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An Analysis of Online Content Marketing through YouTube Vlogging in Pakistan

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Abstract: *This study is conducted to present the importance of Vlog marketing in Pakistan, which was started during the pandemic with the help of Zaid Ali's YouTube channel named Zaid Ali TV Logs. During the pandemic, the world turned to online as well, and Vloggers had more opportunities to grow their channels and gain more audience and followers just because of free time during the pandemic. The researchers analyzed the Vlogs in the light of business aspects. The Vlogs have some paid promotions, and the researchers focused on that thing to introduce the Vlog marketing or influencer markets in Pakistan. The Netnography method is used for research and collection of related data. In this study, we selected ten random videos from one Pakistani YouTube Vlogger named Zaid Ali, which was uploaded during the pandemic, and after that, the online marketing business flourished in Pakistan. Each video has some marketing aspects in it. Because the most popular vlogs tend to receive a wide range of comments. Furthermore, the most recent videos and their comments were examined to ensure that the data was current and relevant. Through this study, people will be able to understand the benefits of YouTube Vlogging. This research will be beneficial for the future of online and Vlog marketing in Pakistan.*

Key Words: Online Marketing, Content Analysis, YouTube Vlogs, Vlog Business Marketing

Introduction

Nowadays, everyone wants to earn money from online sources via the Internet, but it's not that easy to earn money from the Internet. Today, many young Pakistani people want to become YouTubers, and they want to choose YouTube as a profession, like Doctors and Engineers. This is true. A YouTuber earns more than a doctor and engineer. According to a report, in Pakistan, there are 61.34 million internet users. Eleven million internet users increased in Pakistan between 2020 and 2021. During the pandemic, there are millions of people joined the Internet in Pakistan. The Internet has given way to Online marketing, which is also known as digital marketing, and it is the practice and process of using online websites to sell and promote products. It is defined as "Affiliate marketing is simply defined as a web-based marketing practice" (Batanghari, 2014). The new and modern way of communication is the internet, which has molded our lives to a great extent. It has become one of the prior resources of communication and business. This great invention of the internet has developed the ways of business and has paved the path for online business. The Internet is the "efficient channel for business and customer interactions transactions" (Gay, 2007). Before the internet, the use of brochures has become a memory only, and the internet has taken its place with technological developments. "The internet has come a long way in a very short time as a mainstream business tool" (Gay, 2007). Without the internet, people cannot access any website, and the internet makes it possible. It is so because all the items of the required products are made available online to be bought by the target customers. In other words, online marketing is used as a tool for the promotion of the products produced by a company, and it is an easy way to convey the services to the desired customers. Online marketing has other names like internet marketing and web marketing. They all refer to such companies that sell out their products using electronic devices. In online marketing, digital communications and their forms are used to reach out to customers. "The role of online marketing communications in the marketing mix is constantly evolving" (Shankar, 2009). This kind of E-business

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depends largely on the budget program and the resources available. "Online marketing gives opportunities to access growing business through communication" (Shankar & Batra 2009). Online marketing or digital marketing has the goal of benefitting the customers. "Online marketing communications are moving toward interactions between individual recipients and consumers rather than being directed from a marketing organization to masses of consumers" (Owen, 2009). Today's world is changing a lot, and this change has to be brought to the customers' knowledge. There's a major change in products, brands, and different issues. They know knowledge of these things has to be accessible to the customer. The Internet is the fastest way of communication and has made it easier for anyone to seek information about anything at all. The important and required information can be made available to the customer via the internet on social sites and search engines. "Recently, the growth of online marketing becomes easier to understand the customers' behavior to make a friendly relationship with them (Wang, Zhao & Wang, 2015)."

Content marketing is one of the methods that work on the content to communicate with the customer. Customer is attracted to content of any sort that educates them, and they get amused by it. Videos, blogs, and social media posts are some of the content used in this line. Social media marketing also works for the promotion of online marketing. It contains posts and paid ads that work on social sites to attract the attention of customers. Sending letters and reminders through Email Marketing also proves to be an effective way of communicating with the consumers of a specific brand. TV mostly shows ads where influencers like celebrities are paid to promote some product, which is the strategy of Influencer Marketing. Influencers are used to communicate the company's messages to the desired audience. Another method to promote online marketing is Affiliate Marketing, where social sites are paid for the promotion and advertisement of the affiliated brands and products. The methods are effective and an easy way to target the customers. "An online customer has knowledge and information about the goods, and they use their knowledge (Loosemore, 1998).

Covid-19, which broke out in the city of Wuhan, spread all over the world and had terrible consequences. The countries like Rome, Pakistan, India, and the United States of America were deeply affected by this viral disease. As the virus could spread by touching the COVID-19 patient or breathing in the same environment, the people were recommended to stay indoors. During the pandemic, the afflicted countries locked down their cities to save people's lives from this virus. The quarantine facilities were provided to the people to make their survival possible. One such condition was online marketing, for which the answer was to the "major challenge: how do we get the products to buyers?" (Hoekstra 2020). Online buying and purchasing activity grew at a fast speed. The people who were sheltering in the houses used this facility to ease themselves from going out. The social barrier caused by COVID-19 removed the barrier of the distance for purchasing the products. To date, COVID has not left people alone, and there are still precautions being taken. Until social gathering resumes again, online or digital marketing will keep making a mark in history. According to scientists, "the coronavirus will badly affect and warn people to stay home than businesses turn into online" (Hudecheck, 2020).

Social media sites are being used as marketing tools via vlogging. It is a new kind of online or digital marketing promotion. Today's online industry is earning millions and trillions of money via vlogging. YouTube endorsement marketing, sometimes referred to as native advertising, is a form of marketing where advertisements are seamlessly incorporated into the video content, unlike traditional commercials (Wu. K. 2016). Multiple videos are uploaded on YouTube, and they attract the desired customers. They like the video of subscribing to it and keep getting information and updates about their specific subscription, which makes them stay connected, and thus, it is proven to help spread the business. "To gain more profit and attention, brands reach social media influencers like YouTube Vloggers because they have customers as their followers" (Kapitan & Silvera, 2016).

Objectives

The following are the objectives of this research.

1. To identify the importance of YouTube Vlogging for online marketing in Pakistan during pandemic
2. To analyze the role of Vlog marketing in Pakistan



Research Questions

Following are some research questions of this research

1. What is the importance of YouTube Vlogs for online marketing in Pakistan?
2. How do we analyze the role of Vlog marketing in Pakistan?

Significance of the Study

1. This research will be helpful for people who want to buy goods after watching the review.
2. This study will help the people who prefer to be YouTube Vloggers.
3. This research will analyze the future of online and Vlog marketing in Pakistan.

Problem Statement

Vlog marketing is increasing day by day, and the world is switching to online marketing. People prefer to watch videos rather than physical interaction with people and the market. In Pakistan, People do not trust online marketing/ purchasing. But now, the concept is changed by YouTube vloggers. They inspire people by making Vlogs on various online shopping websites.

Limitations of the Study

Every study has limitations. Some would have more, and some would have less. Due to a shortage of time, we picked 10 Videos from one of the influential Vloggers named Zaid Ali, which follow the marketing strategy. There are many types of research on online and influencer marketing, but this study specifically focuses on Vlog marketing.

Delimitations of the Study

This study focused on Vlog marketing and picked up ten random videos from one Pakistani YouTube Vlogger named Zaid Ali, which was uploaded during the pandemic. After analyzing these ten videos, people will be able to benefit from YouTube Vlogs as well, and this will help people buy some goodthings online. This research will evaluate the estimated revenue of one Vlog of Zaid Ali.

The Review of the Literature

The fundamental theories of YouTube marketing are presented and described in this literature review for the reader's better comprehension of the topic and its background. The review progresses from marketing psychology and brand to digital marketing and social media marketing or the purpose of Vlog marketing on YouTube (Moon & Lee, [2020](#)). YouTube Customers are engaged, and successful customer connections are managed through Vlog marketing. Marketing, according to this simple definition, is all about addressing consumers' requirements and wants, as well as ensuring that these valued relationships continue to be excellent in the future and are developed as needed. It is critical for marketers to grasp the variations between clients' requirements, wants, and expectations to give a solution for each of the three. Food and water are examples of natural requirements. They are something that a customer wants, and the surroundings may have impacted them. Businesses aim to meet these expectations with the use of YouTube marketing. We expect to be able to provide valuable information for marketers to strengthen their tactics to better engage young audiences by investigating young consumers' thoughts and perceptions regarding marketing on YouTube (Li et al., [2020](#)). Covid-19, which began in the city of Wuhan and expanded over the world, had disastrous repercussions. This viral pandemic wreaked havoc on countries such as Pakistan, India, Rome, and the United States of America. People were encouraged to stay indoors since the virus could be transmitted by touching the COVID sufferer or breathing in the same atmosphere. During the epidemic, impacted countries shut down their cities to protect their citizens from the infection. The folks were supplied with quarantine facilities for them to survive. People were locked down, kept in quarantine, and had to stay inside their homes throughout COVID-19 to avoid being impacted by it. Buying and selling over the Internet increased at a rapid pace throughout this period. The folks who were staying in the house took advantage of this option to avoid venturing out. YouTube played a wider role in COVID-19 to spread information as well as increase the income of YouTubers. The social barrier created by COVID-

19 decreased the barriers of distance to product purchase. Covid has not left people alone to this day, and measures are constantly being taken. Until social gatherings restart, online or digital marketing will continue to leave its imprint on society (Okpara et al., 2021). With over 2 billion subscribers and billions of daily views, YouTube is one of the most popular online information sources. The topic of this research is focused on YouTube, a Vlogs-sharing website that allows users to produce and upload Vlogs that are watched and shared by hundreds of thousands of people. Vlogs are videos created by YouTube users, and some have a significant following, with some Vloggers having over 100 million followers. Vloggers post films about the things they use or their personal lives, attracting subscribers and unknown viewers. As a result, Vloggers are referred to as "YouTube celebrities." The rise of the Vlog and the popularity of "YouTube celebrities" have given luxury marketers a new way to communicate with customers. "L'Oreal debuted a new makeup range influenced by YouTube beauty YouTuber Guru Michelle Phan, who has over a million users" (Laguna et al., 2020). YouTube is a 2005 video-sharing website. Google bought YouTube in 2006, when it had only been operational for a year and a half. YouTube has grown in popularity in recent years because of the growth of high-quality video bloggers or YouTubers. Filming, creating, and distributing videos is becoming a full-time profession for an increasing number of YouTubers. You Tubers, with millions of subscribers and viewers, may be found all around the world. Eric Savolainen, a single Finnish YouTuber who goes by the name Lakko and makes videos set in Finland and the Finnish language, has over 757000 followers, which is a high amount when compared to Finland's population. Marketers have also noticed that YouTube as a video platform and YouTube are growing in popularity with consumers. The three most popular kinds of advertising are bumper ads, television commercials, and print advertisements. True View discovery ads and True View in-stream ads (Barry et al., 2014). Via Vlogging, social media sites are being leveraged as marketing tools. Vlogging is a type of online or digital marketing promotion that is relatively new. Vlogging has become a multibillion-dollar industry in today's online world. YouTube is an example of a Vlogging platform. "In contrast to typical commercials, YouTube endorsement marketing, also known as native advertising, is a type of marketing in which adverts are effortlessly interwoven into the video content." Brand awareness is at an all-time high, not just on a national but also on an international scale. Feedback improves not only product awareness but also customer service (Sheth, 2020). YouTube Psychology is an important aspect of branding and sales research, according to marketing Vlogs. The objective of the strategy, as previously said, is to understand the customer and connect them with a business through successful marketing and advertising communications (Folkvord et al., 2019). Market segmentation and target marketing are crucial aspects of marketing YouTube vlogs. Companies now have a plethora of new alternatives when it comes to communicating with customers and advertising their products or services, thanks to the Internet. There are blogging, websites, various social media outlets, and forums where the firm's message and mission can be advertised and communicated to customers (Camilleri, 2016).

A brand can bring value to a company's products and services by itself. "A brand is a word, name, sign, design or symbol that distinguishes the producer or seller of a product or service, or a mixture of these." Consumers frequently believe that a company's emblem constitutes its brand; however, YouTube's black, red, and white logo is only one aspect of its brand, perhaps the most identifiable. One efficient branding method is to include brand advocates, such as YouTubers or bloggers, in a company's branding strategy and marketing activities. Influencer marketing is a big part of this (Khan et al., 2019).

YouTube's video bloggers or YouTubers are an excellent illustration of influencer marketing. There are many, but the two most famous Pakistani YouTube Vloggers, Shahveer Jaffrey, and Zaid Ali, are invited by National TV channels just because of their popularity and Millions of followers on YouTube. Influencer marketing strategy breaks all the barriers of advertising (Duncan & Nick 2008). You Tubers are more than role models, according to the study, because they may impact their followers' consuming and purchasing habits. Many YouTubers work with sponsors on a commercial basis, promoting their goods in their videos, for example. In this case, the businesses have chosen to engage in influencer marketing and use these YouTubers as brand ambassadors as part of their social media marketing plan.

As a marketing tool, YouTube is an excellent place to begin. In recent years, YouTube has risen in popularity as a digital marketing and social media marketing tool, and it continues to do so. According to Statista, 1.47 billion YouTube viewers were online in 2019, with that number expected to rise to 1.86 billion



by 2021 during Covid 19 and many more in recent years. Facebook is the only social media network with more monthly active users than YouTube, with a billion active users. Even though businesses can develop their own YouTube accounts and channels and create marketing material, influencer marketing with professional video bloggers, Tubers, is among the most useful and successful means of marketing on YouTube. A growing number of YouTubers, including those in, make a living by uploading videos to the site. They make and post videos on a particular subject. Music, gaming, lifestyle, fashion, and sports can all be examples of genres. To the extent that they choose to, these YouTubers open up about their private lives to their viewers. Making YouTube videos is a means of connecting and interacting with people, and many YouTubers claim that they and their viewers have formed a type of community. Many YouTubers work commercially with corporations in addition to creating regular videos for their YouTube channels. During Covid 19, YouTube marketing had a moderate impact on the youthful target group. YouTube isn't the sole source of influence, and it appears that the influence of YouTube marketing and YouTubers is more focused on the general ideas and attitudes of young customers than on specific purchasing decisions. YouTube videos have provided youthful customers with knowledge about new goods, services, and companies, as well as inspiration and guidance.

With a community of over 10 billion monthly users, YouTube was a great online avenue for businesses to build meaningful connections among customers before the pandemic. Customers go to YouTube in larger numbers than ever before for pleasure, entertainment, and knowledge, and the platform's power has only risen. During Covid 19, consumers get product knowledge from these Vlogs, which influences their purchase behaviors. Buyers have a unique experience while shopping for items online since it offers numerous advantages such as ease, efficiency, and the flexibility to buy from anywhere. Grocery stores provide primarily fast-moving, non-durable consumer items that must be purchased on a regular and frequent basis. Shoppers may be able to spread their purchases over several outlets for convenience (Rashid and Farooq, 2020).

Online shopping meets many clients' needs more effectively and efficiently than traditional shopping. To begin with, internet purchasing allows buyers to browse the entire item assortment with less effort, burden, and time. Second, buyers may effectively gather fundamental knowledge about rivals, items, and brands, enhancing their capacity to make rational decisions when purchasing. Third, shoppers may easily examine item attributes, accessibility, and pricing more efficiently and effectively than they do while shopping in person. Fourth, while looking for some subtle things, web shopping provides a level of privacy (Ismail and Ahmad, 2021). Finally, shopping online provides a significant level of convenience for people whose time costs are too high to consider regular shopping. These are some of the key advantages of online shopping that encourage our younger generation to do so.

YouTube provided an application software interface (API) with key sellers, allowing them to link their internal product information and inventory management system with the seller center for real-time stock visibility. To improve SEO and the overall brand's visibility (Fidelman, 2017). YouTube is the most helpful. On YouTube, 300 hours of video are uploaded every minute. Daraz uses YouTube as a platform for video marketing. YouTube is increasing its spending on YouTube to increase the number of people who see its product brands. The most crucial aspect of YouTube marketing is the creation of a valuable company channel, also known as a YouTube channel. The YouTube channel of Daraz Pakistan has 84500+ subscribers. When a recent ad is uploaded, these subscriptions are among the first to be notified. They will also be notified when new content is uploaded if they keep their notifications turned on. So, because the percentage of Digital marketing fans is small, they must publish comments with care to raise brand recognition while also entertaining, which is what Video is all about: entertaining audiences (Duffy, 2020).

Research Methodology

The nature of the study of this research is qualitative. In this research, the researchers follow the In this study the researchers focus on YouTube Vlog marketing in Pakistan. The main aim of qualitative research is to encourage and explore the more profound comprehension of the research. The strategy or framework for the research is known as the research design. In ethnography, researchers choose a brief exploration of Zaid Ali's Vlogs. This is a systematic approach to exploring cultural, social, and individual points of view. In applied social science research, on the other hand, it has a considerably larger and more sophisticated

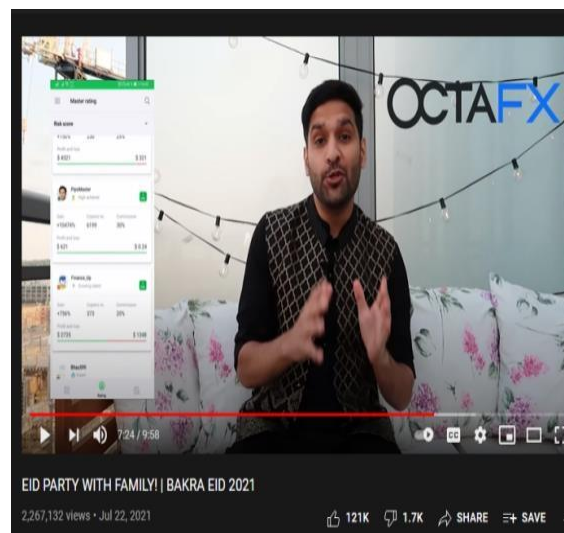
definition, as well as a bigger relevance. Another pertinent concern is data accessibility, which is irrelevant in this situation because the majority of the data is acquired via Netnography from the open and free site YouTube. The netnography method is used for data gathering. This paradigm is appropriate for the research since it focuses on the perceptions, feelings, behaviors, and comprehension of the phenomena of brand placement in marketing vlogs. Data is collected using two distinct approaches to get a full understanding of the issue. Because the study is focused on vlogs, the primary data is collected with the technique of netnography, with a concentration on the YouTube environment. This technique involves evaluating brand placement in vlogs, analyzing the vlogs' comment sections, and analyzing the comments about the endorsed brands by gathering data from the studied vlogs' comment sections. Vlogs are a type of social media that can be found on sites like YouTube. Therefore, netnography is chosen as the primary approach for this study. As a way of doing ethnographic research online, netnography is a good fit. The world is moving online, and culture is becoming digitalized. The method has also been used to achieve a variety of goals, ranging from marketing and advertising analysis to more general research on individuality, interpersonal interactions, learning, and creative thinking. Netnography is concerned with the reality that individuals are increasingly turning to computer networks to find cultural sources and a sense of belonging. Furthermore, both online and offline communities have the same features and norms, with the exception that online communities are regarded to be more accessible. The technique is considerably less time-demanding and resource-expensive than other qualitative method alternatives. In this research, the researchers use Zaid Ali, a YouTube vlogger's video, as a sample. One of the first steps in obtaining information from data collecting is to establish the sampling technique. The researchers took ten videos from the YouTube channel named ZaidAliTVlogs. The researchers focused on business aspects or marketing aspects from these ten videos. The significance of sampling has to do with the study's dependability. The vlogger mentioned in this study is investigated for the Vlog marketing purpose. Each video has some marketing aspects in it. Because the most popular vlogs tend to receive a wide range of comments (due to a YouTube algorithm that is not a public record), they are studied for the study. Furthermore, the most recent videos and their comments are examined to ensure that the data is authentic and relevant.

Data Analysis

The necessity to comprehend the meanings and feelings behind the words is stressed in this study. Thus, certain parts of discourse analysis are used to understand the reasons. The data is not examined with the use of computer software because of the study's nature. The researchers use discourse analysis to identify hidden messages and drives in the study, depending on their analytical skills to distinguish subjects from data. Thus, netnographic research is the study's first phase.

Vlog 1: Eid Party With Family! BAKRA EID 2021

This Vlog has 2267132 views, 121000 likes, and 4638 comments. The length of this Vlog is about 9:58 minutes. In this Vlog, we can see Zaid with the paid promotion of the OCTAFX copy trading app. In this video, he said, "I have a small message for you heard about OCTAFX, but now there's one more significant reason for you to take a closer look at forex and investments OCTAFX who has updated their copy trading app with a new risk score system so you always know how the master trader of your choice performs from now on all traders which are marked from rank six to one which means the safest and reliable strategy for you to copy you're always welcome to withdraw your profits directly to your local bank account or through one of the many payments options available so download the OCTAFX copy trading app to the link in my description below and get a 50 bonus on your first copy enjoy". He is promoting OCTAFX copy trading for paid promotion, and the company approached him just because he has a huge fan following on YouTube. The companies contact social flammers to boost their products.





Vlog 2: I got my Wife's Dream Car!

This video of Zaid Ali has 1,979,873 views, 118,000 likes, and 8,100 comments. People show their love to Zaid. In this video, Zaid Ali advertises the brand car, as well as, most importantly, the paid promotion of PUG Mobile, one of the biggest Mobile Games ever. He asked his followers to join PUG for fun. People who watch these videos get a clear knowledge about the car brands and also, and they will be able to know about PUBG. Many people changed their minds about the so-called killing game, but the reality is different. Someone also shows interest in buying this car. This will increase the business of this brand, and many people who love online games can gain knowledge and dedication about this game. In one day, he is promoting two big brands for the people.



Vlog 3: Revealing Our Baby's Name!

In this Vlog, Zaid Ali is sitting with his pregnant wife and making fun of the name of their upcoming baby. This video has 1,724,360 views, 94,000 likes, and 6,111 comments. The length of this video is about 8:01 minutes. In this Vlog, as previously, he is promoting Free Fire, which is one of the most popular mobile games in the world.

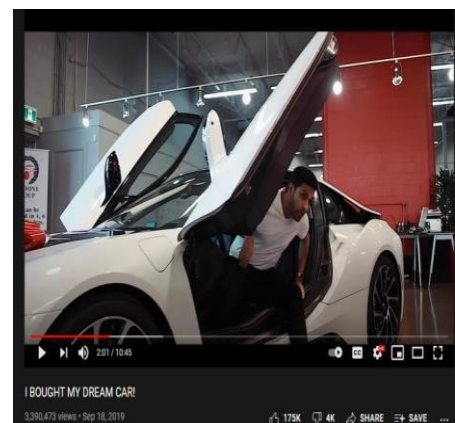
"He said Free Fire is the first battle game which is available in Urdu language as well. He said Free Fire is the world's most downloaded battle game. He said, especially between 9 August to 14, if you complete missions, then the players (you) can win many characters and bundles in free fire like Duke Skins female characters, etc".

After that, they are again busy with their baby's name, revealing the companies approach him to promote their products and apps. The title of this video is after some people who hid the name of their kid, but they made a video before the birth of the baby.



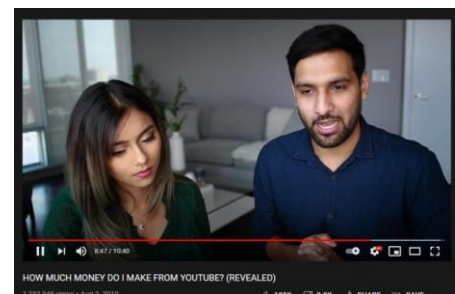
Vlog 4: Dream Car

The title of this Vlog is "I BOUGHT MY DREAM CAR." In this Vlog, he shows that he is going to buy his dream car, BMW. BMW doesn't need a promotion for their brands. The name itself is a promotion. This video has 3,390,473 views, 175,000 likes, and 7,158 comments. The length of this video is about 10:45 minutes. In this video, we can see Zaid as a buyer of the well-known car BMW, and this is his dream car now. He is the owner of this car due to his hard work and commitment. *"He works on YouTube, which shows the power of YouTube. Vlogging Zaid is a motivation for those who want to work on social media like YouTube. Once, he said when his followers were less than 2M, he said that he would earn more than 30 lacs per month without any promotion".* Now, it's easy to analyze Vlog marketing without any investment.



Vlog 5: How much money do I make from YouTube? (Revealed)

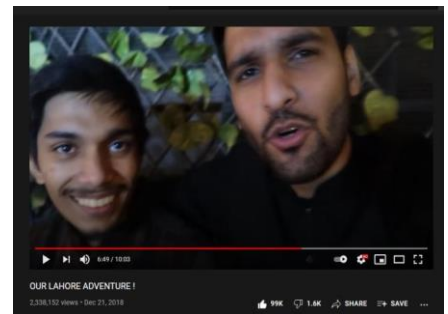
This video has 1,753,348 views, 105,000 likes, and 4,228 comments. In this video, Zaid Ali tells his income from YouTube, and this video is based on a QA (QuestionAnswers) video, so in this video, he picked up some comments from his fans or audience from his social media accounts. *"One of his fans asked him about his monthly income from YouTube, and he explained it. He said he makes a good income from YouTube, about 1.7k to 27.5k dollars, without any collaboration and*



promotion. In Pakistani rupees, it is 290000 to 4694000 something. He said nowadays, children want to be vloggers, YouTubers, and comedians because the world has changed, and everyone wants to earn a good amount of money to live a comfortable life".

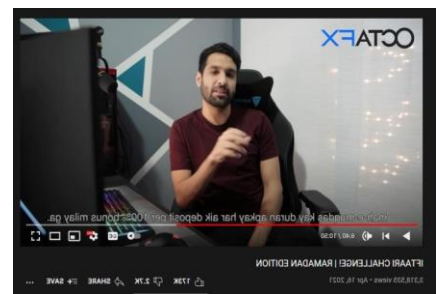
Vlog 6: Our Lahore Adventure

This video of Zaid Ali shows 2,338,152 views and 99,000 likes on YouTube. In which Zaid Ali showed us their adventure in Lahore. "In this video, he meets a guy named Farhan. He is 19 years old and earns more than 3 lac per month from online business with Daraz Pk. After watching this, many young people wish to be on Daraz Pk to earn a good amount of money. They visit different places in Lahore and advertise different brands". The brands give money for their advertisement to increase their business through Zaid Ali videos. So, Zaid Ali's videos are very helpful in online marketing.



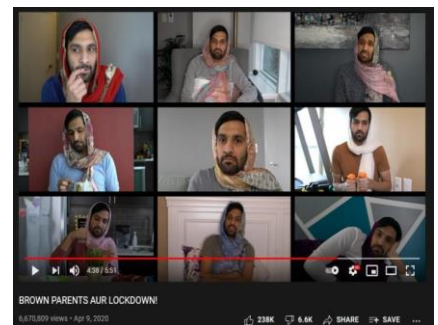
Vlog 7: Iftari Challenge! Ramadan Edition

This Vlog has 331,853 views, 17,300 likes, with 8,797 comments. In this video, Zaid Ali is cooking for his family for Iftari. "With the help of this Vlog, Zaid Ali tries to advise their followers that they should join OCTAFX, a market trading app through which people can earn money with a small deposit." They can earn a huge amount with a small investment, and he also requested to his followers that they should join this app via his link to get some bonus. After his advertisement, if 1 percent of his viewers clicked the link, they would be 33185. If 2 percent of the people try this application, the company gets many people to earn; this is the power of social media or influencer marketing.



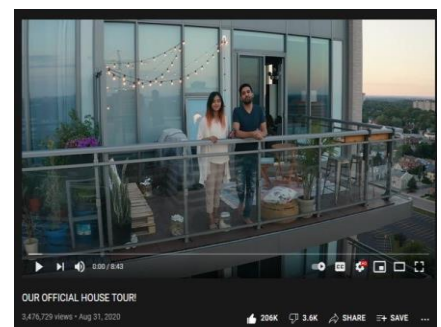
Vlog 8: Brown Parents Lockdown

This video has 6.6 million views, 238,000 likes, and 8,503 comments. This is an awareness video about Corona. The title of this video is brown people and Lockdown. In this video, Zaid Ali tries to show the importance of safety from Corona as well, and he tries to tell us about the lockdown. There's a couple in this video where the wife is making roti in the kitchen, and the husband is reading the newspaper. He sees his wife wearing an abaya and covering her face with a veil. The husband asks her the reason for this, and she tells him repeatedly that she has done so to save them both from the coronavirus. He doesn't agree with that and asks her repeatedly to remove it. The time she removes it, the husband is shocked to see the wife with a beard and mustache. Through this video, Zaid shows life after COVID-19.



Vlog 9: Our Officially House Tour!

Zaid and his wife welcome the viewers to their house to have a tour. The first room they show is the bathroom, which has a huge painting hanging there. The other room shown was their bedroom, which was beautifully decorated. Next, they go to the living room, where they show two huge paintings and vases displayed. Then they move to the kitchen, where they have fun paintings of their happy life moments. The next place they show is the balcony, which has a couch and plants, and then they tell us how it becomes their house cinema where they watch movies. Next, they go into the living room, which has different lights, and follow voice sensors attached to the Google app. Zaid just gives the order, and the lights' colors change from blue to green to purple at a time. Then, Zaid alone takes the viewers to the gaming





room, which has the grey and blue theme of the sofa, painting, and wall color pattern. He shows his awards lying there and different monitors and gaming chairs. In the end, he is with his wife and a cat and asks the viewers to like the video.

Vlog 10: Life in Eid! Comedy Video

This Vlog has 3571711 views, 166000 likes, and 6800 comments. In this video, he is celebrating Eid, and all are happy and want some new dresses. *“In this Vlog, Zaid is promoting the OCTAFX copy trading app where people can easily invest and earn money. He also said to use the promo code for a 100 percent bonus on the first deposit. For the subscription, download OCTAFX from the link in my description below. Register yourself and start earning from FORX with a reliable partner”*. He doesn't need Eidi anymore. If a small group of people join after this application, the company will be able to gain a huge profit, and the people also have an opportunity to get a 100% bonus with the promo code.



Conclusion

In this study, the researchers examined Vlog marketing in Pakistan During the Pandemic. The study begins with the vlogs, examining the categories, the manner in which companies are displayed, and how the endorsements are made, as well as whether or not the vlogger explicitly states them. In these videos, the Vlogger explains the products that are provided by companies. He explains the importance of the product or app as well as the benefits of the app and advises his audience to use that app or product. The value of the message is determined by several elements, including what is said and how it is stated, as well as non-verbal indicators in the vlogs. Furthermore, they discovered that characteristics such as vlog quality, framing, backdrop, and editing are essential in analyzing the message of the vlog (Lee and Watkins, 2016). All of these elements make it difficult to effectively analyze video information, making it a tough and confusing process that can lead to misunderstanding and a lack of complete understanding of the essential themes. If a YouTuber promotes a brand that is incompatible with the subject of the video, it has been shown to have a detrimental impact not just on the vlogger but also on companies. Because marketing is seen as a significant issue, it is important to factor this into endorsement planning. Vlogs are an effective method to reach out to an audience and draw attention to a company. However, it is critical to plan ahead of time when performing an endorsement.

The study discovered that the perceived image of the companies portrayed in the videos as ads rather than endorsements was unfavorable and unhelpful. In endorsements in marketing and online business, genuineness was found to be crucial for any business and any vlogger, as the category is linked to the audience's well-being. The public thinks that if the recommendations are not genuine, they may have a detrimental impact on the viewers. The elements analyzed in more detail are video categories: in what way and how much are the vloggers showing the product; they mention that they are endorsing the product and are they encouraging viewers to buy it and how. To address the study topic, these key categories were chosen. In addition, the key concepts originating from the videos are given and evaluated since they are required to interpret and convey the viewers' remarks. Not only are sponsorships good for the brand by increasing brand recall and image, but they are also good for the vlogger, according to the study. The relationship between vloggers and their audiences improves because followers view endorsements as good when they realize that they can buy the same brands as their favorite vlogger. This relates to the study's goal since it demonstrates that millennials' critical thinking does not outweigh the way to incorporate, as brands retain power over millennials. The fundamental notion of a good endorsement was discovered as authenticity. A YouTuber is mostly genuine in their opinions on the company since millennials have been proven to be more aware of what is genuine and what is counterfeit. Trying the product, demonstrating how to use it, or otherwise displaying its functionalities has been identified as a factor that boosts the legitimacy of a brand extension. Moreover, it was discovered that overemphasizing the brand in the videos was ineffective since millennials perceived it as inauthentic. The fact that the brand is related to the issue was considered important because the research includes Zaid Ali's Vlogs, boosting the

credibility of the endorsement. Although it was determined that the brand does not have to be entirely linked to the vlog industry, the audience's view of brands in the same field was found to be more positive.

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