯	◯	◯	◯	◯	◯	◯
Doing content that was requested by viewers	◯	◯	◯	◯	◯	◯	◯
Description in which situation the product is best used	◯	◯	◯	◯	◯	◯	◯

17. **Using the following scale, please indicate how important or unimportant the following aspects are in a sponsored review** *

Markieren Sie nur ein Oval pro Zeile.

	Very unimportant	2	3	neutral	5	6	Very important
Position the product against similar products	◯	◯	◯	◯	◯	◯	◯
YouTuber expresses his feelings towards the product	◯	◯	◯	◯	◯	◯	◯
Stating personal thoughts about the product	◯	◯	◯	◯	◯	◯	◯
Weight pro and cons of the product	◯	◯	◯	◯	◯	◯	◯

Weiter mit Frage 18

Demographics
Please provide some basic information

18. **What is your gender?** *

Markieren Sie nur ein Oval.

◯ Male

◯ Female

19. **How old are you?** *

Markieren Sie nur ein Oval.

◯ 17 or younger

◯ 18 to 24

◯ 25 to 34

◯ 35 to 44

◯ 45 to 54

◯ 55 to 64

◯ 65 or older

91

20. **What is your nationality?** *
Markieren Sie nur ein Oval.

- ⬭ Afghanistan
- ⬭ Albania
- ⬭ Algeria
- ⬭ Andorra
- ⬭ Angola
- ⬭ Antigua and Barbuda
- ⬭ Argentina
- ⬭ Armenia
- ⬭ Aruba
- ⬭ Australia
- ⬭ Austria
- ⬭ Azerbaijan
- ⬭ Bahamas, The
- ⬭ Bahrain
- ⬭ Bangladesh
- ⬭ Barbados
- ⬭ Belarus
- ⬭ Belgium
- ⬭ Belize
- ⬭ Benin
- ⬭ Bhutan
- ⬭ Bolivia
- ⬭ Bosnia and Herzegovina
- ⬭ Botswana
- ⬭ Brazil
- ⬭ Brunei
- ⬭ Bulgaria
- ⬭ Burkina Faso
- ⬭ Burma
- ⬭ Burundi
- ⬭ Cambodia
- ⬭ Cameroon
- ⬭ Canada
- ⬭ Cape Verde
- ⬭ Central African Republic

92

- ( ) Chad
- ( ) Chile
- ( ) China
- ( ) Colombia
- ( ) Comoros
- ( ) Congo, Democratic Republic of the
- ( ) Congo, Republic of the
- ( ) Costa Rica
- ( ) Cote d'Ivoire
- ( ) Croatia
- ( ) Cuba
- ( ) Curacao
- ( ) Cyprus
- ( ) Czech Republic
- ( ) Denmark
- ( ) Djibouti
- ( ) Dominica
- ( ) Dominican Republic
- ( ) East Timor
- ( ) Ecuador
- ( ) Egypt
- ( ) El Salvador
- ( ) Equatorial Guinea
- ( ) Eritrea
- ( ) Estonia
- ( ) Ethiopia
- ( ) Fiji
- ( ) Finland
- ( ) France
- ( ) Gabon
- ( ) Gambia
- ( ) Georgia
- ( ) Germany
- ( ) Ghana
- ( ) Greece
- ( ) Grenada
- ( ) Guatemala

93

- ( ) Guinea
- ( ) Guinea-Bissau
- ( ) Guyana
- ( ) Haiti
- ( ) Holy See
- ( ) Honduras
- ( ) Hong Kong
- ( ) Hungary
- ( ) Iceland
- ( ) India
- ( ) Indonesia
- ( ) Iran
- ( ) Iraq
- ( ) Ireland
- ( ) Israel
- ( ) Italy
- ( ) Jamaica
- ( ) Japan
- ( ) Jordan
- ( ) Kazakhstan
- ( ) Kenya
- ( ) Kiribati
- ( ) Korea, North
- ( ) Korea, South
- ( ) Kosovo
- ( ) Kuwait
- ( ) Kyrgyzstan
- ( ) Laos
- ( ) Latvia
- ( ) Lebanon
- ( ) Lesotho
- ( ) Liberia
- ( ) Libya
- ( ) Liechtenstein
- ( ) Lithuania
- ( ) Luxembourg
- ( ) Macau

94

- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Mauritania
- Mauritius
- Mexico
- Micronesia
- Moldova
- Monaco
- Mongolia
- Montenegro
- Morocco
- Mozambique
- Namibia
- Nauru
- Nepal
- Netherlands
- Netherlands Antilles
- New Zealand
- Nicaragua
- Niger
- Nigeria
- North Korea
- Norway
- Oman
- Pakistan
- Palau
- Palestinian Territories
- Panama
- Papua New Guinea
- Paraguay
- Peru

95

- ( ) Philippines
- ( ) Poland
- ( ) Portugal
- ( ) Qatar
- ( ) Romania
- ( ) Russia
- ( ) Rwanda
- ( ) Saint Kitts and Nevis
- ( ) Saint Lucia
- ( ) Saint Vincent and the Grenadines
- ( ) Samoa
- ( ) San Marino
- ( ) Sao Tome and Principe
- ( ) Saudi Arabia
- ( ) Senegal
- ( ) Serbia
- ( ) Seychelles
- ( ) Sierra Leone
- ( ) Singapore
- ( ) Sint Maarten
- ( ) Slovakia
- ( ) Slovenia
- ( ) Solomon Islands
- ( ) Somalia
- ( ) South Africa
- ( ) South Korea
- ( ) South Sudan
- ( ) Spain
- ( ) Sri Lanka
- ( ) Sudan
- ( ) Suriname
- ( ) Swaziland
- ( ) Sweden
- ( ) Switzerland
- ( ) Syria
- ( ) Taiwan
- ( ) Tajikistan

96

- ○ Tanzania
- ○ Thailand
- ○ Timor-Leste
- ○ Togo
- ○ Tonga
- ○ Trinidad and Tobago
- ○ Tunisia
- ○ Turkey
- ○ Turkmenistan
- ○ Tuvalu
- ○ Uganda
- ○ Ukraine
- ○ United Arab Emirates
- ○ United Kingdom
- ○ United States (USA)
- ○ Uruguay
- ○ Uzbekistan
- ○ Vanuatu
- ○ Venezuela
- ○ Vietnam
- ○ Yemen
- ○ Zambia
- ○ Zimbabwe

21. **What is the highest degree you have acquired?** *
Markieren Sie nur ein Oval.

- ○ Less than high school degree
- ○ High school degree or equivalent
- ○ Bachelor degree or equivalent
- ○ Master degree or equivalent
- ○ Doctoral or higher

Weiter mit Frage 22

Thank you for your time!
Für Nutzer von SurveyCircle : Der Survey Code lautet: 6DGN-7HBM-WV38-218P

VALIDIERUNGSCODE FÜR POLLPOOL-BENUTZER: BFRGK

97

22. **If you want a chance to win an amazon gift-card please leave your e-mail address**

Bereitgestellt von

Google Forms

98

Appendix 2: Frequencies "Type of Survey"

TypeofSurvey					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Normal Review	76	55,5	55,5	55,5
	Sponsored Review	61	44,5	44,5	100,0
	Total	137	100,0	100,0	

Appendix 3: Frequencies "Gender"

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	59	43,1	43,1	43,1
	Male	78	56,9	56,9	100,0
	Total	137	100,0	100,0	

Appendix 4: Frequencies "Age"

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 or younger	1	,7	,7	,7
	18 to 24	62	45,3	45,3	46,0
	25 to 34	59	43,1	43,1	89,1
	35 to 44	12	8,8	8,8	97,8
	45 to 54	1	,7	,7	98,5
	55 to 64	2	1,5	1,5	100,0
	Total	137	100,0	100,0	

Appendix 5: Frequencies "Education"

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor degree or equivalent	83	60,6	60,6	60,6
	High school degree or equivalent	20	14,6	14,6	75,2
	Master degree or equivalent	34	24,8	24,8	100,0
	Total	137	100,0	100,0	

Appendix 5: Frequencies "Nationnalities"

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Albania	1	,7	,7	,7
	Andorra	1	,7	,7	1,5
	Argentina	1	,7	,7	2,2
	Bulgaria	1	,7	,7	2,9
	Canada	2	1,5	1,5	4,4
	China	1	,7	,7	5,1
	Colombia	1	,7	,7	5,8
	Czech Republic	1	,7	,7	6,6
	Denmark	1	,7	,7	7,3
	Finland	1	,7	,7	8,0
	France	4	2,9	2,9	10,9
	Germany	91	66,4	66,4	77,4
	Hungary	1	,7	,7	78,1
	India	4	2,9	2,9	81,0
	Iran	1	,7	,7	81,8
	Ireland	1	,7	,7	82,5
	Italy	4	2,9	2,9	85,4
	Lithuania	1	,7	,7	86,1
	Netherlands	1	,7	,7	86,9
	Norway	1	,7	,7	87,6
	Poland	1	,7	,7	88,3
	Romania	1	,7	,7	89,1
	Spain	3	2,2	2,2	91,2
	Switzerland	1	,7	,7	92,0
	Turkey	1	,7	,7	92,7
	United Kingdom	3	2,2	2,2	94,9
	United States (USA)	6	4,4	4,4	99,3
	Zimbabwe	1	,7	,7	100,0
	Total	137	100,0	100,0	

Appendix 6: Correlation table unsponsored reviews

Correlations

			Trust	NotingSpecification	Educating	PersonalExperience	ConsistentStructure	Interaction	AddressingtheViewer	ReferringToViewerRequest	TargetedBuyingRecommendation	ProAndCons	PersonalOpinion
Kendall's tau_b	Trust	Correlation Coefficient	1,000	-,001	-,001	,134	,072	,116	,011	,085	,181*	,130	,034
		Sig. (2-tailed)	.	,989	,989	,120	,400	,173	,895	,320	,037	,136	,692
		N	76	76	76	76	76	76	76	76	76	76	76
	NotingSpecification	Correlation Coefficient	-,001	1,000	1,000**	,141	,233**	,151	,121	,247**	,015	,192*	,084
		Sig. (2-tailed)	,989	.	.	,111	,008	,082	,168	,005	,864	,032	,337
		N	76	76	76	76	76	76	76	76	76	76	76
	Educating	Correlation Coefficient	-,001	1,000**	1,000	,141	,233**	,151	,121	,247**	,015	,192*	,084
		Sig. (2-tailed)	,989	.	.	,111	,008	,082	,168	,005	,864	,032	,337
		N	76	76	76	76	76	76	76	76	76	76	76
	PersonalExperience	Correlation Coefficient	,134	,141	,141	1,000	,229**	,205*	,241**	,318**	,320**	,268**	,312**
		Sig. (2-tailed)	,120	,111	,111	.	,010	,019	,006	,000	,000	,003	,000
		N	76	76	76	76	76	76	76	76	76	76	76
	ConsistentStructure	Correlation Coefficient	,072	,233**	,233**	,229**	1,000	,160	,270**	,237**	,026	,152	-,044
		Sig. (2-tailed)	,400	,008	,008	,010	.	,065	,002	,007	,767	,090	,610
		N	76	76	76	76	76	76	76	76	76	76	76
	Interaction	Correlation Coefficient	,116	,151	,151	,205*	,160	1,000	,414**	,270**	,085	,053	,128
		Sig. (2-tailed)	,173	,082	,082	,019	,065	.	,000	,002	,329	,545	,136
		N	76	76	76	76	76	76	76	76	76	76	76
	AddressingtheViewer	Correlation Coefficient	,011	,121	,121	,241**	,270**	,414**	1,000	,295**	,276**	,138	,134
		Sig. (2-tailed)	,895	,168	,168	,006	,002	,000	.	,001	,002	,122	,122
		N	76	76	76	76	76	76	76	76	76	76	76
	ReferringToViewerRequest	Correlation Coefficient	,085	,247**	,247**	,318**	,237**	,270**	,295**	1,000	,179*	,223*	,181*
		Sig. (2-tailed)	,320	,005	,005	,000	,007	,002	,001	.	,044	,013	,038
		N	76	76	76	76	76	76	76	76	76	76	76
	TargetedBuyingRecommendation	Correlation Coefficient	,181*	,015	,015	,320**	,026	,085	,276**	,179*	1,000	,203*	,257**
		Sig. (2-tailed)	,037	,864	,864	,000	,767	,329	,002	,044	.	,025	,003
		N	76	76	76	76	76	76	76	76	76	76	76
	ProAndCons	Correlation Coefficient	,130	,192*	,192*	,268**	,152	,053	,138	,223*	,203*	1,000	,236**
		Sig. (2-tailed)	,136	,032	,032	,003	,090	,545	,122	,013	,025	.	,008
		N	76	76	76	76	76	76	76	76	76	76	76
	PersonalOpinion	Correlation Coefficient	,034	,084	,084	,312**	-,044	,128	,134	,181*	,257**	,236**	1,000
		Sig. (2-tailed)	,692	,337	,337	,000	,610	,136	,122	,038	,003	,008	.
		N	76	76	76	76	76	76	76	76	76	76	76

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 7: Correlation table sponsored review

Correlations

			Trust	NotingSpecification	Educating	PersonalExperience	ConsistentStructure	Interaction	AddressingtheViewer	ReferringToViewerRequest	TargetedBuyingRecommendation	ProAndCons	PersonalOpinion
Kendall's tau_b	Trust	Correlation Coefficient	1,000	,001	,001	,080	,137	-,043	,053	,209*	,218*	,052	,107
		Sig. (2-tailed)	.	,990	,990	,412	,168	,660	,584	,035	,030	,602	,285
		N	61	61	61	61	61	61	61	61	61	61	61
	NotingSpecification	Correlation Coefficient	,001	1,000	1,000**	,333**	,277**	,063	,212*	,108	,108	,156	,165
		Sig. (2-tailed)	,990	.	.	,001	,006	,522	,030	,280	,282	,117	,101
		N	61	61	61	61	61	61	61	61	61	61	61
	Educating	Correlation Coefficient	,001	1,000**	1,000	,333**	,277**	,063	,212*	,108	,108	,156	,165
		Sig. (2-tailed)	,990	.	.	,001	,006	,522	,030	,280	,282	,117	,101
		N	61	61	61	61	61	61	61	61	61	61	61
	PersonalExperience	Correlation Coefficient	,080	,333**	,333**	1,000	,434**	,239*	,304**	,081	,117	,175	,216*
		Sig. (2-tailed)	,412	,001	,001	.	,000	,013	,002	,411	,239	,074	,029
		N	61	61	61	61	61	61	61	61	61	61	61
	ConsistentStructure	Correlation Coefficient	,137	,277**	,277**	,434**	1,000	,190	,274**	,219*	,140	,192	,194
		Sig. (2-tailed)	,168	,006	,006	,000	.	,052	,005	,028	,166	,055	,055
		N	61	61	61	61	61	61	61	61	61	61	61
	Interaction	Correlation Coefficient	-,043	,063	,063	,239*	,190	1,000	,616**	,175	,098	,118	,234*
		Sig. (2-tailed)	,660	,522	,522	,013	,052	.	,000	,072	,320	,228	,018
		N	61	61	61	61	61	61	61	61	61	61	61
	AddressingtheViewer	Correlation Coefficient	,053	,212*	,212*	,304**	,274**	,616**	1,000	,129	,145	,166	,302**
		Sig. (2-tailed)	,584	,030	,030	,002	,005	,000	.	,186	,139	,089	,002
		N	61	61	61	61	61	61	61	61	61	61	61
	ReferringToViewerRequest	Correlation Coefficient	,209*	,108	,108	,081	,219*	,175	,129	1,000	,318**	,295**	,156
		Sig. (2-tailed)	,035	,280	,280	,411	,028	,072	,186	.	,002	,003	,121
		N	61	61	61	61	61	61	61	61	61	61	61
	TargetedBuyingRecommendation	Correlation Coefficient	,218*	,108	,108	,117	,140	,098	,145	,318**	1,000	,369**	,248*
		Sig. (2-tailed)	,030	,282	,282	,239	,166	,320	,139	,002	.	,000	,015
		N	61	61	61	61	61	61	61	61	61	61	61
	ProAndCons	Correlation Coefficient	,052	,156	,156	,175	,192	,118	,166	,295**	,369**	1,000	,578**
		Sig. (2-tailed)	,602	,117	,117	,074	,055	,228	,089	,003	,000	.	,000
		N	61	61	61	61	61	61	61	61	61	61	61
	PersonalOpinion	Correlation Coefficient	,107	,165	,165	,216*	,194	,234*	,302**	,156	,248*	,578**	1,000
		Sig. (2-tailed)	,285	,101	,101	,029	,055	,018	,002	,121	,015	,000	.
		N	61	61	61	61	61	61	61	61	61	61	61

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 8: Independent Sample Test

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
									Lower	Upper
NotingSpecification	Equal variances assumed	,061	,805	,163	135	,871	,02783	,17039	−,30916	,36481
	Equal variances not assumed			,164	131,803	,870	,02783	,16915	−,30678	,36243
Educating	Equal variances assumed	,061	,805	,163	135	,871	,02783	,17039	−,30916	,36481
	Equal variances not assumed			,164	131,803	,870	,02783	,16915	−,30678	,36243
PersonalExperience	Equal variances assumed	3,196	,076	2,512	135	,013	,48749	,19407	,10368	,87130
	Equal variances not assumed			2,461	116,096	,015	,48749	,19810	,09512	,87985
ConsistentStructure	Equal variances assumed	,241	,624	−1,327	135	,187	−,27513	,20727	−,68505	,13479
	Equal variances not assumed			−1,338	132,133	,183	−,27513	,20557	−,68177	,13151
Interaction	Equal variances assumed	,076	,783	−,959	135	,339	−,24439	,25479	−,74829	,25951
	Equal variances not assumed			−,958	127,952	,340	−,24439	,25515	−,74926	,26047
AddressingtheViewer	Equal variances assumed	8,563	,004	1,923	135	,057	,45395	,23607	−,01293	,92082
	Equal variances not assumed			1,863	108,073	,065	,45395	,24368	−,02907	,93697
ReferringToViewerRequest	Equal variances assumed	,406	,525	1,232	135	,220	,25820	,20950	−,15612	,67251
	Equal variances not assumed			1,208	116,619	,229	,25820	,21369	−,16501	,68141
TargetedBuyingRecommendation	Equal variances assumed	,294	,589	−,565	135	,573	−,10181	,18008	−,45795	,25433
	Equal variances not assumed			−,571	132,924	,569	−,10181	,17817	−,45423	,25060
ProAndCons	Equal variances assumed	,285	,594	2,377	135	,019	,44219	,18603	,07427	,81011
	Equal variances not assumed			2,339	119,083	,021	,44219	,18907	,06782	,81657
PersonalOpinion	Equal variances assumed	1,421	,235	−1,687	135	,094	−,36583	,21682	−,79463	,06297
	Equal variances not assumed			−1,707	133,259	,090	−,36583	,21427	−,78965	,05798

Appendix 9: Relative Frequencies in Unsponsored Reviews "Noting Specification"

NotingSpecification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,3	1,3	1,3
	2,50	1	1,3	1,3	2,6
	3,00	1	1,3	1,3	3,9
	3,50	7	9,2	9,2	13,2
	4,00	5	6,6	6,6	19,7
	4,50	13	17,1	17,1	36,8
	5,00	18	23,7	23,7	60,5
	5,50	14	18,4	18,4	78,9
	6,00	8	10,5	10,5	89,5
	6,50	5	6,6	6,6	96,1
	7,00	3	3,9	3,9	100,0
	Total	76	100,0	100,0	

Appendix 10: Relative Frequencies in Unsponsored Reviews "Educating"

Educating					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	2,00	1	1,3	1,3	1,3
	2,50	1	1,3	1,3	2,6
	3,00	1	1,3	1,3	3,9
	3,50	7	9,2	9,2	13,2
	4,00	5	6,6	6,6	19,7
	4,50	13	17,1	17,1	36,8
	5,00	18	23,7	23,7	60,5
	5,50	14	18,4	18,4	78,9
	6,00	8	10,5	10,5	89,5
	6,50	5	6,6	6,6	96,1
	7,00	3	3,9	3,9	100,0
	Total	76	100,0	100,0	

Appendix 11: Relative Frequencies in Unsponsored Reviews "Personal Experience"

PersonalExperience					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,50	1	1,3	1,3	1,3
	2,00	1	1,3	1,3	2,6
	3,50	3	3,9	3,9	6,6
	4,00	7	9,2	9,2	15,8
	4,50	13	17,1	17,1	32,9
	5,00	9	11,8	11,8	44,7
	5,50	18	23,7	23,7	68,4
	6,00	16	21,1	21,1	89,5
	6,50	5	6,6	6,6	96,1
	7,00	3	3,9	3,9	100,0
	Total	76	100,0	100,0	

Appendix 12: Relative Frequencies in Unsponsored Reviews "Consistent Structure"

ConsistentStructure					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	1	1,3	1,3	1,3
	1,50	1	1,3	1,3	2,6
	2,00	4	5,3	5,3	7,9
	3,00	4	5,3	5,3	13,2
	3,50	3	3,9	3,9	17,1
	4,00	11	14,5	14,5	31,6
	4,50	19	25,0	25,0	56,6
	5,00	10	13,2	13,2	69,7
	5,50	13	17,1	17,1	86,8
	6,00	5	6,6	6,6	93,4

		Frequency	Percent	Valid Percent	Cumulative Percent
	6,50	1	1,3	1,3	94,7
	7,00	4	5,3	5,3	100,0
	Total	76	100,0	100,0	

Appendix 13: Relative Frequencies in Unsponsored Reviews "Interaction"

Interaction

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	6	7,9	7,9	7,9
	1,50	3	3,9	3,9	11,8
	2,00	4	5,3	5,3	17,1
	2,50	2	2,6	2,6	19,7
	3,00	3	3,9	3,9	23,7
	3,50	10	13,2	13,2	36,8
	4,00	12	15,8	15,8	52,6
	4,50	12	15,8	15,8	68,4
	5,00	11	14,5	14,5	82,9
	5,50	8	10,5	10,5	93,4
	6,00	2	2,6	2,6	96,1
	6,50	1	1,3	1,3	97,4
	7,00	2	2,6	2,6	100,0
	Total	76	100,0	100,0	

Appendix 14: Relative Frequencies in Unsponsored Reviews "Addressing the Viewer"

AddressingtheViewer

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	2	2,6	2,6	2,6
	2,00	3	3,9	3,9	6,6
	2,50	1	1,3	1,3	7,9
	3,00	3	3,9	3,9	11,8
	3,50	9	11,8	11,8	23,7
	4,00	9	11,8	11,8	35,5
	4,50	18	23,7	23,7	59,2
	5,00	13	17,1	17,1	76,3
	5,50	8	10,5	10,5	86,8
	6,00	7	9,2	9,2	96,1
	6,50	3	3,9	3,9	100,0
	Total	76	100,0	100,0	

Appendix 15: Relative Frequencies in Unsponsored Reviews "Referring to Viewer Request"

ReferringToViewerRequest

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,50	1	1,3	1,3	1,3
	2,00	1	1,3	1,3	2,6
	2,50	1	1,3	1,3	3,9
	3,00	1	1,3	1,3	5,3
	3,50	1	1,3	1,3	6,6
	4,00	5	6,6	6,6	13,2
	4,50	14	18,4	18,4	31,6
	5,00	11	14,5	14,5	46,1
	5,50	13	17,1	17,1	63,2
	6,00	14	18,4	18,4	81,6
	6,50	10	13,2	13,2	94,7
	7,00	4	5,3	5,3	100,0
	Total	76	100,0	100,0	

Appendix 16: Relative Frequencies in Unsponsored Reviews "Targeted Buying Recommendation"

TargetedBuyingRecommendation

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	1	1,3	1,3	1,3
	1,50	1	1,3	1,3	2,6
	2,00	1	1,3	1,3	3,9
	2,50	1	1,3	1,3	5,3
	3,00	1	1,3	1,3	6,6
	3,50	1	1,3	1,3	7,9
	4,00	7	9,2	9,2	17,1
	4,50	16	21,1	21,1	38,2
	5,00	15	19,7	19,7	57,9
	5,50	14	18,4	18,4	76,3
	6,00	15	19,7	19,7	96,1
	6,50	1	1,3	1,3	97,4
	7,00	2	2,6	2,6	100,0
	Total	76	100,0	100,0	

Appendix 17: Relative Frequencies in Unsponsored Reviews "Pro and Cons"

ProAndCons

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	2,00	1	1,3	1,3	1,3
	3,00	1	1,3	1,3	2,6
	4,00	1	1,3	1,3	3,9

		Frequency	Percent	Valid Percent	Cumulative Percent
	4,50	10	13,2	13,2	17,1
	5,00	2	2,6	2,6	19,7
	5,50	14	18,4	18,4	38,2
	6,00	19	25,0	25,0	63,2
	6,50	10	13,2	13,2	76,3
	7,00	18	23,7	23,7	100,0
	Total	76	100,0	100,0	

Appendix 18: Relative Frequencies in Unsponsored Reviews "Personal Opinion"

PersonalOpinion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,6	2,6	2,6
	2,00	1	1,3	1,3	3,9
	3,00	4	5,3	5,3	9,2
	3,50	6	7,9	7,9	17,1
	4,00	6	7,9	7,9	25,0
	4,50	16	21,1	21,1	46,1
	5,00	9	11,8	11,8	57,9
	5,50	10	13,2	13,2	71,1
	6,00	11	14,5	14,5	85,5
	6,50	4	5,3	5,3	90,8
	7,00	7	9,2	9,2	100,0
	Total	76	100,0	100,0	

Appendix 18: Relative Frequencies in Sponsored Reviews "Noting Specification"

NotingSpecification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,50	2	3,3	3,3	3,3
	3,00	1	1,6	1,6	4,9
	3,50	4	6,6	6,6	11,5
	4,00	5	8,2	8,2	19,7
	4,50	11	18,0	18,0	37,7
	5,00	11	18,0	18,0	55,7
	5,50	17	27,9	27,9	83,6
	6,00	7	11,5	11,5	95,1
	6,50	1	1,6	1,6	96,7
	7,00	2	3,3	3,3	100,0
	Total	61	100,0	100,0	

Appendix 19: Relative Frequencies in Sponsored Reviews "Educating"

Educating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,50	2	3,3	3,3	3,3

		Frequency	Percent	Valid Percent	Cumulative Percent
	3,00	1	1,6	1,6	4,9
	3,50	4	6,6	6,6	11,5
	4,00	5	8,2	8,2	19,7
	4,50	11	18,0	18,0	37,7
	5,00	11	18,0	18,0	55,7
	5,50	17	27,9	27,9	83,6
	6,00	7	11,5	11,5	95,1
	6,50	1	1,6	1,6	96,7
	7,00	2	3,3	3,3	100,0
	Total	61	100,0	100,0	

Appendix 20: Relative Frequencies in Sponsored Reviews "Personal Experience"

PersonalExperience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,50	1	1,6	1,6	1,6
	2,00	1	1,6	1,6	3,3
	2,50	3	4,9	4,9	8,2
	3,00	5	8,2	8,2	16,4
	3,50	4	6,6	6,6	23,0
	4,00	6	9,8	9,8	32,8
	4,50	5	8,2	8,2	41,0
	5,00	14	23,0	23,0	63,9
	5,50	9	14,8	14,8	78,7
	6,00	9	14,8	14,8	93,4
	6,50	3	4,9	4,9	98,4
	7,00	1	1,6	1,6	100,0
	Total	61	100,0	100,0	

Appendix 21: Relative Frequencies in Sponsored Reviews "Consistent Structure"

ConsistentStructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,6	1,6	1,6
	1,50	1	1,6	1,6	3,3
	2,00	1	1,6	1,6	4,9
	2,50	1	1,6	1,6	6,6
	3,00	1	1,6	1,6	8,2
	3,50	1	1,6	1,6	9,8
	4,00	5	8,2	8,2	18,0
	4,50	16	26,2	26,2	44,3
	5,00	9	14,8	14,8	59,0
	5,50	13	21,3	21,3	80,3
	6,00	9	14,8	14,8	95,1
	6,50	1	1,6	1,6	96,7
	7,00	2	3,3	3,3	100,0
	Total	61	100,0	100,0	

Appendix 22: Relative Frequencies in Sponsored Reviews "Interaction"

Interaction		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	4	6,6	6,6	6,6
	1,50	2	3,3	3,3	9,8
	2,00	2	3,3	3,3	13,1
	2,50	1	1,6	1,6	14,8
	3,00	4	6,6	6,6	21,3
	3,50	7	11,5	11,5	32,8
	4,00	10	16,4	16,4	49,2
	4,50	7	11,5	11,5	60,7
	5,00	6	9,8	9,8	70,5
	5,50	11	18,0	18,0	88,5
	6,00	2	3,3	3,3	91,8
	6,50	5	8,2	8,2	100,0
	Total	61	100,0	100,0	

Appendix 22: Relative Frequencies in Sponsored Reviews "Addressing the Viewer"

AddressingtheViewer		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	5	8,2	8,2	8,2
	1,50	1	1,6	1,6	9,8
	2,00	5	8,2	8,2	18,0
	2,50	4	6,6	6,6	24,6
	3,00	2	3,3	3,3	27,9
	3,50	8	13,1	13,1	41,0
	4,00	9	14,8	14,8	55,7
	4,50	3	4,9	4,9	60,7
	5,00	7	11,5	11,5	72,1
	5,50	8	13,1	13,1	85,2
	6,00	7	11,5	11,5	96,7
	6,50	2	3,3	3,3	100,0
	Total	61	100,0	100,0	

Appendix 23: Relative Frequencies in Sponsored Reviews "Referring to Viewer Request"

ReferringToViewerRequest		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	2	3,3	3,3	3,3
	2,00	3	4,9	4,9	8,2
	3,00	2	3,3	3,3	11,5
	3,50	2	3,3	3,3	14,8

		Frequency	Percent	Valid Percent	Cumulative Percent	
	4,00	2	3,3	3,3	18,0	
	4,50	7	11,5	11,5	29,5	
	5,00	9	14,8	14,8	44,3	
	5,50	19	31,1	31,1	75,4	
	6,00	8	13,1	13,1	88,5	
	6,50	5	8,2	8,2	96,7	
	7,00	2	3,3	3,3	100,0	
	Total	61	100,0	100,0		

Appendix 24: Relative Frequencies in Sponsored Reviews "Targeted Buying Recommendation"

TargetedBuyingRecommendation

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	1	1,6	1,6	1,6	
	2,50	1	1,6	1,6	3,3	
	3,00	1	1,6	1,6	4,9	
	3,50	1	1,6	1,6	6,6	
	4,00	8	13,1	13,1	19,7	
	4,50	5	8,2	8,2	27,9	
	5,00	14	23,0	23,0	50,8	
	5,50	15	24,6	24,6	75,4	
	6,00	13	21,3	21,3	96,7	
	6,50	2	3,3	3,3	100,0	
	Total	61	100,0	100,0		

Appendix 25: Relative Frequencies in Sponsored Reviews "Pro and Cons"

ProAndCons

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	1	1,6	1,6	1,6	
	2,00	1	1,6	1,6	3,3	
	2,50	1	1,6	1,6	4,9	
	4,00	6	9,8	9,8	14,8	
	4,50	2	3,3	3,3	18,0	
	5,00	10	16,4	16,4	34,4	
	5,50	13	21,3	21,3	55,7	
	6,00	14	23,0	23,0	78,7	
	6,50	8	13,1	13,1	91,8	
	7,00	5	8,2	8,2	100,0	
	Total	61	100,0	100,0		

Appendix 26: Relative Frequencies in Sponsored Reviews "Personal Opinion"

PersonalOpinion					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1,00	1	1,6	1,6	1,6
	2,00	1	1,6	1,6	3,3
	2,50	1	1,6	1,6	4,9
	3,00	1	1,6	1,6	6,6
	3,50	3	4,9	4,9	11,5
	4,00	4	6,6	6,6	18,0
	4,50	2	3,3	3,3	21,3
	5,00	6	9,8	9,8	31,1
	5,50	16	26,2	26,2	57,4
	6,00	20	32,8	32,8	90,2
	6,50	3	4,9	4,9	95,1
	7,00	3	4,9	4,9	100,0
	Total	61	100,0	100,0	

Appendix 27: Coding Overview Jonathan Morrison

Channel: Jonathan Morrison

General Description	Factor	Video Specific specialities	Factor	Quote
Focus on Smartphones		**Apple AirPods - 1 Month Later**		
Youtuber is seen in the video		Introducing himself	7	
Structure	5	Focusing on the positive aspects	6	"if we are stack them up against other truly wireless earbuds, it's not taht crazy"
Intro		downplaying negative aspects	9	
design		States personal opinion	5	"for me, hands down, the coolest feature..."
Specifications (Camera, Design, Battery, etc)	3	Covers every aspect of product		
Special feature/ USP		Design		
Outro		Specification/Features		
Ask for interaction, thanks for watching	8	Aspects who should buy the product and what to consider	1	"if EarPods did not fit in your ears, don't buy these"
Speaks gernerally very positiv about the product		**LG G6 - 48 Hours Later!**		
Gives little flaws pittfalls of the product	6	Ask for likes to approve of menioted video idea	8	"i do have some plans for some more extreme water tests featuering the G6. If that's somehting you wanna see, make sure you guys to drop a like down below..."
		States that he will look into the software more detailed when the retail version is comming out	7	
		Question in the comments about the trustworthiness of popular Youtuber		"i dont know if i can trsut these popular youtubers anymore. "
		Nokia 8 Unboxing + 5 Things Before Buying! (Sponsored)		
		Differnet set		
		Disclaims that the trip is sponsored by Nokia	9	
		Announces a giveaway of the product in collaboration with nokia	6, 2	
		Background infromation (reasoning) of material choice	9	"what I love about this"
		stating that the viewer would likes a feature	3	
		no falws but rationalises the benefits	7	"the next I wanna talk about most likely will excite you"
		The truth about the Galaxy Note 8 - Review!		
		Expresses his opinon of the product in the beginning	9	
		Gives flaws of specifications / features	6	
		Shows and explains how to use certain feautres	2	
		Referas to emotions	9	"what I love about this"
		Unboxing The RED iPhone 7 - Should You Buy it?		
		States facts to consider before buying	1	
		Makes refferences to other brands	6	
		Gives away a product for one that subscribed and commented		
		Gives no buying recommendation	6	"i would propably tend to say wait for the next iphone and not buy this red one"

Legend for Coding

Reference	Corresponding Factor from Lit
Targeted Buying Recommendation	1 Benevolence
Education	2 Credibility
Noting Specification	3 Credibility
Referring to viewer request/ question	4 Benevolence
Consistent Structure	5 Rreliability
Balancing Pro & Cons/ Benchmarking	6 Authenticity
Directly Addressing the viewer	7 Intimacy
Asking for interaction through comments	8 Intimacy
Give Peronal Opinion	9 Authenticity
Passing personal Experience	10 Rreliability

Sponsored review

Appendix 28: Transcript "Apple AirPods - 1 Month Later"

Channel: Jonathan Morrison
Subscriber: 2.144.861 (09.09.2017)

Name of Video: Apple AirPods - 1 Month Later
Link: https://www.youtube.com/watch?v=w7bk1L6XMeU
Published: 19.01.2017
Retrieved: 09.09.2017
Views: 941.704
Likes/Dislikes: 16.000 / 760
Number of Comments: 1.654

Content Analysis

Topic of the Video: Iphone 7

Structure:
- Introduction of himself
    - Short announcement of what the video is about
- First impressions
    - Strange look
- Price
    - Expense
    - Downplaying with comparison to other products
- Looks
    - Dislikes the look
    - States that you buy them for the tech and not looks
- Features / Specifications
    - Setup
    - Stating that this should be the benchmarks the pairing process
    - Showing the features
    - States what he likes about the features
    - Noting one flaw of the feature
    - States that the brand made some mistakes but with this product he was positively surprised
- Sates that he is a fan of the product
    - Gathering the flaws of the product
    - Giving improvement suggestions
    - Misses a feature (water/ sweat proof)
        - Tested them and had no problem
    - Mentions that the flaws could be eliminated with the usage of another apple product
        - Showcases the usage
        - Highlights that this should not downplay the flaws only showcase the possibilities
- Fitting
    - Should be a factor before buying
- Sound quality

- o   Same as the traditional ear pods
- Summarizing
    - o   States 3 times a customer type that should not buy these
    - o   States 1 customer type that could buy these

Impressions/ Tone:
- Talks very positively about the product
- The Youtuber is often in the shot, product is in the focus when features are showcased

Comments:
top 20 comments
- Opinions about the product
- Complements about the video

Appendix 29: Transcript "LG G6 - 48 Hours Later! "

Channel: Jonathan Morrison
Subscriber: 2.144.861 (09.09.2017)

Name of Video: LG G6 - 48 Hours Later!
Link: https://www.youtube.com/watch?v=e2PJRp_72UU
Published: 28.02.2017
Retrieved: 09.09.2017
Views: 689.975
Likes/Dislikes: 18.924 / 520
Number of Comments: 1.482

<u>**Content Analysis**</u>

Topic of the Video: LG G6

Structure:
- Introduction of himself
    - o   Short announcement of what the video is about
- Design
    - o   Difference to the model before
        - ▪   States disadvantage that comes with the new design
            - •   not a problem for him
            - •   states that this might be a deal breaker for others
- Battery
    - o   Battery life
        - ▪   States disappointment
        - ▪   Puts in in the middle ground
    - o   New feature (wireless charging)
    - o   States the specification
- Different features
    - o   States the different features

- o Gives his opinion about it
  - ▪ Usability
- o Highlights one feature (display)
  - ▪ Gives specification
  - ▪ Explains the benefits
  - ▪ States some negative facts but downplays them
  - ▪ Showcases the usage
  - ▪ Compares it to another phone
- Camera
  - o Notes specification
    - ▪ Mentions what he likes about the camera
    - ▪ Shows photos made with it
- Feature (waterproof)
  - o Plans on "crazy" testing and ask viewers if they want to see that, if yes they should push the like button
- Software
  - o States that he will look into the software more when the retail version of the phone comes out
- Outro
  - o Thanks for watching
  - o Asking for subscription to the channel
  - o Referring to other videos

Impressions/ Tone:
- Talks very positively about the phone
- Gives small flaws with it but downplays them right after
- Youtuber is in the video, while explaining features close up on the product without the Youtuber

Comments:
top 20 comments
- Opinions about the product
- Complement about the videos
- Question about the trustworthiness of popular Youtubers

Appendix 30: Transcript "Nokia 8 Unboxing + 5 Things Before Buying!"

Channel: Jonathan Morrison
Subscriber: 2.144.861 (09.09.2017)

Name of Video: Nokia 8 Unboxing + 5 Things Before Buying!
Link: https://www.youtube.com/watch?v=ZXBgc4wfdmI
Published: 20.08.2017
Retrieved: 09.09.2017
Views: 314.508
Likes/Dislikes: 15.825 / 440
Number of Comments: 10.148

<u>Content Analysis</u>

Topic of the Video: Nokia 8

Structure:
- Introduction of himself
  - Stating that he is in a different location
  - Stating that the trip is sponsored by Nokia
    - Great experience so far
- States Box content
- Collaboration with Nokia for a giveaway
  - States that the rules are in the description
    - Read the Nokia 8 giveaway TERMS & CONDITIONS http://nokia.ly/2vUzKg3
    - You must follow YouTube's Community Guidelines http://bit.ly/1WRwSqw
    - Leave a comment, to enter, and tell me what you like most about the new Nokia 8
    - A winner will be selected at random and contacted for shipping information
    - You have 24 hours to enter for this contest
- The specification of the product
  - Detailed explanation of what is inside the phone
    - Explanation why Nokia used certain materials
  - Display
  - States specifications
    - Mentions that this is nothing special
    - But states that the brightness is special
  - Shows the differences of brightness / showcasing it
- Camera
  - Specification of the camera
  - Shows footage from camera
- Involvement of the viewer by stating that they will like the feature
  - Software is Android
- Audio technology
  - States the name of the feature
    - Mentions that it is too complicated to break it down
    - Summarizes the key aspect to it
    - Displays the footage
      - Ask the viewer to comment on the audio/ video quality
    - Explains the benefit of the feature
- Ports
  - Explains that there are all ports one could ask for
  - Loves the port for battery
    - Gives specification about the battery
  - Gives benefits of different ports
- Summary
  - Although not special a lot of aspects to like

- Design
- Camera quality
- Outro
  - Hope that the viewer liked the video
  - Encourages the viewer to leave a comment with his or her favourite thing
  - Shout out to Nokia again (thanks for sponsoring)

Impressions/ Tone:
- Talks very positively about the product
  - But rationalises the benefits
- The Youtuber is often in the shot, product is in the focus when features are showcased
- Presentation of Phone footage

Comments:
top 20 comments
- Opinions about the product
- Comment about this video being advertisement by Nokia
- Complements about the video

Appendix 31: Transcript "The truth about the Galaxy Note 8 - Review!"

Channel: Jonathan Morrison
Subscriber: 2.144.861 (09.09.2017)

Name of Video: The truth about the Galaxy Note 8 - Review!
Link: https://www.youtube.com/watch?v=hCKMLoDswF0
Published: 10.09.2017
Retrieved: 11.09.2017
Views: 215.760
Likes/Dislikes: 7.967 / 530
Number of Comments: 1.189

<u>**Content Analysis**</u>

Topic of the Video: Samsung Galaxy Note 8

Structure:
- Introduction of himself
  - Short announcement of what the video is about
  - States that the product gets a lot of bad attention
    - Mentions the main critique points
- Positions the brand and its products
- States that he likes the phone for following reason
- Screen
  - Gives opinion about the display
  - Shows the displays
  - States that this will not be the component deciding the buying decision

- o Describes looks and quality of the display
- Specifications
  - o States the technical specification of RAM
    - ▪ Describes what it is used for
    - ▪ Shows new feature that goes along with the usage of the RAM
- Battery life
  - o States it as a flaw
    - ▪ Smaller then last year version
    - ▪ Gives his opinion and sympathise with the consumers that are bothered by this
- Features
  - o Lists some features
    - ▪ States his opinion about the list
- Camera
  - o Gives specification on the camera
  - o Gives his opinion
  - o Explains and shows the usability
  - o Explains what flaws/ similarities to other brands some people might see
  - o Displays footage from the camera (Video + Photo
    - ▪ Explains how the photos were taken
    - ▪ Analysis the pictures with giving specifications / technical details
- Feature (pen)
  - o Gives usage of the pen / feel of it
  - o Mentions his opinion
  - o Explains a feature and is usability in a everyday situation
- Summary
  - o Mentions his opinion about the product
  - o Explains what type of person should buy the phone
- Outro
  - o Thanks for watching

Impressions/ Tone:
- Talks very positively about the phone
- Gives small flaws but overall "protects" the product
- Youtuber is in the video, while explaining features close up on the product without the Youtuber

Comments:
top 20 comments
- Opinions about the product
- Complement about the videos
- Challenging a statement that was made in the video

Appendix 32: Transcript "Unboxing The RED iPhone 7 - Should You Buy it?"

Channel: Jonathan Morrison
Subscriber: 2.144.861 (09.09.2017)

Name of Video: Unboxing The RED iPhone 7 - Should You Buy it?
Link: https://www.youtube.com/watch?v=0C8b1Ow4KqI
Published: 24.04.2017
Retrieved: 09.09.2017
Views: 646.702
Likes/Dislikes: 34.596 / 667
Number of Comments: 18.301

<u>**Content Analysis**</u>

Topic of the Video: Iphone 7

Structure:
- Introduction of himself
    - Short announcement of what the video is about and stating the question whether to buy it or not
    - Excited for the product
- Unboxing
    - Unboxes the phone
    - States that he likes the colour
    - Other people wanted to see another front
- Design
    - Compares it to another phone
    - States the rarity of a red product.
- Considerable things before buying
    - Age of the phone (new version should be out in half a year)
    - Other brand phone that will come out very soon
- Summary
    - Answering the question
        - Summarizes the benefits
        - Gives the disadvantages
        - Concludes
- Giveaway
    - Subscription to the channel and comment to win
- Outro
    - Goodbye to the next video
    - Outtake

Impressions/ Tone:
- Honest opinion about the product
- Gives no buying recommendation

Comments:
top 20 comments

- Opinions about the product
- Complement about the videos
- Comments for the giveaway

Appendix 33: Coding Overview LinusTechTips

Channel	General Description	Factor	Video Specific specialities	Factor	Quote
LinusTechTips	Focus on Computer		Buy NOW? Or Wait for Surface Pro 5 ?? - Surface Pro 4 Review		
	Has two Ads in the videos unrelated to product		Gives Personal opinion about certain aspects	9	"I think"
	Youtuber is in the video/ for special feautres only product		Discribes feel and quality (aspects that can't be seen)	10	
	follows the same structre for every viedo	5	Comparisons to older versions	6	
	Asks for interaction in the end	8	Discribing who the product is addressing	1	"Who is this thing for then"
			While explaining a feature he demonstrates it in the vieo	2	
	Legend for Coding		FASTEST Ultrawide Gaming Monitor – But at What Cost?....		
			Gives is personal expectations	9	
	Refe Corresponding Factor from Lit		Comparison to other brands (similar products)	6	
			Gives buying recomondation and explains the optimal situation for it	1	
	Targeted Buying Recommendation 1 Benevolence		Asks for interaction through the like/dislike button	8	"if you liked it hit the like button, get subscribed,..."
	Education 2 Crediblity				
	Noting Specification 3 Credibility		Finally a TV for Gaming? - LG Nano Cell		
	Referring to viewer request/ question 4 Benevolence		Was in contecat with the brand to make the video	9	
	Consistent Structure 5 Rreliability		Gives first impression and states taht is only his opinon	6	"movements felt quicker that the OLED"
	Balancing Pro & Cons/ Benchmarking 6 Authenticity		Compares it to diffrent product of the same brand	3	
	Directly Addressing the viewer 7 Intimacy		Showing measurements of response time		
	Asking for interaction through commer 8 Intimacy				
	Give Peronal Opinion 9 Authenticity		Small Hands Samsung Galaxy Note 8 Review		
	Passing personal Experience 10 Rreliability		Gives background to the brand	10	
			States is experience	6	
	Sponsored review		Flaw of product are clearly described	2	"...freaking slippery the back of the note 8 is..."
			Showcasting how to use some featrues	6	
			summarizes the pro and cons		
			The BEST 15" Gaming Laptop? Asus Strix GL502VS Review		
			short introduction in the product category / industry	2	
			comparison to "industry average"	6	
			comparison to competitors	6	"does not have quite the robust build quality of the Alienware 15..."
			expresses concenrc about specifications	3	
			after testing he rejects his concerns	2	
			displaying footage on screen	10	
			explains the feel + usability	1	"the bottom line then is, recommended"
			gives recommondation		

Appendix 34: Transcript "Buy NOW? Or Wait for Surface Pro 5?? – Surface Pro 4 Review"

Channel: Linus Tech Tips
Subscriber: 4.549.237 (26.09.2017)

Name of Video: Buy NOW? Or Wait for Surface Pro 5?? – Surface Pro 4 Review
Link: https://www.youtube.com/watch?v=i8leeedH71c
Published: 22.03.2017
Retrieved: 27.09.2017
Views: 962.106
Likes/Dislikes: 18.736 / 1.064
Number of Comments: 2.323

Content Analysis

Topic of the Video: Surface Pro 4 Review

Structure:
- Introduction
    - Explaining what the video is about
- Ad
    - Short ad about a different product
    - Unrelated to the rest of the video
- Comparison to the previous version throughout the video
- Design
    - Feel
    - Build quality
    - Location of ports / magnetic place
    - Personal opinion about the Design aspects
- Specifications
    - Differences between the possible model
        - Explanation of disadvantages within those
    - Opinion about the port / camera
        - usability
    - Recommendation to the brand for implementing different feature
- Screen
    - Specification
    - Showing footage on it
    - Personal opinion
    - Usability of touch function, explanation of the feeling
- Keyboard cover
    - Showing
    - Describing the feel + feel of typing
    - Personal opinion about it
- Additional feature (Spence)
    - Usability / feel of the pen
    - Comparison to the previous version

- Who is the product for
    - Describing the target customer
    - Explaining the task the laptop is good at
- Ad 2
    - Short ad about a different product
    - Unrelated to the rest of the video
- Outro
    - Ask for feedback through like and dislike button
    - Refers to merchandise store and forum

Impressions/ Tone:
- Positive tone
- Youtuber is most of the time in the picture
    - Some close ups to the product
- Expressing often that this is his personal opinion

Comments:
top 20 comments
- Opinions about the product
- Stating a missing component of the review (battery life)
- Compliment on the video

Appendix 35: Transcript "**FASTEST Ultrawide Gaming Monitor – But at What Cost?...**"

Channel: Linus Tech Tips
Subscriber: 4.549.237 (26.09.2017)

Name of Video: FASTEST Ultrawide Gaming Monitor – But at What Cost?...
Link: https://www.youtube.com/watch?v=1cKX9S7o5tg
Published: 08.08.2017
Retrieved: 27.09.2017
Views: 765.717
Likes/Dislikes: 23.112 / 805
Number of Comments: 2.945

Content Analysis

Topic of the Video: Computer Monitor

Structure:
- Introduction
    - introducing the product
- Ad
    - Self-made short advertisement for a different product
    - Not related to the video
- For whom the product is

- Specifications
  - Showing the specifications / features / ports
  - Display colour specifications
    - Very technical overview
- Usability
  - Showing footage on the screen
  - Specifications showing of the footage
  - Explanations of the "software" specifications
  - Explanation of specification in general
- Personal expectations
- Comparison to other product from different brand
- Buying recommendation
  - Differentiate the target customers and what for which situation the monitors could be best used

Ad number 2
  - Recommending a different product
  - Not related to the rest of the video
- Outro
  - Thanks for watching
  - Ask to subscribe hit the like or dislike button
  - Refers to merchandise store and forum

Impressions/ Tone:
- Positive tone
- Youtuber is most of the time in the picture
  - Some close ups to the product
- Ads are not related to the video
  - They interrupt the viewing

Comments:
top 20 comments
- Opinions about the product
- Dislike of thumbnails
- Compliment the video

Appendix 36: Transcript "**Finally a TV For Gaming? - LG Nano Cell**"

Channel: Linus Tech Tips
Subscriber: 4.549.237 (26.09.2017)

Name of Video: Finally a TV For Gaming? - LG Nano Cell
Link: https://www.youtube.com/watch?v=hEtU_yewa8o
Published: 23.09.2017
Retrieved: 26.09.2017
Views: 730.349
Likes/Dislikes: 21.965 / 728
Number of Comments: 1.634

<u>**Content Analysis**</u>

Topic of the Video: LG TV

Structure:
- Introduction
  - o Contact with the brand about the product prior to release
  - o Communication and interaction with brand to make a video
- Ad
  - o Self-made short advertisement for a different product
  - o Not related to the video
- First impressions
  - o Design explanation
  - o Personal opinion
  - o Screen quality only Personal opinion
  - o Speakers only personal opinion
- Comparison to other product same brand
  - o Display of differences
  - o Price comparison
  - o Proof of a claim the brand made
- Gaming claims test
  - o Specification
  - o Comparison to other product of same brand
  - o Testing and showing the response time with measurement
- Summary
  - o Recommendations to the brand
  - o Description of the potential buyer profile
- Ad number 2
  - o Recommending the different product
  - o Not related to the rest of the video
- Outro
  - o Thanks for watching
  - o Ask to subscribe hit the like or dislike button
  - o Refers to merchandise store

Impressions/ Tone:
- Positive tone
- Youtuber is most of the time in the picture
  - o Some close ups to the product
- Ads are not related to the video
  - o They interrupt the viewing

Comments:
top 20 comments
- Opinions about the product
-

Appendix 37: Transcript "**Small Hands Samsung Galaxy Note 8 Review**"

Channel: Linus Tech Tips
Subscriber: 4.549.237 (26.09.2017)

Name of Video: Small Hands Samsung Galaxy Note 8 Review
Link: https://www.youtube.com/watch?v=xo2B67vz4HA
Published: 07.09.2017
Retrieved: 26.09.2017
Views: 749.877
Likes/Dislikes: 21.943 / 1.222
Number of Comments: 2.258

<u>**Content Analysis**</u>

Topic of the Video: Samsung Galaxy Note 8

Structure:
- Introduction
    - Reminding of the scandal from the previous product
    - Explaining what the video is about
- Ad
    - Short ad about a product without YouTuber in picture
- Design / Screen
    - comparison to product from same brand (release same time)
    - specifications
    - Experience with the usability
    - Opinion about the look
    - Flaw of speakers in the hand while watching
        - Reference that "even" Apple has reduced the flaw
        - Opinion that without the flaw it would be the "ultimate" mobile screen movie experience
- Handling
    - Reference to older version
    - Usability where the flaw is
    - Expresses his disappointment about the missing USP earlier versions had
- Camera
    - Specifications
    - Showing of footage from the camera (photo/video)
    - Expresses that it is not enough for a USP / buying decision alone based on this feature
- Feature (S pen)
    - Displaying the possibilities the features offers
    - Show how to use
    - Personal opinion about the usability / frequency of using it
- Price comparison to product from same brand
- Flaw of another feature (bixby button)
    - Expresses his opinion
- Summary

- Stating features he likes
  - Displaying
- Expressing missing features for the price
- Outro
  - Ask for feedback through like and dislike button
  - Refers to merchandise store and forum

Impressions/ Tone:
- Positive tone
- Youtuber is most of the time in the picture
  - Some close ups to the product
- Expressing often that this is his personal opinion

Comments:
top 20 comments
- Opinions about the product
- Asking if this is a paid review
-

Appendix 38: Transcript "**The BEST 15" Gaming Laptop? Asus Strix GL502VS**

Review"

Channel: Linus Tech Tips
Subscriber: 4.549.237 (26.09.2017)

Name of Video: The BEST 15" Gaming Laptop? Asus Strix GL502VS Review
Link: https://www.youtube.com/watch?v=u6kdrfnzAMgPublis
hed: 07.06.2017
Retrieved: 27.09.2017
Views: 738.084
Likes/Dislikes: 18.327 / 598
Number of Comments: 2.020

Content Analysis

Topic of the Video: Asus Strix GL502VS

Structure:
- Introduction
  - Explaining what the video is about
  - Introduction in the industry
- Ad
  - Short ad about a different product
  - Unrelated to the rest of the video
- Design
  - Weight and size compared to industry average and one specific competitor
  - Look of materials

- o Build quality
- o Showing the design
- o Personal opinion about the Design aspects
- o Comparison to competitor
- o Displaying the ports
- Specifications
  - o Stating the specifications
  - o Expresses concerns about the specifications
  - o Showing test results
    - ▪ Concerns are rejected
- Screen
  - o States the specification
  - o Showing footage on it
  - o Personal opinion
  - o Explains the usability for various scenarios
- Keyboard
  - o Show cast
  - o Describing the feel + feel of typing
  - o Personal opinion about it
  - o Stating specifications
- Trackpad
  - o Personal opinion
  - o Usability
  - o Feel of to it
- Battery
  - o Specifications
  - o Managing the expectations regarding the product category
- Speakers
  - o Stating personal opinion
- Summary
  - o Categorizing what the laptop is for
  - o Stating the advantages at the price
  - o Recommends it
- Ad 2
  - o Short ad about a different product
  - o Unrelated to the rest of the video
- Outro
  - o Ask for feedback through like and dislike button
  - o Refers to merchandise store and forum

Impressions/ Tone:
- Positive tone
- Youtuber is most of the time in the picture
  - o Some close ups to the product
- Professional looking test with CPU

Comments:
top 20 comments

- Opinions about the product
-

Appendix 39: Coding Overview Marques Brownlee

Channel	Marques Brownlee

General Description	Factor
Focus on Smartphones	
Follows the same Structure	
Introduces himself	5
Focus on important features	7
Gives sumamry	3
Thanks for watching	6
Youtuber is in the video/ focus on product for feautres	7
Giving pro and cons	6
invloves the viewer	8

Legend for Coding

Refe Corresponding Factor from Lit

Targeted Buying Recommendation	1	Benevolence
Education	2	Credibility
Noting Specification	3	Credibility
Referring to viewer request/ question	4	Benevolence
Consistent Structure	5	Rreliability
Balancing Pro & Cons/ Benchmarking	6	Authenticity
Directly Addressing the viewer	7	Intimacy
Asking for interaction through commer	8	Intimacy
Give Peronal Opinion	9	Authenticity
Passing personal Experience	10	Rreliability

Sponsored review

Video Specific specialities	Factor	Quote
Beats X Review - Best Beats Ever?		
Naming alternative products	6	
dedicates a section to the downsides	6	
explains the feel	10	
States who and what these are made for	1	"...managed to make a really good seal in my ear"
Iphone 6s Review!		
States that he focus on the most important differences to the old version	6	
Exrpesses his feeling towards feature	9	"I tried really hard to give this a chance and see if it's not a gimmick but..."
states his experience	10	
Explains when and how to use certain feautres	2	
Iphone 7 Review - 4 months later!		
States that he waited with the review to gain experience with it	10	
Places him together with average consumer	7	"the one thing that's killing me it's not just me it's tones of people obviously...."
Explains flaw of the product and the brands choice	6	
Complains about the incremental chances		"very incremental upgrade to the previous Iphone again...."
LG V30 - Top 5 Features! (sponsored)		
The brand was invloved with the video by sending a pre release version	9	
Gives personal opinon /emotions	4	"I am happy to see that..." ; "my only real complaint"
Includes the potential viewer preferences	6	
Conclude the pro and cons	1	
States who the phone is for	8	"you might not be interested in any of the things I just mentioned"
Ask for the viewer opinon on the product		
Samsung Galaxy S8 Review - The Ultimate Smartphone?		
Gives background of the product and brand	2	
showcases the flaws and positive aspects	6	
Shows hard specs	3	
Highlights features he likes	9	
educate how to use new feature	2	
provides more infromation through a link in the description	8	

Appendix 40: Transcript "**Beats X Review- Best Beats Ever?"**

Channel: Marques Brownlee
Subscriber: 4.945.313 (05.09.17)

Name of Video: Beats X Review: Best Beats Ever?
Link: https://www.youtube.com/watch?v=60OkiR1ujdg
Published: 22.02.2017
Retrieved: 06.09.2017
Views: 994.449
Likes/Dislikes: 29.718 / 701
Number of Comments: 2.387

Content Analysis

Topic of the Video: Headphones Beats X

Structure:
- Introduction
  - o Welcome and introduction of himself
  - o Introduction of the product with the main selling argument (lowest prices from brand / good audio quality)
  - o Transition to the pros and cons of the product
- Explanation of the product and where it is position
  - o Naming alternative products (competing products)
- Describing the looks / how to wear the
  - o Showing the different position to wear
- Noting the different features (volume control/ play pause)
- How to connect / technology it is using
  - o Comparison to apple product
  - o Noting that these headphones can be connected to IOS and android without loosing functions
- Switching to the downsides of the headphones
  - o Durability: sweat proof
    - ▪ Claims that he did not have a problem with it
    - ▪ Criticises that they do not have this features while this became standard
    - ▪ Notes that this should be a point since wireless headphones are usually used to work out
    - ▪ Hypothesises that Beats (company) wants to sell an extra pair of headphones just for working out
- Explains the sound
  - o Good but nothing special
  - o Seal in the ear is good
- Comfort
  - o States that the feel of waring them is at first weird but fast to get used to
- Battery
  - o Points out the benefits of the battery life
  - o Showing quick charge function

- Claims that they were made for the Iphone due to the apple used cable port
  - Argues with: caring different cable for phone and headphones is not ideal
- Portability
  - Case is useless.
  - Usage of pocket is more convenient
- Summary
  - Claims that these are the best beats for the price
  - But states that not everyone should get them (points out that the viewer should know who these headphones are made for)
    - Describes the consumer type
    - Describes the consumer type that is not meant for these
- Thanks for watching

Impressions/ Tone:
- Personalizes the experiences with the product
- Giving balanced pros and cons in the video
- Involves the viewer
- Person is almost constant in video, sometime product only screen time,

Comments:
top 20 comments
- Comments about the look of the product
- One comment says that he never trusts his reviews again after getting a recommendation that he thought different about after using the product

Appendix 41: Transcript "**iPhone 6s Review!**"

Channel: Marques Brownlee
Subscriber: 4.945.313 (05.09.17)

Name of Video: iPhone 6s Review!
Link: https://www.youtube.com/watch?v=E357cGzOGLM
Published: 02.10.2015
Retrieved: 06.09.2017
Views: 5.077.005
Likes/Dislikes: 92.867 / 1.816
Number of Comments: 7.246

<u>**Content Analysis**</u>

Topic of the Video: Iphone 6s review

Structure:
- Introduction
  - Welcome and introduction of himself
  - Introduction of the product and what the video is about
  - Claims that the difference are hard to tell and that he is going to break down the most important differences to the old verison

- Design
    - Note that it is slightly different from the old version
    - New colour (fun act rose gold vs pink)
    - Different fabric
        - Stronger case
    - Negative aspects of the design (slippery because of the round edges)
- New feature
    - Touch ID
        - He likes this feature
- Specs
    - Chip
    - Technical specifications
    - Experience with the "speed"
    - One spec is worse then before
        - Battery life is still the same
- Display
    - Looks the same but now with 3D touch
        - Biggest new feature of the phone
        - Explains the usage of the feature and the when/ who to use it
        - Claims that different develop are not utilizing that feature now but states that the potential is high
- Camera
    - Specs of the camera
        - New sensor
        - Own experiences / good camera easy app
        - Notes the benefits of the camera and app in general
        - Claims that the camera is only slightly better then the old verison
        - Video is very good
        - Feature "live photo" is not useful for his usage
- Ending
    - Gives some minor specs of the phone
    - Claims that the 16gb version should not be on the market (for every producer)
- Thanks for watching and ask for like if the video was good

Impressions/ Tone:
- Personalizes the experiences with the product
- Giving balanced pros and cons in the video
- Person is in video, sometime product only screen time,

Comments:
top 20 comments
- Some comments about the different colours of the phones and the preferences
- Some comments about the storage size
- Claims of people about their buying decision

Appendix 42: Transcript "**iPhone 7 Review- 4 Months Later!**"

Channel: Marques Brownlee
Subscriber: 4.945.313 (05.09.17)

Name of Video: iPhone 7 Review: 4 Months Later!
Link: https://www.youtube.com/watch?v=srj-NLj4Kt0
Published: 28.01.2017
Retrieved: 05.09.2017
Views: 2.682.228
Likes/Dislikes: 55.127 / 1.862
Number of Comments: 6.540

Content Analysis

Topic of the Video: Review of the Iphone 7

Structure:
- Introduction
  - o Welcome and introduction of himself
  - o Introduction of the content of the video
- Explains that the phone was released 4 months before the video was published and that he is doing a review now in order to gain experience and being able to identify its pros and cons
- States that the change to the previous is "only" incremental "again"
  - o Design features have not changed much
  - o Claims that this makes it easy to get used to it
  - o States that little things makes it better compared to the older version
- Explains and shows the differences to the older version
  - o Presents his experiences with the differences
  - o Giving his opinion new features
    - ▪ New home button good
    - ▪ 3D touch usage is very little
  - o states that the vibration does not get enough credits and he likes it
    - ▪ explains that it is now more used
- giving the biggest change that it is waterproof
- states that the screen is good but nothing special
- referring what bothers him the most (referring that a lot of other people think the same way)
  - o the lack of headphone jack
  - o explains why Apple does this
  - o admires the push towards the new tech but it still bothers him
- Reviewing the camera
  - o States it is one of the best
  - o Giving the
  - o States that the plus has an additional camera
    - ▪ Presents the benefits
  - o Giving the pros and cons of the plus version compared to the other
- Analysing the Chip

- Claims that he likes the responsiveness and smoothness
    - Best compared to all other smartphones
- Analysing the battery
    - Good but nothing special
    - Notes that the phone got a bigger battery compared to last version but did not increase the case
    - Thanks Apple for that
- Summarize the pros and cons
- Refers again to the incremental changes and that he is exited for the new phone where he expects more changes
- Thanks the viewer for watching

Impressions/ Tone:
- Personalizes the experiences with the product
- Giving balanced pros and cons in the video
- Involves the viewer
- Person is only in the begging and end in the video

Comments:
top 20 comments
- All comments are related to which phones the person that commented likes most and why dislikes others

Appendix 43: Transcript "LG V30- Top 5 Features!"

Channel: Marques Brownlee
Subscriber: 4.945.313 (05.09.17)

Name of Video: LG V30: Top 5 Features!
Link: https://www.youtube.com/watch?v=Ca8F3_olFvA
Published: 01.09.2017
Retrieved: 11.09.2017
Views: 1.388.458
Likes/Dislikes: 50.644 / 810
Number of Comments: 6.519

<u>Content Analysis</u>

Topic of the Video: Smartphone LG V30

Structure:
- Introduction
    - Welcome and introduction of himself
    - Introduction of the product
    - Claim that the brand send the phone earlier as the official release
        - They do not want him to make a full review of it yet, because it is pre-release hard/software
- Features

- o Naming all features that might be interesting to the viewer
- o stating the specifications of some features
- Software
  - o States that he is not a fan of the Android skin and highlights that him being ok with the skin is special
  - o Performance of the software
  - o Shows some settings / what one could do with the software
  - o Gives personal opinion about some features
- Design
  - o Gives specific about the design (ratios)
  - o Personal opinion about the design
  - o Gives slight flaw
- Screen
  - o Gives specification of the screen
  - o Compares it to other brands
  - o Gives usage insights from average usage
- Camera
  - o Gives specifications about the camera
  - o States that he has experience with the type of camera
  - o Shows footage
  - o Describes the quality of the phots
  - o Shows the features
- Giving a final conclusion
  - o States that there are some aspects he needs to review for a full review
  - o Categorize the target consumer and who would get the phone
- Incudes the viewer by asking for their opinion
- Thanks for watching

Impressions/ Tone:
- Giving pros and cons in the video
- Involves the viewer
- Person is in video, sometime product only screen time, showing the features "live"

Comments:
top 20 comments
- Opinion about the product

Appendix 44: Transcript "Samsung Galaxy S8 Review- The Ultimate Smartphone?"

Channel: Marques Brownlee
Subscriber: 4.945.313 (05.09.17)

Name of Video: Samsung Galaxy S8 Review: The Ultimate Smartphone?
Link: https://www.youtube.com/watch?v=nNlTNE1y9DM
Published: 18.04.2017
Retrieved: 05.09.2017
Views: 2.961.190

Likes/Dislikes: 77.670 / 1.827
Number of Comments: 10.640

<u>Content Analysis</u>

Topic of the Video: Smartphone Samsung Galaxy S8

Structure:
- Introduction
  - o Welcome and introduction of himself
  - o Introduction of the product with history why it became the flagship product of the producer
- Describing the looks /
- Referring to the title and the question if this is the "ultimate" smartphone
  - o Answering with "almost"
- Description of the looks in more detail
  - o Comparison of both versions (plus version) screens
  - o Analysing the fingerprint sensor
    - ▪ Good look but harder to reach
    - ▪ Dislike the position
- Explaining the features
  - o Iris scanner and face unlock
    - ▪ Presenting the cons of these features
      - • Requirement to hold it weird / can be tricked with a picture
    - ▪ Improvement of the iris scanner / surprise that it works better then expected
- Giving all the features while stating that the design is very good
- Returning to the screen (best display)
  - o Analysing it (resolution, brightness
  - o Claims that the experience will be increased through it
  - o Notes that not all content (videos, apps) are optimized for the screen dimensions
  - o Says he is a fan of the screen
- Listing the hard specs (CPU, RAM, et)
- Note that the android software is "Samsunginzed" and that this has it pros and cons
- Highlights some features that he likes
- New feature presentation
  - o Introducing what it is
  - o How to use (the extra button)
  - o Claims that it should be remappable
  - o States that he tested it
    - ▪ Presents the abilities of this features in the video
    - ▪ Giving a conclusion about it
- Switching to present the camera
  - o Presenting specs
  - o "slightly" better

- - - o Asking if the viewer wants a direct comparison of the cameras from the older version
    - Ask for a comment on the video
  - o Analysing the video quality
  - o Conclusion: one of the best cameras
- Battery life
  - o Referring to the Samsung battery explosion issue
  - o A bit disappointed about the battery life but understands the reservation
  - o Gives benefit of fast charging
    - Giving an example of is own life
- Giving a final conclusion
  - o Summarizing the previous pros and cons
  - o Gives a recommendation
- States that he gives links to the products in the description
- Thanks for watching

Impressions/ Tone:
- Personalizes the experiences with the product
- Giving balanced pros and cons in the video
- Involves the viewer
- Person is in video, sometime product only screen time, showing the features "live"

Comments:
top 20 comments
- 6 comments on praising the content of the channel
- some discussions about Iphone
- Rest are random comments

Appendix 45: Coding Overview Soldier Knows Best

Channel: Soldier Knows Best

General Description

	Factor
Smaller Channel <1 mio	
Follows same structure in every video	5
Introduction	
important aspects of the product (Design, Usability,...)	3
Summary	
Outro (used for interaction)	
Explains his opinion about the product	8
In general talks positivly about the products	
Youtuber is in the video while reviewing	
Adresses the viewer directly	7

Legend for Coding

Coding	Refe Corresponding Factor from Lit
Targeted Buying Recommendation	1 Benevolence
Education	2 Credibility
Noting Specification	3 Credibility
Referring to viewer request/ question	4 Benevolence
Consistent Structure	5 Rreliability
Balancing Pro & Cons/ Benchmarking	6 Authenticity
Directly Addressing the viewer	7 Intimacy
Asking for interaction through commer	8 Intimacy
Give Peronal Opinion	9 Authenticity
Passing personal Experience	10 Rreliability

Sponsored review	

Video Specific specialities

Factor	Video Specific specialities	Factor	Quote
	Audio Technica ATH-ADG1X Gaming Headset Review		
5	Educates about product specifics	2	"...if you don't know an open back design allows..."
	describes the sound	10	
3	Shares is experience with the comfort	6	
	States a flaw of the product	6	
8	Explains his opinion about the product	9	"overall I really do like that headset"; "it is my favorite gaming headset that I've used for a long time"
	Weights price against the benefits	6	
7	Asks for interaction through comment	8	"anyway guys leave a comment down below"
	Espon 3100 Projector Rreview		
	Gives opinion about the product category/ class	6	
	stating flaw but downplays it for personal reasons	9	"...which is not a big deal-breaker personally because...."
	Showcasting how to set the product up	2	
	explaining the features and thier usage	2	
	Comparison to differnet product	6	
	Galaxy Note 8 Review		
	Introduces the brand with reminder of scandal	6	"I'm going go show you...that's probably the best all-around phone..."
	makes a claim before reviewing		
	compares it to another product of the same brand	6	
	describes the customer type	1	"if you're in college or have a job where you have to take a lot of notes this thing is easily a tablet replacement..."
	Gives personal opinion	9	"I like"
	shows how to use different features	2	
	Iphone 6s Plus Review		
	Comparison to competitors	6	
	Gives technical specification (shown on screen)	3	
	explains and shows features / when to use	2	"the way that 3d touch works is that..."
	Gives his opinion about the feautre /Usefullness	9	"overall 3d touch is not going to be one of those features that I think is going to sell people on the new Iphone"
	As to follow on other social media sides	8	
	LG V30 Hands-On - Very Impressive!		
	Reference to other products of the brand	6	
	States the feel of it	10	"it's gonna be fitting comfortably and nicely..."
	Gives specifications of the design	3	
	General statement about the brand	2	
	Explains the specifications and what they are good for	2	
	states the usability in every day life	1	"a 16 megapixel shooter with an aperture f 1.6 sp that is industry-leading and that is going to be good for low-light pictures"

Appendix 46: Transcript "**Audio Technica ATH-ADG1X Gaming Headset Review!**"

Channel: SoldierKnowsBest
Subscriber: 774.978 (12.09.2017)

Name of Video: Audio Technica ATH-ADG1X Gaming Headset Review!
Link: https://www.youtube.com/watch?v=1K8ix7_m1Ps&list=WL&index=10
Published: 27.12.2016
Retrieved: 12.09.2017
Views: 13.797
Likes/Dislikes: 486 / 22
Number of Comments: 41

Content Analysis

Topic of the Video: Audio Technica ATH-ADG1X

Structure:
- Introduction/ Welcome
    o Explanation what the video is about
    o Introduction of the brand
- Audio quality
    o Personal opinion
    o Technical specification
        ▪ Explanation of the specification (open back headphones)
        ▪ Benefits of the specification
        ▪ Explanation of the sound
- Comfort
    o Feature of the headphone
    o Explanation of the feature
    o Experience of wearing them
    o Opinion with references to experience
    o Negative opinion found out through testing
- Box content
    o Complain about the lack of a case
        ▪ Explains why and in which situation he misses this accessory
            • Especially for price
- Summary
    o Why he likes them
    o States the price; weights the price against the benefits
- Outro
    o Asks for comment about video and product
    o References to his other social media accounts
    o Thanks for watching

Impressions/ Tone:
- Talking directly to the viewer
- Youtuber is in the video. If specification are displayed the phone is in close up

- Overall positive attitude towards the product

Comments:
top 20 comments
- Opinion about the product
- Complimenting the video
- Requesting an additional test /review point

Appendix 47: Transcript "**Epson 3100 Projector Review!**"

Channel: SoldierKnowsBest
Subscriber: 774.978 (12.09.2017)

Name of Video: Epson 3100 Projector Review!
Link: https://www.youtube.com/watch?v=voJxlnKrfg0
Published: 18.04.2017
Retrieved: 13.09.2017
Views: 18.278
Likes/Dislikes: 399 / 11
Number of Comments: 36

<u>**Content Analysis**</u>

Topic of the Video: Espon 3100

Structure:
- Introduction/ Welcome
  o Explanation what the video is about
  o Opinion about the product class
- Design
  o Showing the product
  o Display the input ports
  o Stating the possibilities (setting up a chrome cast)
  o Stating a flaw
    ▪ Giving opinion about the flaw → not a "deal-breaker"
    ▪ Explanation why not a big flaw
  o Box content
    ▪ Showing of the remote
    ▪ Comparison to other
- Features
  o Explaining what they are for
  o Showing how to set the product up
- Technical specification
  o Explanation of the specifications
  o Comparison in size to another product (a TV)
  o Showing how to change the image settings
  o Demonstration of the different light situation
  o Light bulb life span

▪ Comparison to other products
- Comparison in terms of price with other products of the market
        o Summary of the benefits & disadvantages compared to other products
- Outro
        o Asks for comment about video and product
        o References to his other social media accounts
        o Thanks for watching

Impressions/ Tone:
- Talking directly to the viewer
- Youtuber is in the video. If specification are displayed the phone is in close up
- Overall positive attitude towards the product
- Gives advise about when / who should buy the product

Comments:
top 20 comments
- Opinion about the product
- Complimenting the video
-

Appendix 48: Transcript "**Galaxy Note 8 Review**"

Channel: SoldierKnowsBest
Subscriber: 774.978 (12.09.2017)

Name of Video: Galaxy Note 8 Review! - Best All-Around Phone?
Link: https://www.youtube.com/watch?v=ht3vsVdcGso
Published: 21.09.2017
Retrieved: 26.09.2017
Views: 16.837
Likes/Dislikes: 712 / 21
Number of Comments: 109

Content Analysis

Topic of the Video: Samsung galaxy Note 8

Structure:
- Introduction/ Welcome
        o Reputation / scandal of about the Brand
        o Explanation what the video is about
        o Claim that it is the best all around phone
- Design
        o Personal opinion
        o Describing the feel
        o Specifications of the design
        o Locations shown from the buttons/ features
- Display (incl S-pen)

- o Comparison to other products same brand
- o Specifications with comparison to competitors
- o Usage
- o Personal Opinion
- o For whom the phone is Customer type
- Specifications
  - o Technical specification (ram, gb etc)
  - o Comparison to other phones
  - o Usability of it with focus on future
  - o Usability / smoothness of the software (android with Samsung skin)
  - o Displaying software usage
- Bixby (voice control)
  - o Showing how to use the feature
  - o Usability
- Camera
  - o Specifications of the camera
  - o Explanation what the sepc are good for
  - o Displays footage
  - o Opinion about the quality of the photos
  - o New features
    - ▪ Explanation and showing how to use the features
  - o Recommendations where / how to use
  - o Noting things that could improved
- Battery
  - o Comparison to older phone
  - o Showing how to manage the battery life
- Summary
  - o Personal opinion
  - o Summarizes how should buy it
  - o Placing it with other phones of the same brand
  - o Summarizes the arguments that could lead to a purchase
- Outro
  - o Ask for comment with opinion
  - o Asking for following on other social media accounts
  - o Thanks for watching

Impressions/ Tone:
- Talking directly to the viewer
- Youtuber is in the video. If specification are displayed the phone is in close up
- Overall positive attitude towards the product

Comments:
top 20 comments
- Opinion about the product
- Complimenting the video

Appendix 49: Transcript "iPhone 6s Plus Review!"

Channel: SoldierKnowsBest
Subscriber: 774.978 (12.09.2017)

Name of Video: iPhone 6s Plus Review!
Link: https://www.youtube.com/watch?v=06xrS9deInY
Published: 08.10.2015
Retrieved: 13.09.2017
Views: 105.639
Likes/Dislikes: 2.589 / 54
Number of Comments: 167

Content Analysis

Topic of the Video: Iphone 6s

Structure:
- Introduction/ Welcome
    o Explanation what the video is about
- Design
    o Personal opinion
    o Describing the feel
    o Specifications of the design / new colour
    o Comparison to other products
    o Locations shown from the buttons/ features
- Specifications
    o Technical specification (ram, gb etc)
    o Usability of it
- Battery
    o Specifications
    o Use and battery life in everyday use
- Features
    o USP feature explained
        ▪ How it works / when to use
        ▪ Showing how to use in different situations
        ▪ Personal Opinion about it
    o Different feature
        ▪ How to use
        ▪ flaw with the new version
- Camera
    o Specifications of the camera
    o Explanation what the sepc are good for
    o Displays footage
    o Opinion about the quality of the photos
    o New features
        ▪ Explanation and showing how to use the features
- Summary
    o Personal opinion

- o Placing it with competition
- o Summarizes the arguments that could lead to a purchase
- Outro
  - o Ask for comment with opinion
  - o Asking for following on other social media accounts
  - o Reference to other video
  - o Thanks for watching

Impressions/ Tone:
- Talking directly to the viewer
- Youtuber is in the video. If specification are displayed the phone is in close up
- Overall positive attitude towards the product

Comments:
top 20 comments
- Opinion about the product
- Complimenting the video

Appendix 50: Transcript "**LG V30 Hands-On - Very Impressive!**"

Channel: SoldierKnowsBest
Subscriber: 774.978 (12.09.2017)

Name of Video: LG V30 Hands-On - Very Impressive!
Link: https://www.youtube.com/watch?v=6sqitw0huPo&t=1s
Published: 31.08.2017
Retrieved: 12.09.2017
Views: 19.835
Likes/Dislikes: 631 / 17
Number of Comments: 97

Content Analysis

Topic of the Video: LG V30

Structure:
- Introduction/ Welcome
  - o Explanation what the video is about
- Design
  - o Reference to other products of the brand
  - o Personal opinion
  - o Describing the feel
  - o Specifications of the design
  - o Comparison to other products
  - o Locations shown from the buttons/ features
- Camera
  - o General statement about the brand camera

- o Specifications of the camera
- o Explanation what the sepc are good for
- o Displays footage
- o Opinion about the quality of the photos
- o New features
  - ▪ Explanation and showing how to use the features
- Displays
  - o His expression
  - o Specifications
  - o Comparison to other phones and phones of the same brand
  - o Usability in everyday life
  - o Showing explaining how to use new features
- Technical specification
  - o Listing the technical specification (ram, GB storage etc)
  - o Expresses his experience with the phone (battery life)
- Summary
  - o Personal opinion
  - o Placing it with competition
  - o Reference to an in-depth review
- Outro
  - o Ask for comment with opinion
  - o Asking for following on other social media accounts
  - o Thanks for watching

Impressions/ Tone:
- Talking directly to the viewer
- Youtuber is in the video. If specification are displayed the phone is in close up
- Overall positive attitude towards the product

Comments:
top 20 comments
- Opinion about the product
- Complimenting the video

Appendix 51: Coding Overview Unbox Therapy

Channel	General Description	Factor	Video Specific specialities	Factor	Quote
Unbox Therapy	Biggest Tech review channel on Youtube		**Don't Buy A New TV Without Watching This... (sponsored)**		
	Follws similar structre in every video	5	Disclaims that the video is sponsored	10	"they decided to sponsor this video"
	Introduction		Showing content on the TV	3	
	Unboxing		Explaining the feautres and advatanges	2	"you can discover who's streaming stuff currently in Dolby Vision"
	Talking about most important aspects	3	Explaing how tu utelize the feautres and where to find optimal content	9	"how about that shot right there Wow...."
	Outro		Gives subjective expressions	(-6)	
	Youtuber is in the video while reviewing		Does not mention negative aspects		
			Comments are complaing about the sponsorship		
			DON'T Buy The New MacBook Pro Without Watching This...		
			Gives Personal usage	9	
			explains flaws	6	
	Legend for Coding	Refe Corresponding Factor from Lit	Describes the feel to the product	10	"a nice texture"
			Gives general advise	2	
			states own opinion	9	
			gives a buying recommendation	1	"I think this is a very cool device"
	Targeted Buying Recommendation	1 Benevolence			
	Education	2 Credibility	**DON'T By The Samsung Galaxy Note 8**		
	Noting Specification	3 Credibility	Reference that the video was requested by viewers	4	"You guys were harassing me,.... Where is your Note 8 video?"
	Referring to viewer request/ question	4 Benevolence	Stating all the feautres of the phone	3	
	Consistent Structure	5 Rreliability	Showcasting how to use the features	2	
	Balancing Pro & Cons/ Benchmarking	6 Authenticity	Referring to other producer and thier superior feautres (individual specs)	6	
	Directly Addressing the viewer	7 Intimacy	Comparison to similar propoduct of the same brand and price point vs extra feautres	7	"thnik about, what is that (stating feautre) worth to you"
	Asking for interaction through commen	8 Intimacy	Expresses that this is his personal opinion	9	
	Give Peronal Opinion	9 Authenticity	States that most of the viewer should get a differnet phone	1	
	Passing personal Experience	10 Rreliability	States that he gives responsible recommondations	1	"I really think that the respsible recommondation coming from me right know...."
			Refers to other videos for more inormation about mentioned products	8	"if you wanna know more about those phones, you can go watch the videos I made about them"
	Sponsored review				
			It's Like Candy For Your Eyeballs... (sponsored)		
			Descripes the feel of the product	10	
			switches between normal camera and footage shown on product	3	
			explains the beenfelts of the produt	6	
			shows how to set up the produt	2	
			These Crazy Sunglasses Do Something Incredible (Seriously)		
			Video requested by viewers	4	"this is one of the most requested items I have ever had"
			introduces key feature	3	
			explains how the feature works	2	
			compares looks to other brand	6	
			states the positino of the prduct	1	"I didn't see them as a replacement for headphones"

Appendix 52: Transcript "**Don't Buy A New TV Without Watching This...**"

Channel: Unbox Therapy
Subscriber: 8.468.468 (23.08.2017)

Name of Video: "Don't Buy A New TV Without Watching This..."
Link: https://www.youtube.com/watch?v=kEV7I4bK8i8&t=2s&spfreload=5
Published: 27.07.2017
Retrieved: 24.08.2017
Views: 2.148.531
Likes/Dislikes: 43.620 / 4.329
Number of Comments: 3.331

Content Analysis

Topic of the Video: LG OLED TV featureing Dolby Vision

Structure:
- Introduction
    - Explanation of the Product
    - Disclaiming that this video is sponsored by Dolby to educate the viewers
- Presentation of the product feature
    - Especially focus on the Dolby Vision feature
- Unboxing the TV
- Showing content on the TV that is optimized for the Dolby Vision feature
- Commenting on the "before and after" content
- Showing where and how to find Dolby Vision optimized content (Netflix)
- Reference to the link in the description for further information
- Giving a recommendation to buy the TV

Impressions/Tone:
- Overall positive statements about every feature component
- A lot of subjective expression (emotions)
- Is seen in the video most of the time

Comments:
top 20 comments
- 7 comments are complains about this video being "just" an AD
    - answers to some of the comments include protection of the channel and the Youtuber
- Remaining comments are random expressions

Appendix 53: Transcript "DON'T Buy The New MacBook Pro Without Watching

This..."

Channel: Unbox Therapy
Subscriber: 8.468.468 (23.08.2017)

Name of Video: "DON'T Buy The New MacBook Pro Without Watching This..."
Link: https://www.youtube.com/watch?v=EPw0w2xfQM0&t=28s
Published: 09.08.2017
Retrieved: 11.09.2017
Views: 1.778.588
Likes/Dislikes: 32.856 / 4.789
Number of Comments: 4.173

Content Analysis

Topic of the Video: MacBook accessory The Doc case

Structure:
- Introduction
  - o Stating the personal use of a product
  - o Mentioning that the product has a big flaw
  - o Presenting that the product of the video offers a solution for the flaw
    - ▪ Introducing the name of the product
- Shows the inputs the product has by showing them on the box
- Unboxes the product
- Describing the feel/ look of the product
  - o By smelling states that the product uses fake leather
    - ▪ However states that it is not a flaw to the product
- States that is it a Beta product and the company is looking for feedback
- Describes and showcases how to use the product
  - o Going through the features/ ports
- Continues with the box content
- Gives advice on right usage of cables in general (product)
- Presenting the specification and technical details of the product form the user handbook
- Showing the usage of the product
- Need for this or similar product from own experience
- Testing the product
- Involving the viewer with a possible perception change of the MacBook
- Shows a disadvantage of the product
  - o Describes the feel of the flaw
- States his opinion
  - o Gives a buying recommendation

Impressions/Tone:
- Honest opinion about the product
- Does not overly emphasise the positive features

- The Youtuber is mostly seen, close-ups for specific product features

Comments:
top 20 comments
- Opinion about the product & the product it is accessory for

Appendix 54: Transcript "**DON'T Buy The Samsung Galaxy Note 8**"

Channel: Unbox Therapy
Subscriber: 8.494.899 (28.08.2017)

Name of Video: "DON'T Buy The Samsung Galaxy Note 8"
Link: https://www.youtube.com/watch?v=_gEjmghHkD8
Published: 26.08.2017
Retrieved: 28.08.2017
Views: 1.942.609
Likes/Dislikes: 66.064 / 11.213
Number of Comments: 13.936

Content Analysis

Topic of the Video: Samsung Galaxy Note 8

Structure:
- Reference that a video about this smartphone was strongly demanded by his viewer
- Introduction what the video will be about
- Explaining the positive features of the phone
    - "best screen on the market"
    - compatibility with the Samsung pen (be able to work very precise)
    - Showing the ports (USB-type C port, headphone jack, speakers)
    - Presenting the dual lens camera set up. Claiming that Samsung "finally" joined the competition with this and the portrait feature
    - First device that features optical image stabilization in both cameras
    - 6 GB of ram
    - waterproof, even when the pen is removed
    - Bluetooth 5.0
    - Expandable storage
    - Claiming that these features should all be in the "optimal" smartphone
- Introduces further features
    - Using two apps on the screen
    - Ability to take notes and also sent the handwriting to someone
- Stating that the pen is a key component of the Note series
- Claims that the Customer buy the Note because of the pen and they think that they are able to utilize the pen and its features
- Showing the camera and the focus feature. Explaining what it does and how to use its features

- Stating that a dual camera system is good to have. But making references to other producer and that they made better systems
- Picking up that he, so far, talked only positive about the product and claims that the product is good and has the features he is looking for in a smartphone
- But claims that he thinks there is a better phone for the price on the market
- Complains about the price point (930$)
- He compares the phone to the Samsung S8 plus, which is very similar
    - Slight smaller screen but better ration to the body size
    - Better handling because of the round edges
    - Better usage with the fingerprint point on the back
    - The S8 Plus has a better battery
    - Cheaper (originally 800$, today 675$)
- Claims that the higher price is not worth the features
- States that the features are not used every day/ (own experiences)
- The battery aspects effects the customer every day
- Brings up the Galaxy S8 as a phone (100$ less than the plus version)
- States that is very similar (smaller screen)
- Explains that the customer should think about what the features are worth to them
    - Claims that the average consumer does not use the pen
- Claims that he has to be honest with "you" his viewers and states that the other phones are better options for most of the viewers (claims that artists might utilize the pen)
- Refers that he has links to all three phone and to older videos of him where he reviewed the other two phones
- States again that this is his own opinion
- Refers to "dbrand" a customization service for phones (link is in the description as well)
- Says that ultimately the decision has to be taken by the viewer
- Ends the video with the thanking for watching

Impressions/ Tone:
- Honest impression
    - Not overly exited by presenting the positive features
- Only presents one Brand
    - However makes references to LG as an other producer
- Is seen in the video most of the time

Comments:
top 20 comments
- Comments about asking the community if he should upgrade his phone
- 7 negative comments that the video was bad because is not neutral and prefers apple products (has a biased opinion)
- One comment referring to the negative (protection): "Lol fanboys are salty af. Getting mad cuz you don't like what he said about your favorite brand even though he's recommending one Samsung over the other."
- Some comments are insults with no explanation why

Appendix 55: Transcript "**It's Like Candy For Your Eyeballs...**"

Channel: Unbox Therapy
Subscriber: 8.468.468 (23.08.2017)

Name of Video: "It's Like Candy For Your Eyeballs..."
Link: https://www.youtube.com/watch?v=jBcHv3h1pHs
Published: 27.07.2017
Retrieved: 24.08.2017
Views: 886.751
Likes/Dislikes: 20.446 / 797
Number of Comments: 1.236

Content Analysis

Topic of the Video: Samsung Gear VR with Controller (powerd by Oculus)

Structure:
- Introduction
    o Announcement of the Product
    o Reference to the company Oculus as a sponsor of the video
- Presentation of the product feature and compatible phones
- Opening the box and description of the product (feel, Buttons)
- Presentation how to set it up including emphasising on what features are good/ easy to use,
- He uses the product and explains the impression.
- Switching between camera on the Youtuber and the content he is looking at (VR game/ internet browsing)
- Finally explaining the some of the benefits of the product again

Impressions/Tone:
- Overall positive impressions and statements
- Not overly emphasizing the positive features
    o Only "getting exited" when the feature is in use
- Is seen in the video most of the time

Comments:
top 20 comments
- No comment about the sponsorship of the video
- Some comments about the Samsung Galaxy 7 Battery instance (Explosion)

Appendix 56: Transcript "These Crazy Sunglasses Do Something Incredible (Seriously)"

Channel: Unbox Therapy
Subscriber: 8.468.468 (23.08.2017)

Name of Video: "These Crazy Sunglasses Do Something Incredible (Seriously)"
Link: https://www.youtube.com/watch?v=IEvBs36brpY
Published: 01.07.2017
Retrieved: 28.08.2017
Views: 1.623.715
Likes/Dislikes: 35.145 / 1.819
Number of Comments: 2.429

Content Analysis

Topic of the Video: Zungle Panther // Sunglasses with built in headphones

Structure:
- Introduction
  - Announcement of the Product name
  - Stating that this is one of the most requested products to review by his viewers
- Introduction of the key feature (bone conduction) with reference to an older review he made about headphones using this feature
  - State that the liked them
- Presents that it is this feature paired with sunglasses
- Reference that it was on Kickstarter
- Unboxing
  - Presenting what comes in the box (stickers) extra lens colours
  - While unboxing explaining the pairing with a phone via Bluetooth
  - Reading specification from the boxing; 4h play time, touch control on the side of the sunglasses
  - Shows the hard case for traveling
- Compares the looks with Oakley
- Shows where the key feature is
- Presents how to start it and pair with a phone
- Test of the product
  - Feels & look like regular sunglasses
  - Expresses the feels while listening to music
- States that it is not a replacement for regular headphones
  - Emphasize that the expectations should be adjusted to this
- Describes the sound and where the lack is compared to normal headphones
- Wishes that is would be louder
- Tries podcast → figures out that the mid range is the sweet spot
- Tries a call,
- Explains the difference about the bone conduction technology and normal headphones

- States that they met his expectations
- Presents the price, the benefits and disadvantages of the product
- Ends the video with his excitement over newly emerging tech companies and that the second generation might be much better

Impressions/Tone:
- Honest opinion about the product
- Does not overly emphasise the positive features
- Manages the expectations of the viewers
- Has an overall positive opinion about the product
- Is seen in the video most of the time

Comments:
top 20 comments
- 4 Complains about the video name being "Clickbait"
- 2 Complains about the price for what the product offers
- 2 Complains about the table (his set up)
- 2 Reference to the curing colour-blindness sunglasses
- 1 comment about honesty in sponsored video
- Comment that the review was good (viewer with experience)
- Request for another video

Appendix 57: Coding Overview UrAvgConsumer

Channel: UrAvgConsumer

General Description
- Youtuber is in the video while reviewing
- Follows similar structre in every video
  - Introduction of himself and the video content
  - Covers all apsects of product
  - Gives summary
  - Outro invloving the viewer
- Talks mostly positive about the product

Legend for Coding	Refe Corresponding Factor from Lit
Targeted Buying Recommendation	1 Benevolence
Education	2 Credibility
Noting Specification	3 Credibility
Referring to viewer request/ question	4 Benevolence
Consistent Structure	5 Rreliability
Balancing Pro & Cons/ Benchmarking	6 Authenticity
Directly Addressing the viewer	7 Intimacy
Asking for interaction through commer	8 Intimacy
Give Peronal Opinion	9 Authenticity
Passing personal Experience	10 Rreliability
Sponsored review	

Factor	Video Specific specialities	Factor	Quote
	Are the NEW Beats X Wireless Dope or Nope?		
	Comparison to other brands	6	
	Opinion about the feature	9	"I really like this now"
	Describes the comfort	10	
	Explains the flaws of the prodcut in certain situation	1	
	States specifications	3	
	Describes sound and notes that it's ubsjective	10	"I'm not going to call this perfect because sound is subjective"
	LG V30 - REAL Day in Life!		
	Video not in his normal studio but in everyday situations		
	Gives arguments for his feeling about the produt	9	
	shoing footage of product in video	10	"it's still comfortable"
	Describes feel and look of the product	3	
	gives specifications	6	
	Summarizes the pro and cons	6	"LG's most powerful phone yet with very few sacrifices and a ton of features. "
	compares it to other phones		
	Samsung Galaxy Note 8 vs Galaxy S8 Plus		
	Introduces himself and the channel	7	
	shows and explains new feautres	3	
	comparison of two products from the same brand	6	
	states specifications	3	
	Asks for likes and announces another video	8	"..put it through a real day in life and if you guys are exited about that be sure to hit that like button"
	The BEST Bass Headphones? Sony XB950N1!		
	Notes that the review was requested by viewers	4	
	menitones that a lot of people bought similar product because of his recommondation	4,1	"You guys were crazy interested and since I know a ton of you went out and bought the 950 BT based on my recommendation"
	copmares it to this product	6	
	states that he likes the product in the beginning of the video	9	
	describes feel and sound quality	10	
	Mentiones that the price as a downside but still worth the pruchase	6,1	
	The Most Advanced Headphones? Sony MDR-1000X!		
	Makes rerference to other video of him	5	
	Gives personal opinion	9	"personally I'm a huge fan of the design"
	describes what consumer profits most from feautre	1	
	explains how to use a certain feature	2	
	States falw of the product (price)	6	
	Hopes that he could help the viewe with the video	7	
	Gives a product for free to one of the viewer	8	"You're going to be able to win one here..."

Appendix 58: Transcript "**Are the NEW Beats X Wireless Dope or Nope?**"

Channel: UrAvgConsumer
Subscriber: 1.341.385 (09.09.2017)

Name of Video: Are the NEW Beats X Wireless Dope or Nope?
Link: https://www.youtube.com/watch?v=Yvlq_n7gtdM
Published: 08.02.2017
Retrieved: 09.09.2017
Views: 317.194
Likes/Dislikes: 10.707 / 248
Number of Comments: 857

Content Analysis

Topic of the Video: Headphones Beats X wireless

Structure:
- Introduction
  - welcome and stating the name of the channel
  - Short introduction about the topic of the video
- Box content
  - The earbuds, case, etc.
- Design/ Form & fit
  - Compares it to other headphones with neckband (pure design)
  - States that he likes the design
    - Gives advantages of the flexible band (storage)
  - Earbuds
    - States the form and describes that it is comfortable
    - Notes that he did not need the extra part that should keep it in place
      - States that he has "terrible shaped ears" and he usually has problems with the fit (emphasis on the fit of the product)
  - Notes that he likes the type of product for working out
    - States that he is disappointed that they are not sweat/ waterproof
    - Notes to be careful while working out
  - States additional features that are positive
    - Magnate to hold them together
    - Easy accessible control buttons (better than other products)
    - Different colours
  - Battery
    - States the hard fact
      - But as an extra benefit → fast charge
      - States that this is something special
      - Explains how to use it(displays how to charge
  - States that the pairing system with apple is simple and good
    - Notes that it can be easily used with other apple products

- If not an apple user; normal pairing methods still applies
  - o Sound quality
    - He tasted it with different style of music and states that it is good
    - Describes the sound (vocals, bass etc)
    - Notes that sound is subjective
  - o States that he thinks that the price is good
  - o Summarizes the negative points
    - The sweat proof, but states that he understands that with the other product in place (special for workouts) from this brand
    - The case is nothing special;
  - o States that his expectations were lower and they surprised him
  - o States something about the brand
  - o Outro
    - Fairwell
    - Involves the viewer
    - Says that you see him in the next video

Impressions/ Tone:
- Overall positive attitude towards the product
- Mostly the person in the video, sometimes only the product in the video

Comments:
top 20 comments
- Opinions about the product
- Complement that this review is the best out of couple
  - o Compliment about him as a person
- Asking for a review of a different product
- He response to a lot of comments

Appendix 59: Transcript "**LG V30 - REAL Day in the Life!**"

Channel: UrAvgConsumer
Subscriber: 1.341.385 (09.09.2017)

Name of Video: LG V30 - REAL Day in the Life!
Link: https://www.youtube.com/watch?v=whFUTW9wSGU
Published: 01.09.2017
Retrieved: 11.09.2017
Views: 231.476
Likes/Dislikes: 8.390 / 226
Number of Comments: 1.314

Content Analysis

Topic of the Video: LG V30 Phone

Structure:
- Introduction

- o welcome and stating the name of the channel
- o Short introduction about the topic of the video
- Screen testing
    - o Shows and describes the look of the display
- Camera
    - o Explains what he likes about the brand in context of camera
    - o Explains the specifics of the camera and its benefits
    - o Shows how to use the camera feature and displays it
        - ▪ Describes the look of the quality of the photo
    - o Mentions the important and not important features of the camera to him
    - o describes the quality with selfie photo.
        - ▪ Is not impressed with the quality
- Design
    - o Describes the look and feel of the phone
    - o Explains the difference to the older models from the same brand
- Testing the battery through the video (real life usage)
- Video quality
    - o Part of the video is shot with the phone
    - o Photo quality testing with colours
        - ▪ Notes how the quality looks
        - ▪ Explains important usage tip for the camera he noticed
- Screen quality while video watching
    - o Shows a video on the phone
        - ▪ Describes the look of the display
        - ▪ States that the tech from the TV (oled) are brought to the phone
- Fit in the pocket
- Feel
    - o Describes the feel/ handling in different situation
- Feature
    - o Technical specification that is unique to the brand
        - ▪ Explains the feature how to use and the technical part of it
- Summarizes the arguments about the phone
    - o Gives a concluding statement
    - o (Pro)Picks specific feature (camera) as an argument for the phone
    - o (Contra) Picks specific feature (front camera) as an argument against the phone
        - ▪ comparison to other phones
    - o Stating more /additional features
- Outro
    - ▪ Fairwell
    - ▪ Involves the viewer by asking for a like and a comment with their opinion of the product
    - ▪ Says that you see him in the next video

Impressions/ Tone:
- Overall positive attitude towards the product
- Mostly the person in the video, sometimes only the product in the video
- Not shot in a studio but in real life situation (average day)

Comments:
top 20 comments
- Opinions about the product
- Complement on the video
- Request for video content

Appendix 60: Transcript "**Samsung Galaxy Note 8 vs Galaxy S8 Plus!**"

Channel: UrAvgConsumer
Subscriber: 1.341.385 (09.09.2017)

Name of Video: Samsung Galaxy Note 8 vs Galaxy S8 Plus!
Link: https://www.youtube.com/watch?v=LqxNNRatf90
Published: 25.08.2017
Retrieved: 09.09.2017
Views: 374.569
Likes/Dislikes: 8.765 / 501
Number of Comments: 953

Content Analysis

Topic of the Video: Samsung Galaxy Note 8 / S8

Structure:
- Introduction
  - welcome and stating the name of the channel
  - Short introduction about the topic of the video
  - Impression plus comparison
- Design
  - Compares both products
    - Highlights the differences
    - States the benefits of the distinction
    - Same display: states that from his own experience the display is one of the best
    - Small differences (5 apps horizontal instead of 4)
  - States software feature
    - Explains it and shows how to use it
    - States that this is a productivity feature
- States a different software firm he is collaborating with
  - States how great the service is
  - Explains the service and shows it
  - Refers that he provides links in the description
- Comes back to the Product
  - States the unique feature (the pen)
    - Explains the new feature
      - Describes the feel with the product
- Camera

- States the specifications of the camera
  - Describes the features
    - Compares one new feature to a similar feature of a different product/ brand
    - Explains the differences
    - Shows how to use the feature
  - States that you can get a god selfie with that
  - Notes that the brand make good cameras
- Displays an overview written of the specs
- States that he is disappointed about the battery life
- Notes that this was just a first glimpse of the note 8
  - Outro
    - Fairwell
    - Involves the viewer by asking for a like if they want to see a full review
    - Says that you see him in the next video

Impressions/ Tone:
- Overall positive attitude towards the product
- Mostly the person in the video, sometimes only the product in the video

Comments:
top 20 comments
- Opinions about the product
- Complement that this review is the best out of couple
  - Compliment about him as a person
- Similarities to other videos on youtube

Appendix 61: Transcript "**The BEST Bass Headphones? Sony XB950N1!**"

Channel: UrAvgConsumer
Subscriber: 1.341.385 (09.09.2017)

Name of Video The BEST Bass Headphones? Sony XB950N1!
Link: https://www.youtube.com/watch?v=46M01J1Meg8
Published: 08.04.2017
Retrieved: 09.09.2017
Views: 247.415
Likes/Dislikes: 8.062 / 151
Number of Comments: 1.118

Content Analysis

Topic of the Video: Headphones Sony XB950N1

Structure:
- Introduction
  - welcome and stating the name of the channel

- o Short introduction about the topic of the video
- o States that are one of his favourite headphones
- o Notes that this review was asked for from his viewers
- o Mentions that a lot bought a similar product (lower priced Sony 950BT) based on his recommendation and compares them, worth upgrading
- Design
  - o States that the design is similar but XB950N1 has a new feature
    - Additional feature, portability simpler
    - He wanted that from the other (older) product
    - New colours
    - Describes the texture feels
    - Mentions other product from Sony for design
    - Describes the size differences
    - Comfort, experiences of how they feel, states that the viewr would love it
  - o Features
    - Explains different features and shows how to use it / where the button is located
    - Gives other options from Sony which has not one specific feature but cheaper
    - States experiences with features / personal opinion
    - Gives a negative point about button design
      - Specification and showcasing the problem
      - Compares it with the other
      - States that it not a "deal breaker"
    - Displays a new features (Chapple & Cownie)
      - States good features within it but also that some part are not used too much b him
- Box content
  - o States that he likes additional content in the box (Impicciatore et al.)
  - o Notes that he was bothered that this was not the case with the last
- Sound quality
  - o Improvement compared to other product
  - o States the target group
  - o Mentions that you could also use it in other music groups (not bass)
- Summary
  - o Answers the question if it is worth upgrading
  - o Summarizes the advantages compared to the other product
  - o States the price issue / still worth the price
- Outro
    - Involves the viewer by asking for a like
    - Says that you see him in the next video

Impressions/ Tone:
- Overall positive attitude towards the product
- Youtuber in the video, sometimes only the product in the video

Comments:

top 20 comments
- Opinions about the product
- Comment that the "Sony videos" are sponsored and complain that this is not disclaimed
- Complement about the channel

Appendix 62: Transcript "**The Most Advanced Headphones? Sony MDR-1000X!**"

Channel: UrAvgConsumer
Subscriber: 1.341.385 (09.09.2017)

Name of Video: The Most Advanced Headphones? Sony MDR-1000X!
Link: https://www.youtube.com/watch?v=2Z4N6lxGNEE&t=38s
Published: 22.08.2017
Retrieved: 09.09.2017
Views: 360.310
Likes/Dislikes: 26.395 / 252
Number of Comments: 27.194

<u>**Content Analysis**</u>

Topic of the Video: Headphones Sony MDR-1000X

Structure:
- Introduction
   o welcome and stating the name of the channel
   o Short introduction about the topic of the video
   o Referring to another video and stating that he will give away the reviewing product for a person that subscribes to the channel and leaves a comment
- Design
   o States that he is a fan of the design
      ▪ Describes and shows the different parts
         • Feature of storage / foldable option
      ▪ Describes the feel and material
         • States that they are high quality
      ▪ Durability → solid
      ▪ Comment about the brands design
         • Good looking headphones
      ▪ States that durability portability and size is good
      ▪ States that the cushions are not the comfortable ones
         • Notes that Sony did better more comfortable heaphones
- Sound quality
   o States that they are very good
      ▪ Notes that he prefers them over other ones because of the sound quality
      ▪ Great sound and good noise cancelling
      ▪ Notes for which consumers the noise cancelling feature is

- - Compares the feature to others and says this is the best of the pear
- Features
  - Explains one feature (NFC)
    - States he likes it
    - Shows how to use it
    - Describes the benefits of it
  - Different feature (ambient sound)
    - Explains the feature
    - States that he uses the feature a lot
    - Explains how the feature works
    - Gives an example of his usage / likes his
  - Feature of controls
    - Gesture control, explains how to use it
    - States the he prefers this over buttons because some headphones overload it with buttons
    - States the benefit of usability
  - Displays the mics in the headphone and explains that they are used for the noise cancelling feature
    - Shows how to use a different feature regarding the noise cancelling
- Battery life
  - Long battery life
  - Usability without battery through cable, shows it
- States that these are great headphones but biggest flaw is the price tag
  - But states that they are now cheaper
  - States a different headphone of the same price and states that these are better
- Explains that it is pricy but that it comes with great features design and quality
  - States that he likes them and that they are worth the money
- Comes back to the giveaway and states again how to win
- Outro
  - Hopes that he could help the viewer
  - Involves the viewer by asking for a like
  - Says that you see him in the next video

Impressions/ Tone:
- Overall positive attitude towards the product
- Mostly the person in the video, sometimes only the product in the video

Comments:
top 20 comments
- Opinions about the product
- Comments regarding the giveaway (hope to win)
- Complement that this review is the best out of couple