

Tabla 1-Articulos referenciados

| Article | Domain | Objective | Type of study(methodology) | type of analysis | variables | key findings |
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| Duffett(2020) | Youtube Marketing communication(effect on generation z consumers | The primary objectives of this research are to assess the effect of YMC on the severalattitudinal associations of response hierarchy models among the Generation Z cohort in South Africa(SA), which is based on the attitude-advertising (Aad) theoretical framework. The study also seeks to determine if usage and demographic variables have an influence on the traditional responsehierarchy-of-effects model's attitudinal associations. | Quantitative (Variables' Hypotheses) | Hierarchy frameworks | Awareness, Knowledge, Preference, Purchase, Linking, Intention to purchase. | this study found that young consumers who used YT for fewer years: loggeddon more frequently; spent shorter time periods on YT; viewed higher numbers of YT commercials;were aged 13-14 years old; and were from the White population group. |
| Thomas(2015) | The marketing of wagering on social media:promotional content on YouTube,Twitter and Facebook | The research in this reportsought to examine the extent and nature of themarketing of wagering on social media platforms, and the differences between and across wagering companies and social media platforms. 1.To identify the extent and nature of marketing tactics used by sports wagering companies on three social media platforms: YouTube, Twitter and Facebook.2.To construct a typology of marketing tactics used across the different social media platforms as a map for future research investigations.3.To recommend initiatives that may be taken up by the foundation and similar public health organisations in relation to reducing harm from gambling products. | qualitative | Data was entered into spreadsheets on Microsoft Excel. Frequency counts were then performed across each of the categories, with basic descriptive statistics compared and contrasted across the categories. | Crownbet.com.au, Ladbrokes.com.au, Sportsbet.com.au, Tab.com.au,Tom Waterhouse.com.au,Unibet.com.au,WilliamHill.com.au. | 1.The high volume of messages on some social media platforms (in particular Twitter), and the link between these messages and live sporting events. 2.The complex range of promotional strategies used within and across social media channels. 3.The use of marketing strategies (such as humorous videos or game commentaries) which consumers may not clearly understandor distinguish as promotions. 4.The use of videos that may promote content featuringalcoholconsumption, riskybehaviours, or standards deemed unacceptable by Australian society, and which also feature logos for the wagering company. 5.The use of CorporateSocial Responsibility strategies that also promote awarenessof brands. 6.The co-branding of wagering companies, by we show that the disclosure used in this study is an effective means to inform children about the persuasive nature of a sponsored influencer video. Our findings add to these studies that not only recognition of advertising, but also understanding the intent of the content can be activated by a disclosure. we conclude that for (online) audiovisual sponsored content, a disclosure can activate various aspects of children's advertising literacy, various elements of advertising literacy play different roles in the persuasion process. Our third conclusion is that the para-social relation between a child and an influencer is an important boundary condition for the effects of disclosures on brand attitudes. Our findings |
| Boerman, Reijmersdal (2020) | Disclosing Influencer Marketing on YouTube to Children | investigated the effects of a disclosure of sponsored influencer videos on children's advertising literacy. | quantitative | we conducted an experiment with a one factorial (sponsorship disclosure vs. no sponsorship disclosure) between subjects design. | Brand recall,Brand attitude,Product desire,Video attitude. | we show that the disclosure used in this study is an effective means to inform children about the persuasive nature of a sponsored influencer video. Our findings add to these studies that not only recognition of advertising, but also understanding the intent of the content can be activated by a disclosure. we conclude that for (online) audiovisual sponsored content, a disclosure can activate various aspects of children's advertising literacy, various elements of advertising literacy play different roles in the persuasion process. Our third conclusion is that the para-social relation between a child and an influencer is an important boundary condition for the effects of disclosures on brand attitudes. Our findings |
| Schwemmer, Ziewiecki(2018) | Social Media Sellout: The Increasing Role of Product Promotion on YouTube | in this article, we expanded the knowledge about product pro-motion by social media influencers on YouTube, contributing to the literature on social media studies. | quantitative and qualitative (content analysis) | methods of automated content analysis | Video views,Video likes,Video dislikes,Video duration,Videos/channel ,Subscribers/channel . | our results suggest that product promotion via referral links and oral advertisement in YouTube videos is especially common in communities which for the most part consist of young, female users, who have nowadays grown up to use social media sites on a regular basis. As our results suggest, the trend for product promotion on YouTube and other platforms is likely to increase even further. |
| Izudin,Ruwanti,Janmarko(2020) | The Effect of YouTube eWOM on Consumer Buying Interest | The objective of this study is to determine the effect of electronic word of mouth on YouTube conversations on consumer buying interest. | quantitative | the Information Acceptance Model (IACM) | Gender,Age,Work,Monthly Expenditure,Duration Recognize,Number of Purchase. | The IACM indicated that the influence of YouTube eWOM information does not only depend on its characteristics (such as quality and credibility) but also on consumer behavior towards eWOM information. The results reveal several theoretical and managerial implications. However, the main contribution of this study is developing a comprehensive conceptual model that examines the determinants of YouTube eWOM information that affect consumer buying interest. The results of the structural equation model show that both the characteristics of eWOM information and consumer behavior towards eWOM information have a positive impact on consumer buying interest. The result is that even quality information can be seen as poor quality, which will ultimately affect the reception of the information and the information usefulness itself. The results of this study prove that DURIAN TRAVELER, as a community of durian lovers on YouTube, always provides |
| Ebriantoro (2020) | Exploring YouTube Marketing Communication, in the millennial generation | The purpose of this research is to see the application of YouTube Ads in building brand awareness and brand image and its effect on purchase intention. | quantitative | This study uses Structural Equation Modeling (SEM) | Brand Awareness,Purchase Intention,Brand Image,YouTube Ads. | It can be concluded that YouTube Advertising influences Brand Awareness and Brand Image, whereas Brand Awareness and Brand Image does not affect Purchase Intention. So from this result, brand awareness and brand image are not mediating variables because they are not related to the purchase intention. From these results, it can be seen that the role of YouTube Ads in increasing brand awareness and attract corporate brand image. |
| Chen (2013) | Exploring Personal Branding on YouTube | This quali-tative study seeks to address this peculiar absence and tries to understand how and what personal branding can be formedwithin the social media consumption. | Qualitative(interviews) | in-depth interview | Name,gender,age,occupation. | The results in this study further highlight the area of potential for develop-ments of personal branding and consumer-personal brand relationships as a result of consumer empowerment on YouTube. The evidence supports the idea that amateur individuals (consumers), both explicitly and implicitly branding themselves using contents they place on YouTube, develop consumer-personalbrand relationships on YouTube or create their online fans communities. the results in this study suggest that personal branding is an art consistingof creating a personal brand personality via strategic self-presentations to project a desired self-impression in every YouTube act, with varying purposes like disclosing a personal (brand) show or mutually feeling confident,belonging, and being comfortable at consumer-personal brand relationshipsdevelopments. |
| Chan-Olmsted (2020) | Content marketing strategy of branded YouTube channels | this study aims to contribute to our understanding of top brands' use of YouTube in practicing content marketing. | qualitative | A usage score was calculated for each of the strategy variables | interactivity,celebrity endorsement,emotional content,message strategy. | top brands focus on interacting through content rather than platform functions. top brands are trying to control UGC by disabling comments. brands feature traditional celebrities at a moderate level but are reluctant to star YouTube celebrities. emotional content is widely employed, especially positive emotions. The finding is consistent with previous findings that brands frequently publish emotional content on social media to engage followers. Our findings also reveal an important difference between brands' strategies on YouTube and on other social media platforms. While brands were found using a primarily informational strategy on text-oriented or multimedia-oriented social media platforms. indings support the notion that factors related to resources, capabilities, and marketing environment could affect brands' marketing strategies. |
| Xie(2020) | Howdigital content marketing augments consumereperience and brand loyalty | this study applied the classification of consumption values to the con-text of content marketing, hypothesized, and identified consum-ers' experiential evaluation as an underlying mechanism of content marketing accounting for brand loyalty. | qualitative and quantitative | one-factor (product involvement: high vs. low) online experimental design to test the hypotheses and research questions | informative value, entertainment value, social value,functional value. | The first major contribution of this study lies in the finding that consumers' varied types of perceived values from branded content marketing affect their experiential evaluation of the brand differently. The finding regarding the role of entertainment value in experiential evaluation largely aligns with what Lou et al. (2019) have found—entertainment value matters slightly more for a low-involvement product than for a high-involvement product. In boosting brand loyalty, our findings showed that social value had no significant effect on experiential |

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| Mohamad (2020) | Do Firm-Created Contents on Social Media Enhance Brand Equity and Consumer Response Among Consumers of Automotive Brands? | The main objective of this study is to examine the roles of firm-created contents (FCCs) on social media in enhancing consumer-based brand equity (CBBE) and consumer response. | quantitative | The power statistics test (GPower 3.10 software), SPSS 22, SEM. | social media advertising, social media promotion, and social media interactive marketing | The descriptive analyses of the respondents' information showed that majority of the respondents were users of PROTON, followed by PERODUA, TOYOTA, and HONDA. It also revealed that there were more females than males among the respondents, the majority of the respondents followed automotive brands on Facebook (88.7%), YouTube (30.7%), Instagram (30.7%), and Twitter (16.2%). The findings presented in this study situate the |
| olmsted (2018) | Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model | This study employs heuristic-systematic model to investigate how informational cues influence credibility evaluations of information posted by YouTube influencers | qualitative | heuristic-systematic mode | expertise, trustworthiness, likability, homophily, social advocacy, interactivity, argument quality, involvement. | The finding from the current study resonates with the discoveries from the aforementioned studies. Digital media platforms provide users of the Internet so much power in information dissemination that even spreading false information becomes easy. Likability and homophily of YouTube influencers may be more influential in determining perceived information credibility when a consumer is watching a makeup tutorial that mentions a particular eyeliner. The result is consistent with extant studies and reaffirms the significant role played by perceived information credibility in attitude formation. The finding also |
| Yuan (2019) | Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media | This present study involves preliminary research to understand the mechanism by which influencer marketing affects consumers via social media. It proposes an integrated model—the social media influencer value model—to account for the roles of advertising value and source credibility. | qualitative | (MTurk) and nine survey embedded on Qualtrics, PLS | informative value, entertainment value, expertise, trustworthiness, attractiveness, similarity. | This study is the first to explicate the underlying mechanism and constructs that explain its effects on consumers and to propose an integrated model. The findings of this study suggest that influencer-generated posts' informative value, and some components of influencer credibility, can positively affect followers' trust in influencer-generated branded posts, which in turn affects brand awareness and purchase intentions. Our findings add to the literature on advertising value and influencer marketing and have theoretical implications for researchers who wish to examine influencer marketing in social media. The findings also inform brands and consumers |
| Ryan (2011) | Using Web-Based Foreign Advertisements in International Marketing Classes | his article I suggest a simple and effective method for sensitizing students to cultural differences by using the Internet to show them foreign advertisements and then engage them in an exploration of why approaches to advertising that differ sharply from those used in the United States appeal to selected foreign audiences. | quantitative | questionnaire | Usefulness of advertisements for understanding other cultures. Degree of difference between American advertisements and foreign advertisements. | As shown in Table 1, 59% scored the usefulness of studying the advertisements at 5, 6, or 7 and 41% assigned a score of 8, 9, or 10. Table 2 displays the responses of students when asked to rate the degree of difference between American and foreign advertisements on a 5-point Likert-type scale ranging from 1 (little difference) to 5 (extreme difference). As can be observed, over 70% of students rated the differences as highly significant (4) or extreme (5). None of the students considered the differences to be minor or insignificant. |
| Ha (2018) | What Makes People Watch Online In-Stream Video Advertisements? | This study explored the factors that may influence the viewership of online in-stream video advertising on YouTube, based on viewing context, viewing device, advertising appeals, video characteristics, and user experience as a "prosumer" content creator. | qualitative | two modes of sur-veys were conducted | Pre-roll YouTube advertising format, Pre-roll YouTube advertising appeal, Contexts of watching YouTube, YouTube user activities, | the results suggest there are two types of social media users on YouTube, consumers and spectators, and their respective traits as content creators or viewers may affect their ad viewership, especially skippable ad viewer-ship. YouTube users are more likely to watch fun or entertaining advertising in YouTube videos rather than advertising containing more pertinent themes or subjects. This finding suggests that emotional or entertaining appeals can be more effective in increasing interaction with users rather than rational ad appeal (West and For2001). The results also suggest that YouTube users' perceptions of the contextual cues around the ad within the video can increase users' ad viewership. |
| udzinski (2020) | Stars in social media: new light through old windows? | In this paper, we review existing theories of the economics of superstars originally developed for stars in traditional media, and discuss whether they are still applicable for stars in social media. Moreover, we analyse potentially new and additional factors for creating superstardom in social media that may be special to the nature of social media. | qualitative | data collection. | Advertisers, content creators, consumers, agencies, social media platform. | remain applicable and relevant for social media stars, although the occurrence, scale and scope of their effects contain social media specifics. Our first result is that many underlying mechanisms remain relevant but appear in a new light through the windows of old theory, we find that several (previously) new star factors in social media turn out to be either not radically new or only partly different to factors concerning classic media stars. We also define some elements that are relevant for social media superstardom, not captured by traditional superstar theories, and literally new in the digital environment, e.g. highly |
| Gerhards (2019) | Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers | This article aims to explore the processes between YouTube creators and advertisers concerning product placement enquiries. | quantitative and qualitative | online survey (Sampling procedures) | beauty, fashion, life style, comedy, gaming, cooking. | The results underline that product placement on YouTube is a widespread practice. The survey shows, however, that the original impulse from advertisers breaks fundamental rules. It would be necessary for the advertising industry to create a Code of Conduct which regulates the Do's and Don'ts in the marketing communication business with YouTube creators and other social influencers. |
| Yoganarasimhan (2011) | Impact of social network structure on content propagation: A study using YouTube data | We study how the size and structure of the local network around a node affects the aggregate diffusion of products seeded by it. | quantitative | longitudinal data on a random panel of videos and data on the social network | views, daily views, number of ratings, indicator no rating, daily num. Ratings, avg. Rating, comments, daily comments, favorited, honors. | we find that network properties that drive early diffusion are fundamentally different from those affecting later diffusion. Our results provide guidelines to managers conducting buzz marketing by aiding them in the identification of seeds that provide the best ROI. Our study sheds light on the substantive factors that affect video consumption on YouTube. We empirically demonstrate that the size and structure of the local network around a node has a significant impact on the overall diffusion of products seeded by it. |
| Department of Innovation, Technology and Entrepreneurship, United Arab Emirates University, Al Ain, United Arab Emirate | YouTube marketing: how marketers' video optimization practices influence video views | This study investigates the implications of marketers' video optimization practices for video views on YouTube. | qualitative and quantitative | Data set (kaggle.com) | video title: information content, video title: emotional sentiment (negative), video description: information content. Control variables Channel subscribers No. of trending days No. of pre-trending days Content category Upload month Upload day | The study finds that greater availability of information in video titles is negatively associated with video views, whereas intensity of negative emotional sentiment in video titles is positively associated with video views. Further, greater availability of information in video descriptions is positively associated with video views. Finally, an inverted U-shaped relationship is found between volume of video tags and video views. Up to 17 video tags can contribute to more video views; however, beyond 17 tags, the relationship turns negative. The study finds that video titles with low information are more effective in generating video views than titles with more information. The study finds that the intensity of negative emotions in video titles is positively associated with video views, whereas the intensity of positive emotions has no statistically significant association with video views. The study finds that greater availability of information in video descriptions is positively associated with video views. The study finds an inverted U-shaped relationship between video tags and video views. |
| Martínez (2020) | Obesity and food-related content aimed at children on YouTube | The objective is to analyse the communication features of marketing content by food brands targeting children on YouTube. The objective of this research was to identify the communication elements or arguments in YouTube food-content aimed at children. | qualitative-quantitative | the content analysis method | Prevalence of healthy vs ultra-processed foods, Food products on YouTube videos, Number of brands, Type of brand presence in YouTube videos (visual, verbal), inclusion in | The findings of this study confirm that the strategies used to advertise products with low nutritional value have a negative impact on childhood obesity prevention policies, as they encourage children to consume such products, affecting their calorie intake, and to associate them with positive emotions and experiences as a purchasing benefit, supporting the conclusions of Jiménez-Morales et al. |

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| Stubb (2020) | Influencer marketing The impact of disclosing sponsorship compensation justification on sponsored content effectiveness | The purpose of this paper is to investigate the effects of a particular form of sponsorship disclaimer in sponsored content by social media influencers (SMIs), namely a sponsorship compensation justification disclosure. | qualitative and quantitative | one-factor (disclosure type) | sponsorship, compensation, acceptance, source credibility, brand attitude, no sponsorship disclosure (control condition), simple sponsorship disclosure, SMI compensation | The paper offers empirical evidence that sponsorship compensation justification generates more positive consumer attitudes toward influencers receiving sponsorship compensation, and increases source and message credibility, compared to a simple sponsorship disclosure. This current study revealed that a brand compensation justification could prime such cognitions. |
| Raji(2019) | The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention | This study aims to answer an important question of how brand-related communications, including advertising and sales promotion contents, which are disseminated on social media platforms, can enhance positive brand image and evoke favourable behavioural intention from consumers. | qualitative and quantitative (the measurement and structural models) | the bootstrapping approach in AMOS and Sobel test. | Hedonic brand image, Functional brand image, Social media advertising content, Social media sales promotion content, Behavioural intention. | The findings reported in this research demonstrate that there are positive and significant relationships between social media advertising content, social media sales promotion content, hedonic brand image, functional brand image and behavioural intention. Both hedonic and functional brand images have significant mediating effects on social media advertising content, social media sales promotion content and behavioural intention. However, the relationship between social media advertising content and behavioural intention is insignificant. The results presented in this study show that social media advertising content is significantly related to both hedonic and functional brand images. The mediation results revealed the significant role of hedonic brand image and functional brand image in explaining the relationship between social media advertising content, social media sales promotion content and behavioural intention. The findings of this study reveal that social media promotion content explains higher variations in both hedonic and functional brand images as compared to social media advertising content. The findings of this study indicate that hedonic brand image explains more variations in consumer response than functional brand image. |
| Busser(2018) | Involvement in consumer generated advertising Effects of organizational transparency and brand authenticity on loyalty and trust | el propósito de este documento es examinar la participación del consumidor en una popular marca de coffee shop con publicidad generada por el consumidor (CGA) y su efecto en la lealtad y la confianza de la marca | quantitative and qualitative (Structural equation modeling) | survey | Transparency, Authenticity – continuity, Authenticity – originality, Authenticity – naturalness, Involvement with CGA, Loyalty, Trust | Involvement in CGA had positive effects on loyalty and trust for both brand customers and non-customers. Transparency builds perceptions of brand authenticity, both authenticity and transparency significantly and positively affected trust, but only authenticity influenced loyalty. There was a stronger impact of involvement with CGA on loyalty for non-customers than brand customers. Non-customer perceptions of the brand's authenticity influenced brand trust more significantly than customer perceptions. The findings of this study indicate that the |
| Khan,Von(2014) | Virality over YouTube: an empirical analysis | The purpose of this research was to seek reasons for some content going viral on social media, specifically, the videos going viral over the YouTube. | Quantitative. | YouTube APIs (Application Programming Interface) and Webometrics analyst tool. | Virality, Video's Published Date, Video's Length, User's Subscribers, User's Total Videos, User's Join Date Video's Category. | Among other findings, the results showed that popularity of the videos was not only the function of YouTube system per se, but that network dynamics (e.g. in-links and hits counts) and offline social capital (e.g. fan base and fame) play crucial roles in the viral phenomenon, particularly view count. As the number of total videos posted by a user increase, the chance of a video to go viral posted by the same user decreases proportionally. As the video published date (in months) increases (i.e. age of the video), the probability of the video being reposted by other users on social media were mostly used to share content-based information in an attempt to connect with target audiences, raise awareness and reach less accessible populations with programme messages. Social media served as an extended channel to traditional media efforts, and very few programmes used social media to create mechanisms for supporting their target audiences' ability to revisit their social media communications and encourage them to act as advocates for the programmes' activities. The findings of this study could be used in future social marketing programmes using social media to create consumer engagement. Despite the differences between social media and traditional media, the current study clearly indicates that content created for traditional media is often reused on social media. The current study highlights the significance of creating interactive communication that entices consumers to engage with social media content and initiates dialogic exchange. This study also highlights the importance of building relationships with consumers through engaging them in social marketing programmes using social media, while articulating practices on social media that could be applied to attain a variety of engagement levels beyond basic connections (including interaction, satisfaction, retention, commitment and advocacy). Finally, the findings of this study suggest that the effectiveness of social media communication was often evaluated using the numbers of views, likes, fans and |
| Shawby, Kubacki, Dietrich, Weaven(2018) | Using social media to create engagement: a social marketing review | The aim of this systematic literature review is to identify and describe the use of social media in creating participants' engagement in various social marketing programmes conducted worldwide between 2005 and 2017. | qualitative and quantitative | PRISMA, ERSCO Host (all databases), Emerald, Expanded Academic ASAP, Informit Search (multiple databases), Ovid (all databases), ProQuest (all databases), ScienceDirect, Scopus and Web of Science. | Program, Location, intervention year, Target audience, intervention objective. | |

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| Habibi, Hamilton, Valos, Callaghan (2015) | E-marketing orientation and social media implementation in B2B marketing | The aim of this paper is to provide direction for future empirical research that would examine the utility of the EMO model in addressing current B2B social media implementation challenges. | qualitative | EMO model. | Philosophical component, Initiation component, Implementation component, Adoption component. | The paper concerns the view on the four components of the EMO addresses different implementation issues faced in implementing social media and, more specifically, the unique issues faced by B2B marketers. Both tactical and strategic challenges are shown to be aligned with the four components of the EMO model, namely Philosophical, Initiation, Implementation and Adoption. This exploratory paper also makes a substantive contribution to B2B marketing practice by identifying actions that managers can undertake to deal with major issues that are reported by practitioners. The research |
| Feng, Xie (2018) | Measuring the content characteristics of videos featuring augmented reality advertising campaigns | This study aims to develop and validate a measurement instrument to gauge the content characteristics of YouTube videos featuring AR ad campaigns. | qualitative and quantitative (literature, and supplemented by content analysis and a free association task) | pretest of a general consumer sample, two online experiments. | Informativeness, Novelty, Entertainment, Complexity, Ad attitude, Ad irritation, Ad believability, Ad value. | Results indicate that the content characteristics of YouTube AR campaigns can be measured using a 15-item, four-construct (informativeness, novelty, entertainment and complexity) instrument. This study also found the direct and indirect relationships between each content characteristic and ad efficacy variables. The results revealed the effects of different content features of AR campaigns on the outcomes of successful advertising execution. Results indicated that AR campaign designers need to provide viewers with useful information so |
| Kilgour, Sasser, Larkle (2015) | The social media transformation process: curating content into strategy | The purpose of this paper is to focus on how corporations should effectively utilize this new media as a marketing channel. The objective of this research is to analyse what practitioners are currently focused on in the area of social media, and how corporations can best curate and utilize social media content in their marketing campaigns. | quantitative and qualitative | Depth interviews, by questionnaires and computer assisted content analysis. | Content, Marketing, Post, Customers, Use, Business, Best, people, video, work, free. | Research from both a customer and corporate perspective led to insights into how organizations can develop their social media strategies in order to transform their brand message from being perceived as a commercial source of information to a social source—the social media transformation process. |
| Babin, Hulland (2019) | Exploring online consumer curation as user-generated content | The purpose of this paper is to present a framework of online consumer curation, introducing this topic to the marketing literature. The aim of the paper is to present a thorough introduction to the idea of online consumer curation by outlining relevant examples, providing a framework for understanding this activity and its implications for brand management, and listing ideas for future research. | qualitative | the analysis of the business and academic literature, many examples of online consumer curation. | Acquiring Selecting Organizing Displaying | The actions taken by online consumer curators are similar to those of museum or art gallery curators: acquiring, selecting, organizing and displaying content for an audience. The motivations for consumers to engage in online curation include building/displaying their identities and making social connections with their online audience. One outcome possible for the audience that views the curation is gaining access to carefully selected and recommended content. Consumers can play a role in helping one another by uncovering the best online content, providing a quality filter as they sift through massive amounts of information (Rosenbaum, 2014). The phenomenon of online consumer curation is very relevant for firms wishing to better manage brands and represents an interesting and understudied area of modern marketing. The study of online consumer curation is relevant to firms that wish to understand how their brands are being used by online curators and what impact the curation activity is having on the viewing audience. |
| Duffett, Petrucea, Edu (2019) | Effect of YouTube Marketing Communication, africa and romania | This paper examines the effect of YouTube marketing communication on affective (attitudinal) responses, meaning brand liking and the impact on brand preference, among Millennials in two developing economies, Romania and South Africa, as well as the influence of usage and demographic factors on the affective (attitudinal) association. | quantitative surveys | SEM | Access, Length of usage, Log-on frequency, Log-on duration, Advertisement viewership #, Gender, Age (years). | The findings revealed that brand liking had a positive effect on brand preference for the combined Romanian, and South African samples due to YouTube marketing communication, supporting the affective (attitudinal) association that was posited via response hierarchy models in terms of the traditional advertising. Romanian Millennials showed a more positive influence on the affective (attitudinal) association than the South African generational group, which indicates heterogeneity within the Millennial cohort. This research determined that PC and mobile devices resulted in greater positive influence on the aforementioned affective (attitudinal) association than PC |
| Pachitanu (2016) | Social Media Instruments' Use and Importance for the Marketing Communications Mix - An Exploratory Analysis on Companies' in Romania | 01. Identify the experts' perceptions on social media in general 02. Discovering the role, limitations and importance which marketing experts assign social media taking into consideration the achievement of specific marketing objectives 03. Identify the specific social media use by companies, of the identity and motivation behind this choice 04. Understand how companies' social media activity is | qualitative (semi-structured interview) | content analysis | Social Community, Social Publishing, Social Entertainment, Social Commerce. | There are a number of reasons why social media companies have to invest long-term, to have consistency, continuity and creativity. They do not have to use as many social media tools as possible just because "they are fashionable," but must choose those that allow access and a better communication with their target audience and serve the objectives pursued. Companies must ensure they provide relevant and personalized content for each channel in order to attract the attention of targeted consumers. Also, the best results can be achieved only by integrating social media in the overall communication strategy |

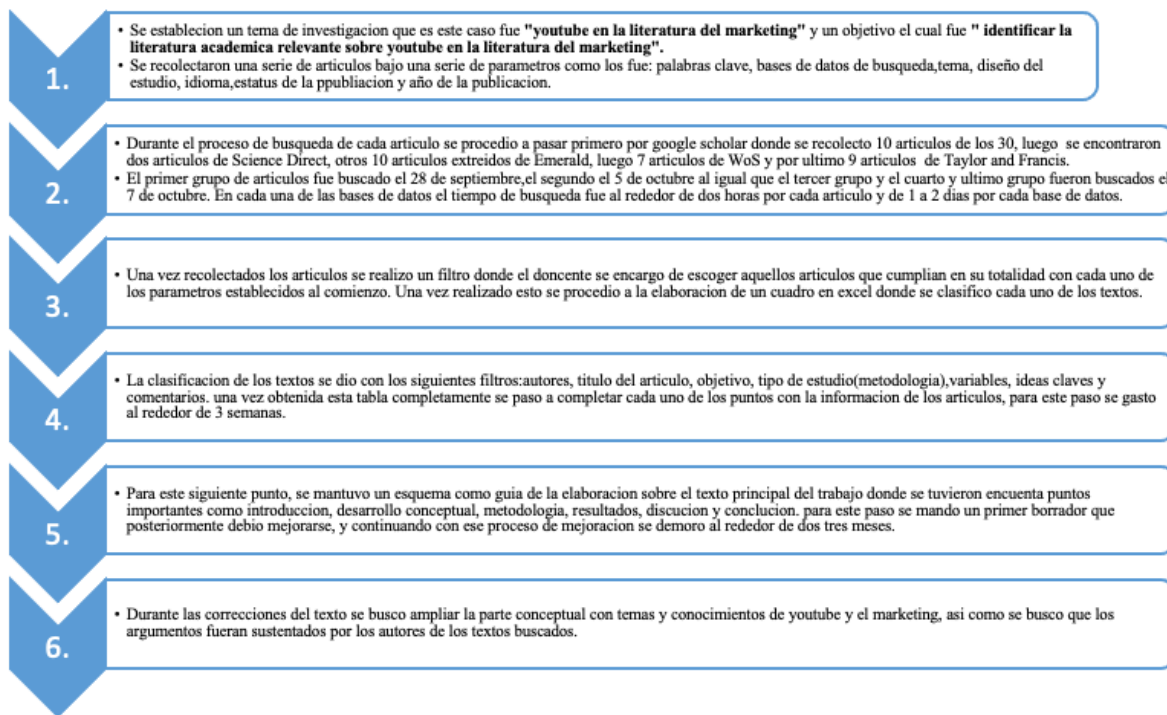


Figura 1. Esquema de proceso.

Fuente: Trabajo asistente de investigación