

# **It's Groundhog Day! An Explorative Study into the Effectiveness of Brand Routine Videos on YouTube**

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## **Abstract**

Understanding the pivotal role of integrating brands into consumer's daily routines is crucial given its potential to foster brand loyalty through continuously repeated consumption. Our study explores a novel phenomenon on social media, where influencers display the incorporation of brands into their daily routines – brand routine videos. Utilizing the YouTube-API, we sample brand routine videos and analyze user comments with an AI-tool (SiEBERT) and derive mean sentiment as a proxy for effectiveness. With a content analysis, grounded in Bandura's social learning theory, we aim to distinguish characteristics of effective from ineffective brand routine videos. Our findings reveal that brand routine videos are effective when they present imitable routines in a detailed manner, provide essential routine information, and foster an experience of influencer-consumer closeness. Our study provides first insights for advertisers of how to design effective brand routine videos, which might ultimately lead to long-lasting brand loyalty.

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