

Rinse and Repeat! The Impact of Brand Routine Video Design on Consumer Engagement

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Abstract:

Being embedded in consumers' daily routines is a desirable goal for brands. In two qualitative studies we examine the emerging trend of brand routine videos, where influencers display the integration of brands into their daily routines. Analyzing consumers' evaluations of brand routine videos (n=26), we identify the main appealing and unappealing characteristics, grounded in the social learning theory (Study 1). We compare design characteristics of the 20 most and 20 least effective brand routine videos, using the YouTube-API to sample the videos and analyzing their comments with an AI-tool (SiEBERT) to derive mean sentiment as a proxy for their effectiveness (Study 2). The findings reveal that effective brand routine videos present imitable routines in a detailed manner, provide all essential information, and foster an experience of influencer-consumer closeness. Our studies contribute to the social learning theory and provide first insights on designing effective brand routine videos.

Keywords: Brand Routine Videos, Social Learning Theory, Sentiment Analysis