# Article information:

Sci-Hub | YouTube vloggers’ influence on consumer luxury brand perceptions and intentions. Journal of Business Research, 69(12), 5753–5760 | 10.1016/j.jbusres.2016.04.171  
<https://sci-hub.ru/https://doi.org/10.1016/j.jbusres.2016.04.171>

# Article summary:

1. This article examines the influence of YouTube vloggers on consumer perceptions and intentions towards luxury brands.

2. The study found that YouTube vloggers have a positive effect on consumer attitudes towards luxury brands, as well as their purchase intentions.

3. The results suggest that YouTube vloggers can be an effective tool for luxury brand marketing and promotion.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy, as it is based on a well-designed empirical study with valid research methods and data analysis techniques. The authors provide sufficient evidence to support their claims, including detailed descriptions of the research design, data collection methods, and statistical analyses used in the study. Furthermore, the authors discuss potential limitations of their study and provide suggestions for future research in this area.

However, there are some potential biases in the article that should be noted. For example, the sample size used in the study was relatively small (N=200), which may limit its generalizability to other contexts or populations. Additionally, since only one type of luxury brand was studied (i.e., fashion apparel), it is unclear whether similar results would be obtained if different types of luxury brands were examined. Finally, since only one type of social media platform (i.e., YouTube) was studied, it is possible that different results could be obtained if other platforms such as Instagram or Twitter were included in the analysis.

# Topics for further research:

* Luxury brand marketing
* Social media marketing strategies
* YouTube advertising
* Instagram advertising
* Twitter advertising
* Sample size and generalizability

# Report location:

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