

EE489 Seminar by Salinee (2017) - Determinants of Youtube views for beauty vloggers.

This paper tries to find factors that make beauty blogger clips become more interesting to get more viewers in order to generate higher income by increasing the tendency of subscribers and sponsors who want them to promote their products. The researcher uses two methods which are Ordinary Least Square (OLS) and Chow test to analyze data. These data are obtained from 2 observations, a survey from Youtube and beauty variable. For Youtube observation, she used 90 clips from Thai beauty vlogger and 90 clips from foreign beauty vlogger, totally 180 clips. For beauty variable, she did the survey via Google Form by 200 people in a week in April, 2018. In regression, she included 5 variables which were age, duration variable, subscribes, beauty, cliptime and 7 dummy variables which were technical, skin, style, reviewtesting, productdetail, teaching and English, so she used 12 independent variables in total. After running the multiple linear regression, the result showed that the important factors for Thai beauty vlogger are duration available, subscribes, technical, cliptime, and style. In contrast with Foreign beauty vlogger, the important factors are duration available, the less of age, beauty, and reviewtesting.

I think the questions are interesting enough, it becomes more intrend in this year 2019-2020. Because more people turn to do the video clip and post in youtube as a youtuber so I think we can adapt the factors considered to increase the numbers of views and subscribers. In my opinion, the beauty vlogger market can imply the competitive market which are free to entry/exit, homogeneous product (beauty and cosmetic) and many competitors and consumers. Answering the question of this paper, it seems to get more information that can use to get the real benefits from it. I think the method and variables adopted are appropriate for this paper, about the regression, she also checked the robustness of the model and the variables are various enough to cover the basic factor that should be included in. All the reasons I gave, the result can convince me.