**ABSTRACT**

**Objective**: The increasing influence of YouTube vloggers on consumer purchase behaviour and the specificity of the vloggers \_ viewers/subscribers relationship are under-researched. Addressing this gap in knowledge, this paper explores the role of vloggers as brand influencers on consumer (their viewers) purchase behaviour. It aims to investigate the interaction between vloggers and viewers/subscribers in terms of brand awareness and consumers’ purchase behaviour.

**Methodology**: A mixed-method approach (often connected with netnography) incorporated non-participant observation of vloggers’ activities and vloggers-viewers interactions within selected popular vlogs, supported by an online survey with both vloggers and viewers.

**Findings**: We have observed specific brand endorsements and experiences, depending on the vloggers’ context, leading to both positive and negative feedback. This interaction and the consistently positive perception of reasons behind the vloggers’ choice of the endorsed brands underpin the credibility of the vloggers – viewers/subscribers relationship.

**Value added**: Our results show not only the significance of vloggers as brand influencers, provid­ing their audiences information perceived as trustworthy and convincing in terms of purchase recommendations but also explore the factors affecting this process.

**Recommendations**: This research directed our attention into the viewer-viewer interaction on the vlogs platforms. It is a very dynamic and challenging (difficult to control) part of vlog marketing activities (including various eWOM aspects) which can be very influential in the analysed context and stays a task for the future research.