

A close-up photograph of a person's hands holding a tarot card. The card is blue with intricate gold patterns. The hands are positioned over a dark surface with several lit candles, creating a warm, ambient glow. The background is dark, and the overall mood is mystical or spiritual.

Is free youtuber fortune-teller
create intention to pay for their
personal services?

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Agenda

- Introduction
- Literature review
- Thoretical review
- Methodology
- Result
- Conclusion
- Limitation

Introduction

Motivation

Nowadays, as every service sector, technology disruption create free platform as social media that can help people access to fortune-teller service easier than the past for free. So, it is free content really affect the intention to purchase their personal service?

Objective

to analyze that is the free service as a content from YouTuber fortune-teller can create intention to purchase for their paid personal service or not. Also include the factor that will affect intention to purchase from those who have watched fortune-teller. Furthermore, this paper will analyze the barrier factor that is obstruct their audiences from YouTube to become their customer.

Introduction

Industry overview

In 2008, will generate a spending amount of..

Up to
2,550
million

In Thailand,

In 2020, believe to be business..

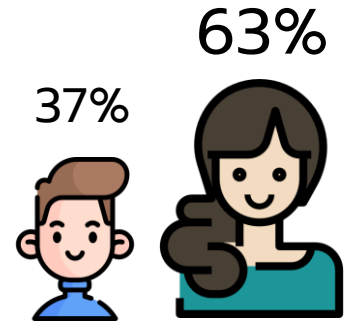
1 of 25
High
growth

Fortune teller in **Bangkok** have the highest income, following with **Nakhon Ratchasima** and **Pathum Thani**

Source: Mono29 news, (2021) / Akkharakit, (2017) / Piriya and Sansinee (2010)

Who used the service?

- Woman > Men
- Low Income > High income



Inferior goods

- Asymmetric information
- Heterogeneous Goods under Monopolistic Competition Market

Seller (seller or fortune teller in this case) who knows the information and quality. Customers will not be able to assess the quality or control of the fortune-telling service based on the quality of the fortune telling

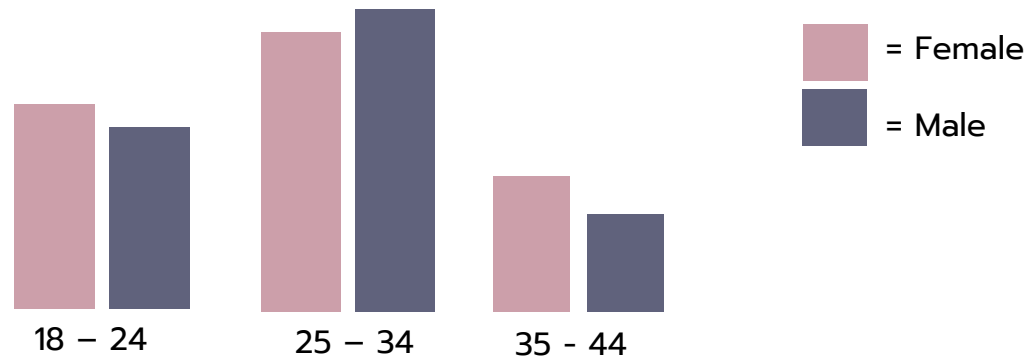
Introduction

Free online fortune-teller

Most used social media platforms in Thailand 2020

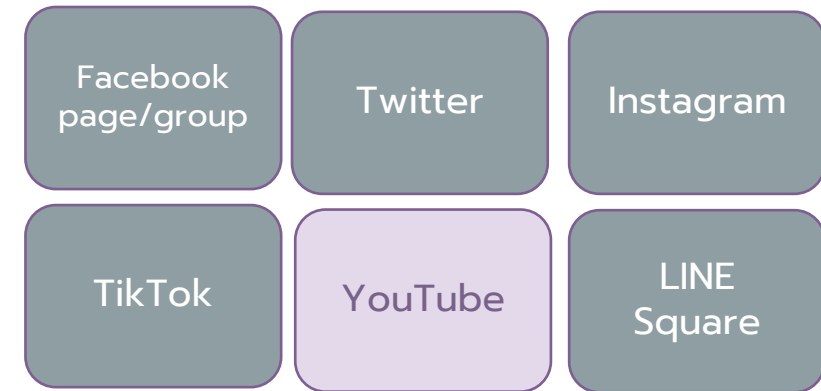


Social media audience profile in Thailand is mostly in 25 – 34 years old following with 18 – 24 years old



Source: ETDA Research (2017), Hootsuite (2020)

Categorized by online platform that fortune-teller can create content for free



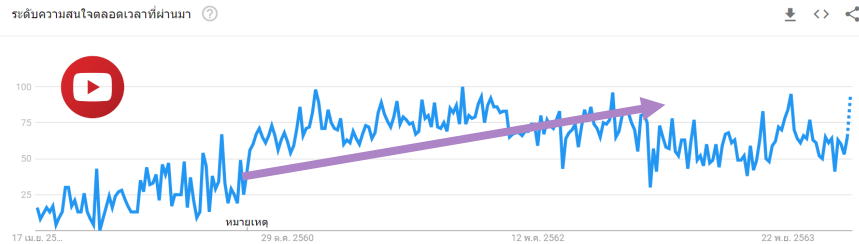
In this paper, we will focus only on YouTube platform since there are the most fortune-teller free content

Introduction

YouTube and Fortune-teller

Increasing level of interest in YouTube search for last 5 years (2016 - 2021)

Keyword: ดูดวง



คำค้นหาที่เกี่ยวข้อง

มาแรง

1 ดูดวง ปี 2564	ดาวรุ่งพุ่งแรง
2 ดูดวง ราศี มังกร	+110%
3 ดูดวง ราศี กันย์	+90%

Source: Google trend

Rank of fortune-teller that have highest subscribers in Thailand

- 1  Bowe64Tarot Guidance
ผู้ติดตาม 3.57 แสน คน
- 2  Bird Eye view
ผู้ติดตาม 3.24 แสน คน
- 3  Tarot with Sagi ✓
ผู้ติดตาม 3.08 แสน คน
- 4  Tarot Augur
ผู้ติดตาม 2.89 แสน คน
- 5  Witchwintramagic ✓
ผู้ติดตาม 2.89 แสน คน

Common content categories..



Comment on Live



Pick a card in specific topic



Monthly by using zodiac sign

Literature review

Freemium business model

A combination of the words "free" and "premium," the term freemium is a type of business model that involves offering customers both complementary and extra-cost services. A company provides simple and basic services for free for the user to try; it also offers more advanced services or additional features at a premium.

Spotify

Free music streaming service; for a monthly fee (Premium) it is possible to listen off-line and ad-free.

Same as fortune-teller, they use online platform to create content or doing the free service for their audiences can also be Freemium model

Source: Investopedia



For those audiences who interested in paid service for more personal content, All youtuber fortune-teller will promoted their service in their clip

Literature review

Advertising

- It provides useful information to consumers that tells them about product and service choices, as well as comparing features, benefits, and prices.
- Consumers benefit from viewing advertising. By providing information, advertising reduces consumers' search costs (time spent looking for products) and reduces disutility (unhappiness or lost value) from picking the wrong products.

From this we can have assumption that YouTuber fortune-teller that create content on YouTube as Advertising of their service can provide more information about the fortune-teller industry that have asymmetric information and can choose fortune-teller that suit to their expectation more

Literature review

Willingness to pay for the fortune-teller - Piriya and Sansinee (2010)

- The paper try to identify that factors that affect the willingness to pay for fortune-teller
- The willingness to pay for fortune-teller is increasing if customer see that the service from fortune-teller will make them feel better. For example, The gender, age or methodology of fortune-teller (Seller) is not affecting the decision to purchase
- The asymmetric information of the industry that buyer cannot compare quality of seller, therefore, the decision of buyer is mainly come from feeling and situation of themself

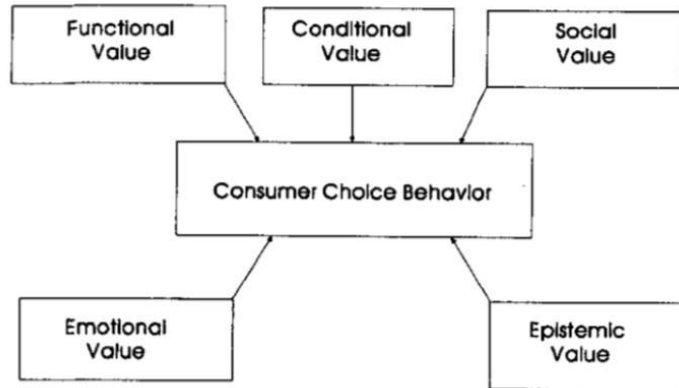
Theoretical Framework

Customer Value Theory

The theory focuses on consumption values, explaining why consumers choose to buy or not buy (or to use or not use) a specific product, why consumers choose one product type over another, and why consumers choose one brand over another. The theory is applicable to choices involving a full range of product types (consumer nondurables, consumer durables, industrial goods, and services)

Developing to..

Sheth, Newman and Gross (1991)



Sweeney and Soutar (2001)

Emotional Value	The utility derived from the feeling or affective states that a product generates
Social value (enhancement of social self-concept)	The utility derived from the product's ability to enhance social self-concept
Functional value (Price / value for money)	The utility derived from the product due to the reduction of its perceived short term and longer term costs
Functional value (performance/quality)	The utility derived from the perceived quality and expected performance of the product

Methodology

Research Framework

Intention to pay for personal service

Marketing Mix (4P's)

Product

Price

Place

Promotion

Demographic factors

Age

Income

Internet Hour

Customer Value Theory

Functional Value

Social Value

Emotional value

Source: Sweeney and Soutar (2001), Michael E. Porter

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Factors	Variable	Meaning	
Age	Age_1	Less than 18 years old	Yes = 1, No = 0
	Age_2	18 - 24 years old	
	Age_3	25 - 34 years old	
	Age_4	35 - 44 years old	
	Age_5	45- 54 years old	
Income	Inc_1	Less than 15,000 baht/month	
	Inc_2	15,000 - 30,000 baht/month	
	Inc_3	30,000 - 50,000 baht/month	
	Inc_4	50,000 - 70,000 baht/month	
	Inc_5	70,000 - 100,000 baht/month	
	Inc_6	More than 100,000 baht/month	
Internet hour per day	Int_1	1 - 2 hours per day	
	Int_2	3 - 7 hours per day	
	Int_3	8 - 12 hours per day	
	Int_4	More than 12 hours per day	
Functional value	Func_1	Level of Trust of Paid service of YouTuber fortune-teller	Mostly agree = 5 to Mostly disagree = 1
	Func_2	Level of Creativity of content of Paid service of YouTuber fortune-teller	
	Func_3	More insightful answer from personal information of Paid service of YouTuber fortune-teller	
	Func_4	Methodology is more personalize for Paid service of	
	Func_5	More Correctness prediction of paid service from YouTuber fortune-teller	
	Func_6	More problem solving for prediction	
Social Value	Soc	Paid personal service from Youtuber fortune-teller makes you feel better more superior than watching it for free	
Emotional Value	Emo	After watching YouTuber fortune-teller make you feel better	
Promotion	promo_1	Level of famous affect purchasing decision to pay for personal service	
	promo_2	Frequency in promoting clip is affect decision to pay for personal service	
	promo_3	Promotion is affecting the decision to pay for personal service	
Place	place	Face to Face have affect on having a service from fortune-teller	
Price	Price_1	Have no concern of payment method on online fortune-teller	
	Price_2	Price have no affect on purchasing decision if that YouTuber fortune-teller is the one who follow for long time	
	Price_3	Have more willingness to pay for service from YouTuber fortune-teller than non-Youtuber fortune-teller	
Intention to pay	Intend	Intention to pay for YouTuber Fortune-teller personal service	Yes = 1, No = 0

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Methodology

Survey

- Quantitative survey
- Using Logistic Regression using SPSS IBM
- sample size: n= 259

From this, we can derive logit response function model as below.

$$P(\text{Yes}, Y=1) = \frac{e^{\beta_0 + \beta_1 \text{Age}_1 + \beta_2 \text{Age}_2 + \dots + \beta_{28} \text{Price}_3}}{1 + e^{\beta_0 + \beta_1 \text{Age}_1 + \beta_2 \text{Age}_2 + \dots + \beta_{28} \text{Price}_3}}$$

$$P(\text{No}, Y=0) = 1 - \frac{e^{\beta_0 + \beta_1 \text{Age}_1 + \beta_2 \text{Age}_2 + \dots + \beta_{28} \text{Price}_3}}{1 + e^{\beta_0 + \beta_1 \text{Age}_1 + \beta_2 \text{Age}_2 + \dots + \beta_{28} \text{Price}_3}}$$

Then we can derive a logistic regression model as

$$\begin{aligned} \text{Log} \left(\frac{P}{1-P} \right) = & \beta_0 + \beta_1 \text{Age}_1 + \beta_2 \text{Age}_2 + \beta_3 \text{Age}_3 + \beta_4 \text{Age}_4 + \beta_5 \text{Inc}_1 + \beta_6 \text{Inc}_2 + \beta_7 \text{Inc}_3 + \beta_8 \text{Inc}_4 + \beta_9 \text{Inc}_5 + \beta_{10} \text{Int}_1 + \\ & \beta_{11} \text{Int}_2 + \beta_{13} \text{Int}_3 + \beta_{14} \text{Func}_1 + \beta_{15} \text{Func}_2 + \beta_{16} \text{Func}_3 + \beta_{17} \text{Func}_4 + \beta_{18} \text{Func}_5 + \beta_{19} \text{Func}_6 + \beta_{20} \text{Soc} + \beta_{21} \text{Emo} + \\ & \beta_{22} \text{Promo}_1 + \beta_{23} \text{Promo}_2 + \beta_{24} \text{Promo}_3 + \beta_{25} \text{Place} + \beta_{26} \text{Price}_1 + \beta_{27} \text{Price}_2 + \beta_{28} \text{Price}_3 \end{aligned}$$

Methodology

Variables

Age
Income
Status
Internet hours
Func_1
Func_2
Func_3
Func_4
Func_5
Func_6
Soc
Emo
Promo_1
Promo_2
Promo_3
Place
Price_1
Price_2
Price_3



Intention to pay for personal service

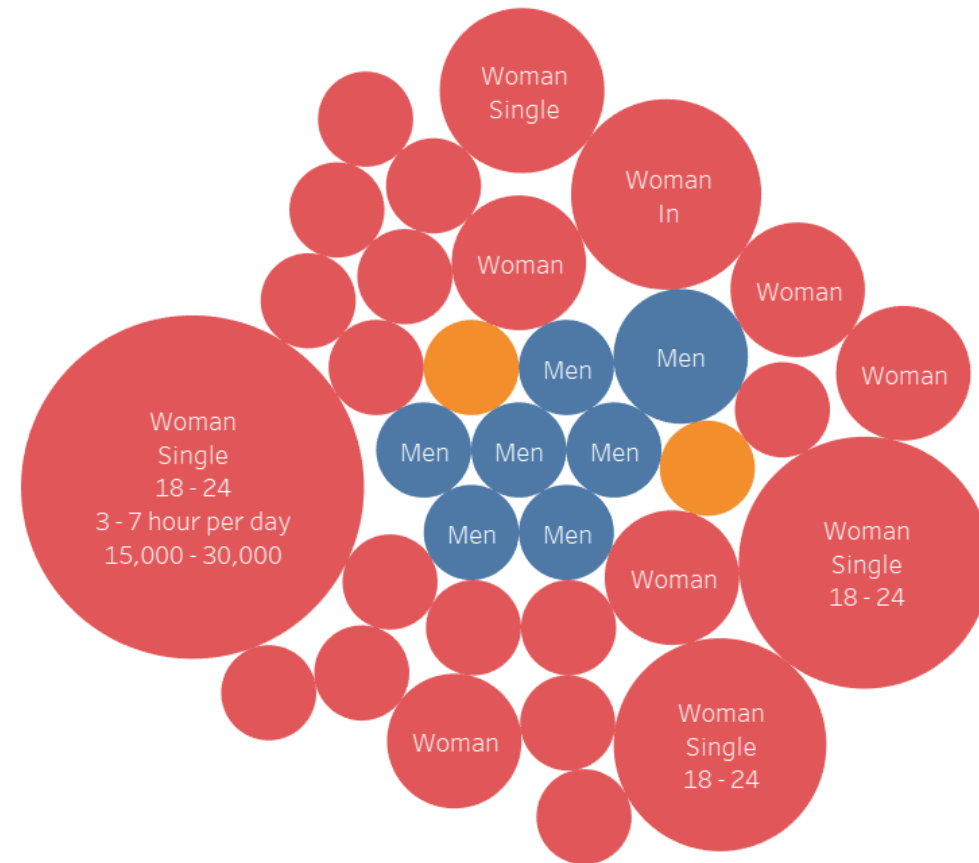
Intend

Yes = 1
No = 0

Result

Total respondents = 259

Intention to pay (Demographic)



Source: Google survey, Tableau

Result

- H0 : Intention to pay for personal service of Youtuber fortune-teller is no related to any dependent variable
- H1 : Intention to pay for personal service of YouTuber fortune-teller is depended on dependent variable at least 1 variable

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	132.242	27	.000
	Block	132.242	27	.000
	Model	132.242	27	.000

<0.05

Chi-square is 132.242 and Sig. is less than 0.05 (0.000)

This model will reject H0 and accept H1

So, the intention to pay for personal service from YouTuber fortune-teller depend on dependent variable at least 1 variable

In this case, the model is statistically significant

Source: Binomial Logistic Regression, IBM SPSS Statistic

Result

Classification Table^a

Observed			Predicted		Percentage Correct
			No	Yes	
Step 1	Intend	No	32	15	68.1
		Yes	11	201	94.8
	Overall Percentage				90.0

a. The cut value is .500

Comparing between predicted data and observed data

The model is accuracy predicted with overall percentage = 90%
From sample size = 295

Source: Binomial Logistic Regression, IBM SPSS Statistic

Result

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Age_1	24.728	27717.200	.000	1	.999	5.483E+10	.000	.
	Age_2	.217	2.074	.011	1	.917	1.243	.021	72.343
	Age_3	.132	2.090	.004	1	.950	1.141	.019	68.655
	Age_4	-.528	2.064	.065	1	.798	.590	.010	33.697
	Inc_1	-1.703	2.312	.542	1	.461	.182	.002	16.921
	Inc_2	-.529	2.246	.055	1	.814	.589	.007	48.138
	Inc_3	-2.936	2.437	1.452	1	.228	.053	.000	6.295
	Inc_4	.682	1.948	.123	1	.726	1.978	.043	89.992
	Inc_5	-1.065	3.262	.106	1	.744	.345	.001	206.257
	Int_1	-3.034	1.643	3.413	1	.065	.048	.002	1.203
	Int_2	.614	.799	.591	1	.442	1.848	.386	8.848
	Int_3	2.469	.916	7.269	1	.007	11.815	1.963	71.132
	Func_1	-.084	.378	.050	1	.824	.919	.439	1.927
	Func_2	-.224	.322	.485	1	.486	.799	.425	1.503
	Func_3	-.606	.482	1.579	1	.209	.546	.212	1.404
	Func_4	-.034	.315	.012	1	.914	.966	.521	1.792
	Func_5	.375	.360	1.080	1	.299	1.454	.718	2.947
	Func_6	.194	.422	.211	1	.646	1.214	.531	2.777
	Soc	.583	.346	2.844	1	.092	1.791	.910	3.526
	Emo	.124	.416	.089	1	.766	1.132	.501	2.559
	Promo_1	.665	.313	4.523	1	.033	1.944	1.053	3.586
	Promo_2	.353	.349	1.024	1	.312	1.423	.719	2.817
	Promo_3	.559	.310	3.241	1	.072	1.749	.952	3.213
	Place	-.920	.338	7.398	1	.007	.399	.205	.773
	Price_1	.582	.300	3.746	1	.053	1.789	.993	3.223
	Price_2	-.433	.277	2.450	1	.118	.648	.377	1.115
	Price_3	.827	.334	6.145	1	.013	2.287	1.189	4.399
	Constant	-4.419	3.128	1.995	1	.158	.012		

Sig at 0.01 = 99%

- **Int_3** = Internet hours 8 - 12 hours per day
- **Place** = Face to Face have no affect on having a service from fortune-teller
- **Price_3** = Have more willingness to pay for service from YouTuber fortune-teller than non-YouTuber fortune-teller

Sig at 0.05 = 95%

- **Promo_1** = Level of famous affect purchasing decision to pay for personal service

Sig at 0.1 = 90%

- **Int_1** = Internet hours 1 - 2 hours per day
- **Soc** = Paid personal service from Youtuber fortune-teller makes you feel better and more superior than watching it for free
- **Promo_3** = Promotion is affecting the decision to pay for personal service

Base for dummy variable

- Age_5 = Age between 45- 54 years old
- Inc_6 = Income more than 100,000 baht/month
- Int_4 = Internet hour more than 12 hours per day

Source: Binomial Logistic Regression, IBM SPSS Statistic

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- Demographic factors

Sig at 0.01 = 99%

Sig at 0.05 = 95%

Sig at 0.1 = 90%

Base: Int_4 = Internet hour more than 12 hours per day

Variables in the Equation									
		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Age_1	24.728	27717.200	.000	1	.999	5.483E+10	.000	.
	Age_2	.217	2.074	.011	1	.917	1.243	.021	72.343
	Age_3	.132	2.090	.004	1	.950	1.141	.019	68.655
	Age_4	-.528	2.064	.065	1	.798	.590	.010	33.697
	Inc_1	-1.703	2.312	.542	1	.461	.182	.002	16.921
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	Inc_4	.682	1.948	.123	1	.726	1.978	.043	89.992
	Inc_5	-1.065	3.262	.106	1	.744	.345	.001	206.257
	Int_1	-3.034	1.643	3.413	1	.065	.048	.002	1.203
	Int_2	.614	.799	.591	1	.442	1.848	.386	8.848
	Int_3	2.469	.916	7.269	1	.007	11.815	1.963	71.132

(Int_1) Internet hour 1-2 hours per day have **Negative effect**, when viewers who have used internet 1-2 hours per day, the probability of having the intention to pay for YouTuber fortune teller paid service will decrease, comparing with base dummy variable Int_4 or people who have internet hour more than 12 hours per day by **0.048%**

(Int_3) Internet hour 8-12 hours per day have **Positive effect**, probability to have the intention to pay if comparing with people who have internet hour more than 12 hours per day is increased by **11.815%**.

Source: Binomial Logistic Regression, IBM SPSS Statistic

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- Customer Value Theory

Sig at 0.01 = 99%

Sig at 0.05 = 95%

Sig at 0.1 = 90%

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
	Func_1	-.084	.378	.050	1	.824	.919	.439	1.927
	Func_2	-.224	.322	.485	1	.486	.799	.425	1.503
	Func_3	-.606	.482	1.579	1	.209	.546	.212	1.404
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	Func_5	.375	.360	1.080	1	.299	1.454	.718	2.947
	Func_6	.194	.422	.211	1	.646	1.214	.531	2.777
	Soc	.583	.346	2.844	1	.092	1.791	.910	3.526
	Emo	.124	.416	.089	1	.766	1.132	.501	2.559

(Soc) Social value have **Positive effect** on intention to pay for the service, which is when people think that paid for personal service from Youtuber makes them feel better than free content increase by 1 unit, the probability that they will have intention to pay for their service increase by **1.791%**

Source: Binomial Logistic Regression, IBM SPSS Statistic

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Sig at 0.01 = 99%

Sig at 0.05 = 95%

Sig at 0.1 = 90%

Variables in the Equation								
	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Promo_1	.665	.313	4.523	1	.033	1.944	1.053	3.586
Promo_2	.353	.349	1.024	1	.312	1.423	.719	2.817
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Price_2	-.433	.277	2.450	1	.118	.648	.377	1.115
Price_3	.827	.334	6.145	1	.013	2.287	1.189	4.399

(Promo_1) Level of famous in YouTube of fortune-teller have **Positive effect** on intention to pay, If the level of famous increasing by 1 unit, can increase the opportunity intention to pay for their service by **1.944%**

(Promo_3) Promotion of service have **Positive effect** on the decision to pay for personal service, If the level of promotion of service increasing by 1 unit, the probability of paying for their service will increase by **1.749%**

Source: Binomial Logistic Regression, IBM SPSS Statistic

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- Marketing Mix (4P's)

Sig at 0.01 = 99%

Sig at 0.05 = 95%

Sig at 0.1 = 90%

Variables in the Equation									
	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)		
							Lower	Upper	
Promo_1	.665	.313	4.523	1	.033	1.944	1.053	3.586	
Promo_2	.353	.349	1.024	1	.312	1.423	.719	2.817	
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Price_2	-.433	.277	2.450	1	.118	.648	.377	1.115	
Price_3	.827	.334	6.145	1	.013	2.287	1.189	4.399	

(Place) Face-to-face have affect on decision to pay for a service from YouTuber fortune-teller have **Negative Effect** on intention to pay for their fortune-teller, if the level increase by 1 unit, the probability of intention to pay for YouTuber will decrease by **0.399%**

(Price_3) Willingness to pay for service from YouTuber fortune-teller than non-YouTuber fortune-teller have **Positive effect** on intention to pay for their service, the probability to have the intention to pay will increase **2.287%**

Source: Binomial Logistic Regression, IBM SPSS Statistic

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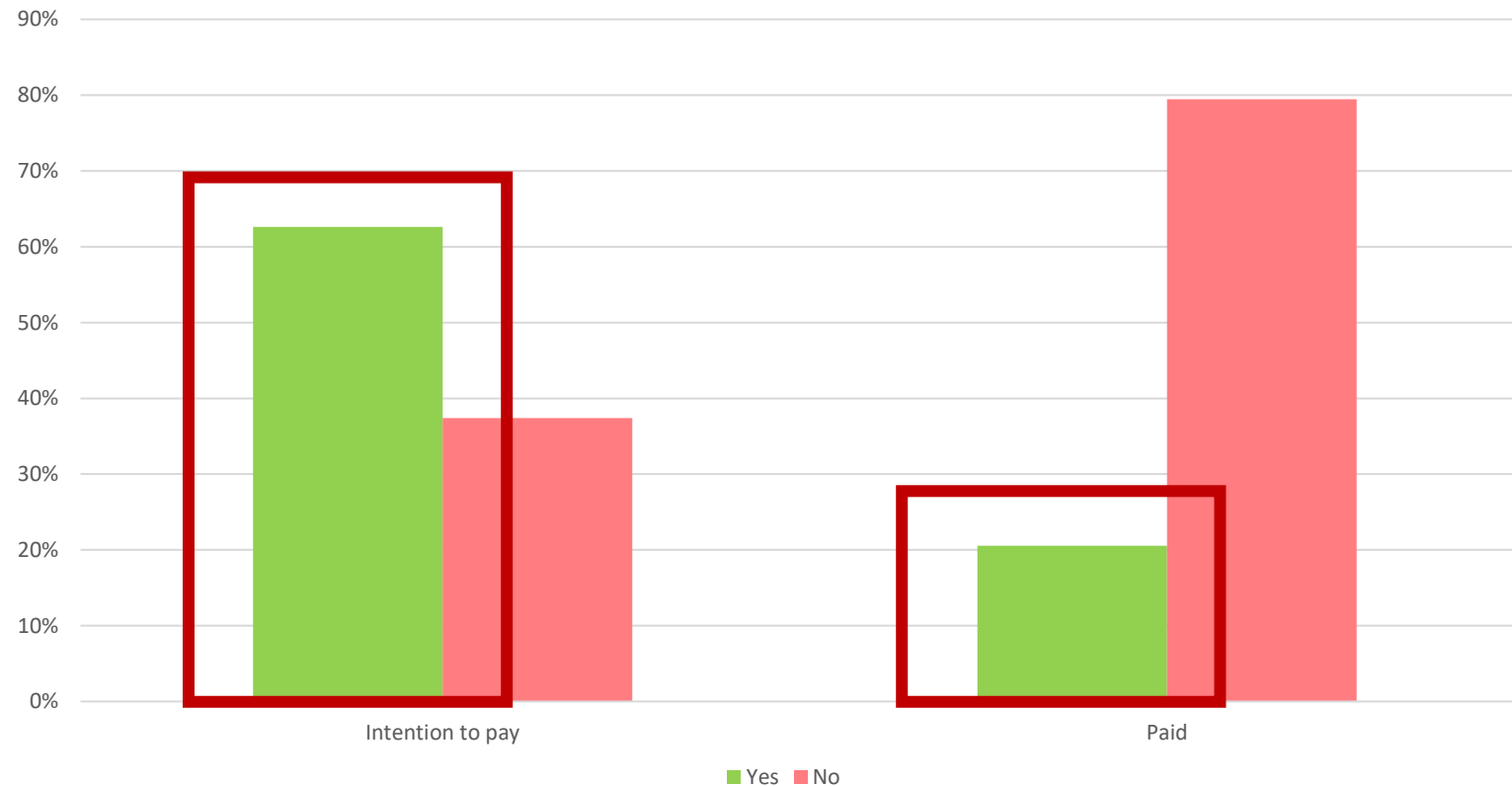
Conclusion

Result

Total respondents = 259

Even the intention to pay is high, but people who already paid is dramatically low

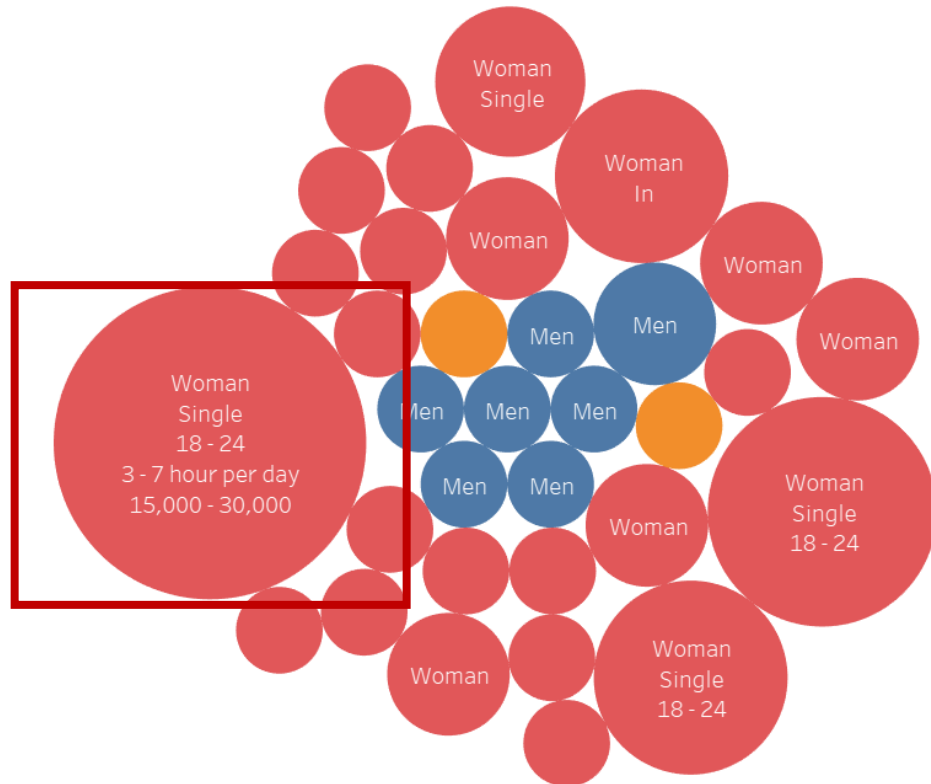
Intention to pay and customer who actually paid



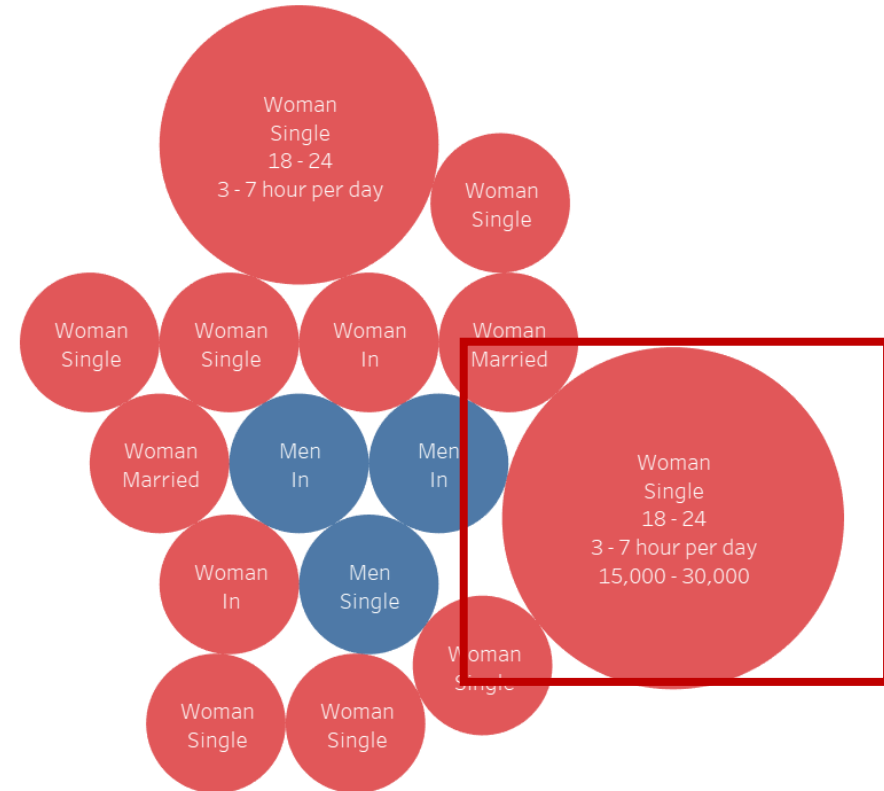
Source: Google survey

Result

Intention to pay (Demographic)



Paid for personal service (Demographic)



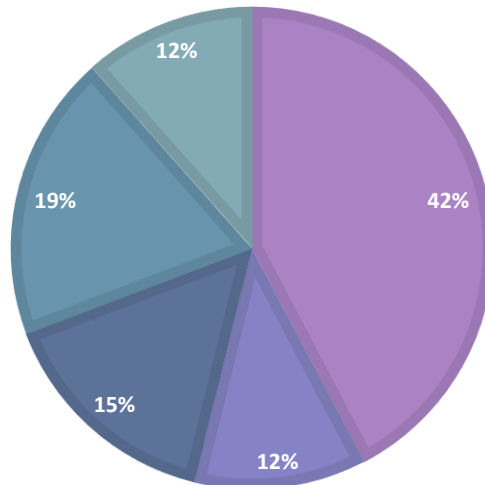
Source: Google survey, Tableau

Result

For those who have watched Youtuber fortune-teller

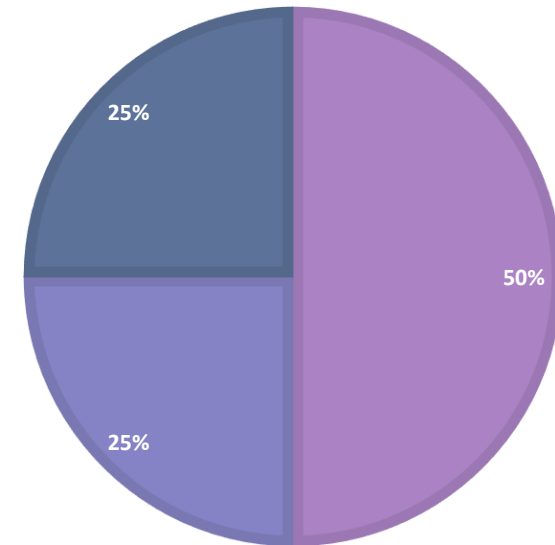
REASON WHY NOT CHOOSE TO
PURCHASE PERSONAL SERVICE FROM
YOUTUBER-FORTUNE TELLER

■ No concern questions ■ Loyalty ■ Expensive ■ Waiting time ■ Platform



REASON WHY CHOOSE TO BUY PERSONAL
SERVICE FROM YOUTUBER FORTUNE-TELLER

■ Trust ■ Insight question ■ Famous



Source: Google survey, in-depth interview

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Key finding



- Using YouTuber fortune-teller as entertainment, not to do personalize objective
- Indifferent between Youtuber fortune-teller and non-Youtuber
- Some group said that feeling that watching only YouTube is already satisfied
- Objective of purchase personal service is to do insight that can be YouTuber fortune-teller or not
- Depends on reviews, time and cost



- Using YouTube as an Indicator of correctness of Fortune-teller
- The more correctness of YouTube content, the more willingness to pay for their service
- Objective of purchase is to get insight from trustable fortune-teller, want to try the famous YouTuber fortune-teller
- Depends on time, cost and correctness

Source: Google survey, in-depth interview

Result

Average highest price that customer
willing to pay for personal service

361
Baht/times

<

Average price for service of YouTuber
fortune-teller (Most subscribers)

At least
700
Baht/times

The different in price of highest willingness to pay for personal service of fortune-teller and the average price of YouTuber fortune-teller is almost 50%

Source: Google survey, Personal observation

Introduction

Literature

Theoretical

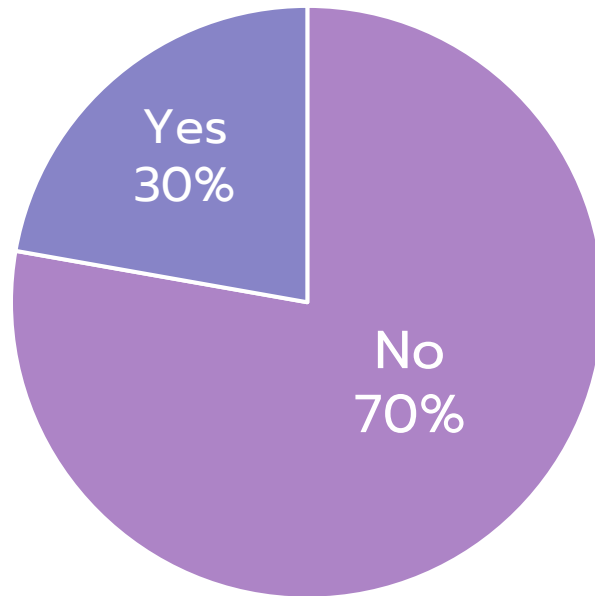
Methodology

Result

Conclusion

Result

Do you willing to pay for personal service of Fortune-teller with 700 Baht/ 30 mins with unlimited question?



The high price setting create drop off in willingness to pay for personal service

Source: Google survey, in-depth interview

Conclusion and Discussion

- The advertising as a content creator in YouTuber can help increasing intention to pay for their personal service by providing more information to the industry and indicator of how correctness they have, which will help them acquired customer.
- However, Even the high intention to pay, the barrier to pay for the service still obstruct some of their audiences to become their customer. Which we can mainly separate in to 2 types, purchase barrier and main objective of watching free YouTuber online.
- With limited time and resource of the fortune-teller itself, create long waiting que that decrease the conversion rate of their audiences to become their customer
- Because of the free content and platform, the objective of consumer fortune-teller is different. In YouTube, they perceived as only entertainment since the platform is for entertainment only and the content is enough for answer their question in mind.

Limitation

- The limitation of this paper is facing constraint in collecting sample size, which led to small sample size. Also, less variety of demographic can create data inaccurate
- Lack of perspective from fortune-teller can help increase more in-depth and accuracy of the assumption.



Thank you

Appendix

Appendix

Service price of each YouTuber fortune-teller (Top 5 most subscribed)

Rank	Name	Service	
		Unlimited question/ 30 min	Unlimited question/ 1 hr
1	Bowe64 tarot	799	1,499
2	Birdeyevew	299	399
3	Tarot with sagi	790	-
4	Tarot Augor	599	-
5	Witchwintramagic	999	1,999
Total average		~700	~1,300

Source: Personal observation

Appendix

Service price of each YouTuber fortune-teller (Top 5 most subscribed)

Rank of subscriber	YouTube channel	Service	
		Unlimited question/ 30 mins	Unlimited question/ 1 hr.
1	Kingfah 2465	-	-
2	Bowe64 tarot	799	1,499
3	Birdeyevew	299	399
4	Tarot with sagi	790	-
5	Tarot Augor	599	-
	Witchwintramagic	999	1,999
Total average		~700	~1,300

Source: Personal observation

Result

Variables	Factors that affect intention to pay	$\bar{X}$	S.D.	Result
Func_1	Level of Trust of Paid service of YouTuber fortune-teller	3.699	0.738	High effect
Func_2	Level of Creativity of content of Paid service of YouTuber fortune-teller	4.189	1.110	High effect
Func_3	More insightful answer from personal information of Paid service of YouTuber fortune-teller	4.672	0.668	Highest effect
Func_4	Methodology is more personalize for Paid service	3.931	0.784	High effect
Func_5	More Correctness prediction of paid service from YouTuber fortune-teller	4.309	1.063	High effect
Func_6	Paid fortune-teller can help solve the problem better	4.224	1.122	Highest effect
Soc	To get paid personal service from famous YouTuber fortune-teller makes you feel better and more superior	4.093	1.254	High effect
Emo	After watching YouTuber fortune-teller make you feel better	4.124	1.181	High effect
Promo_1	Level of famous affect purchasing decision to pay for personal service	4.390	1.022	Highest effect
Promo_2	Frequency in promoting clip is affect decision to pay for personal service	3.066	0.816	Medium effect
Promo_3	Promotion is affecting the decision to pay for personal service	3.181	0.877	Medium effect
Place	Face to Face have no affect on having a service from fortune-teller	2.660	1.064	Medium effect
Price_1	Have no concern of payment method on online fortune-teller	2.915	0.854	Medium effect
Price_2	Price have no affect on purchasing decision if that YouTuber fortune-teller is the one who follow for long time	3.351	1.186	High effect
Price_3	Have more willingness to pay for service from YouTuber fortune-teller than non-Youtuber fortune-teller	2.556	1.067	Low effect

1.00 – 1.80 = Lowest effect
 1.81 – 2.60 = Low effect
 2.61 – 3.40 = Medium effect
 3.41 – 4.20 = High effect
 4.21 – 5.00 = Highest effect

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Introduction

Differences of the services by 4P

Youtuber

Product

- General with basic information
- Less correctness

Price

- Free

Place

- Online on YouTube

Promotion

- Promoted through YouTube, or online community
- Created content can help increase awareness for their audiences that can convert to their customer

Normal

- Personalize for each customer
- More correctness

- Paid for service

- Depends on optional can do face-to-face or Call

- Promoted through in both offline or online, word of mouth or friend referral

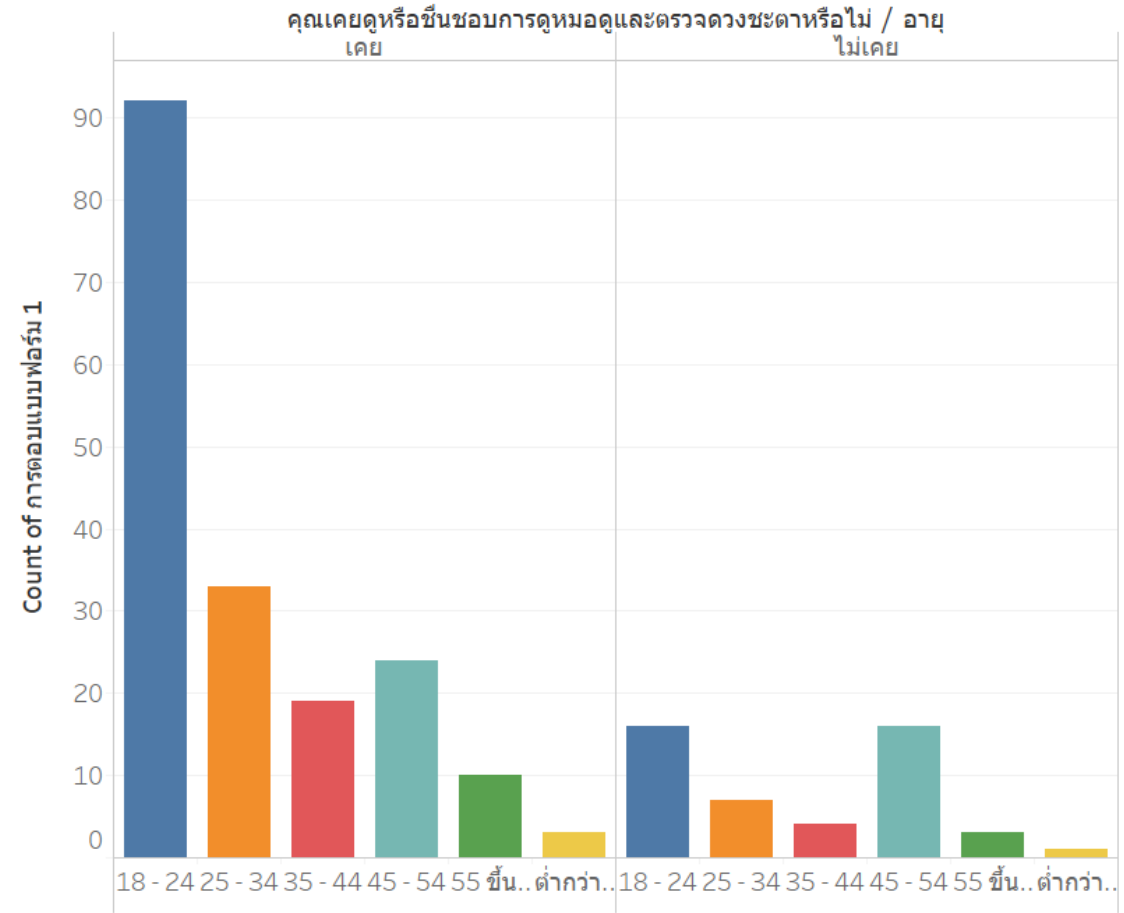
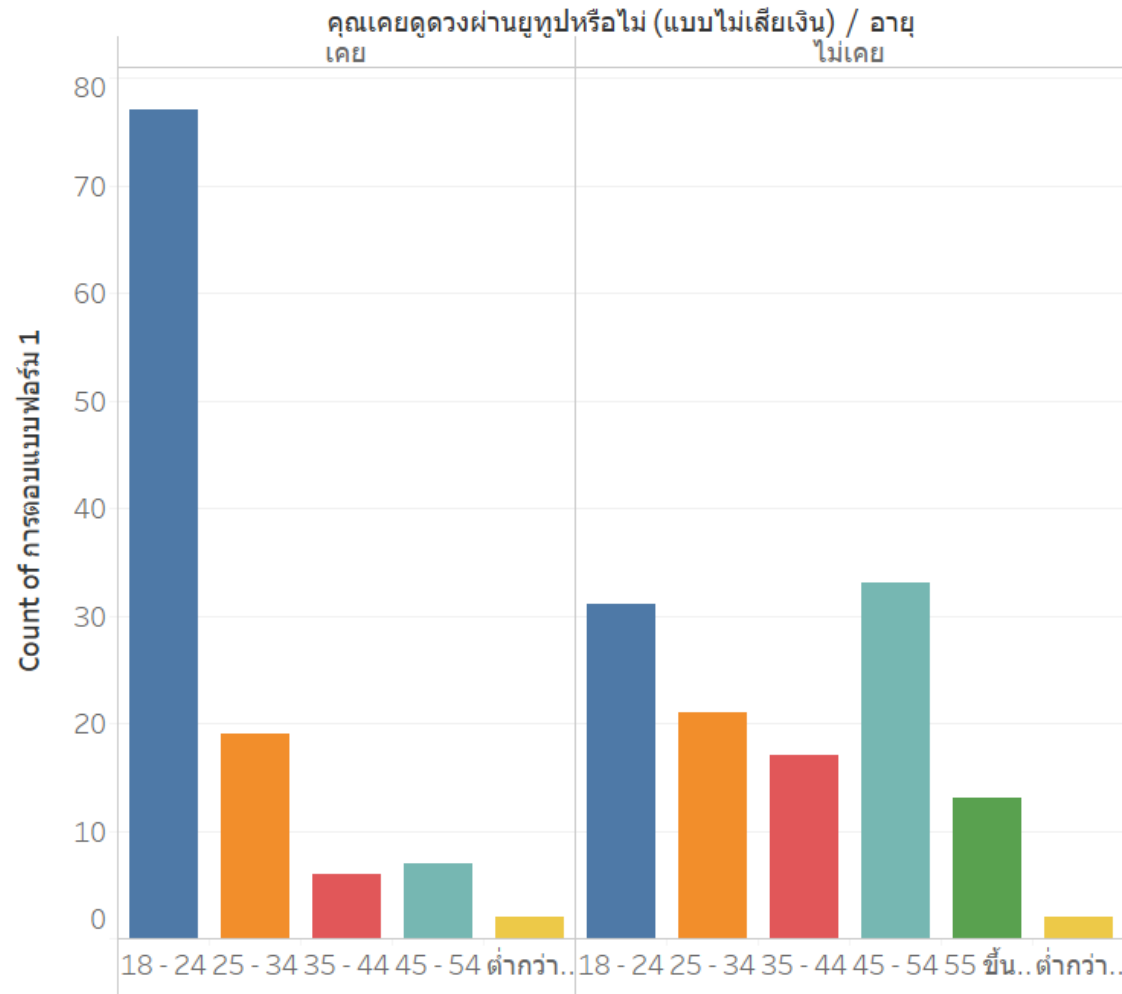
Literature review

Zero price affect

- The freemium model is related to “Zero price effect or ZPE” (Shampanier, Mazar, & Ariely, 2007)
- From many researches, it have found that zero price can increases perceived quality and reduced perceived sacrificed. (Palmeira & Srivastava, 2013; Shampanier et al., 2007). Consumers form a reference price for a product beforehand and evaluate this product more favorably if its price is below the reference price. (Thaler, 1985)
- As we look in the context of Freemium and fortune-teller, the price of free service from fortune-teller is zero, so, is will equal to or less than the price that customer willing to pay for their service

Also, Zero price effect can help uplift customer experience of using free service and neglect the paid service one of the premium version, in this case will be the personal paid service from fortune-teller (Niemand, Tischer, Fritzsche, & Kraus, 2015). This will increase tendency of customer to use free service.

Data Analysis



Data Analysis

Qualitative interview question

General question: เพศ อายุ การศึกษา lifestyle รายได้ สถานะ ค

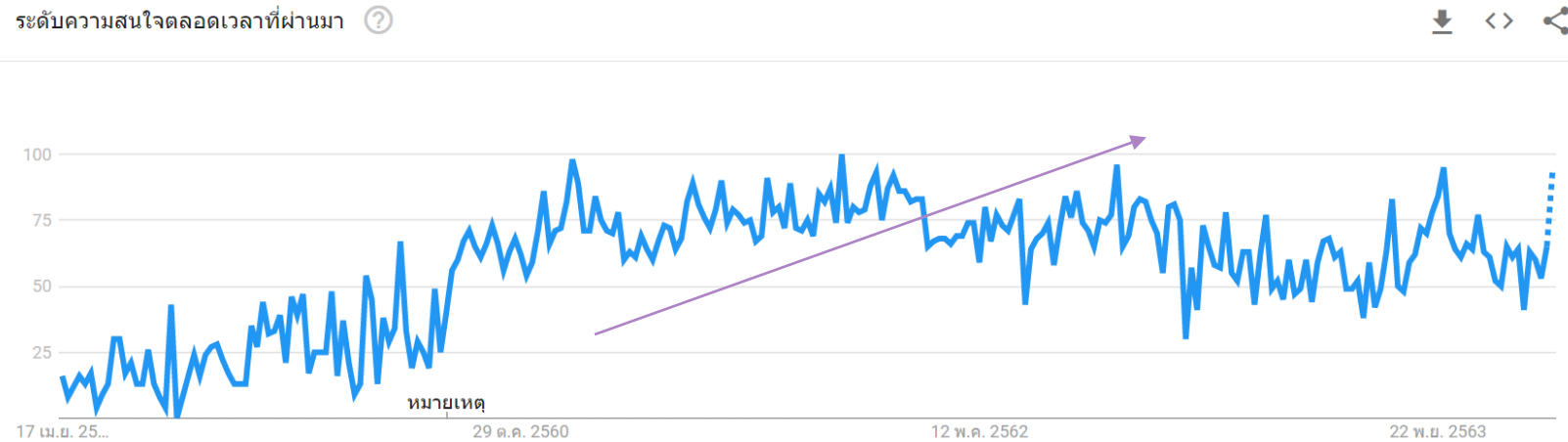
1. ความเชื่อในการดูแลสุขภาพ
2. ความถี่ในการดูแลสุขภาพ
3. ปกติเคยดูแลสุขภาพบ่อยแค่ไหน
4. ทำไมเลือกที่จะดูแลสุขภาพ / เลือกที่จะไม่ดูแลสุขภาพ
5. เป้าหมายในการดูแลสุขภาพ แตกต่างกันมั้ย
6. ความแตกต่างระหว่างดูแลสุขภาพแบบปกติและการดูแลสุขภาพ
7. ปัจจัยที่มีผลต่อการจ่ายเงินเพื่อเลือกดูแลสุขภาพส่วนตัวกับหมอ
8. เคยดูครั้งหนึ่งประมาณที่บาท ยอมจ่ายมากที่สุดที่บาท
9. ความคิดเห็นต่อการดูแลสุขภาพที่เป็นที่รู้จักทางสุขภาพและราคา
10. Barrier ในการใช้บริการดูแลสุขภาพส่วนตัวกับหมอที่ตนติดตามทางสุขภาพ
11. ปัจจัยที่มีผลต่อความพึงพอใจหลังการดูแลสุขภาพ

Appendix

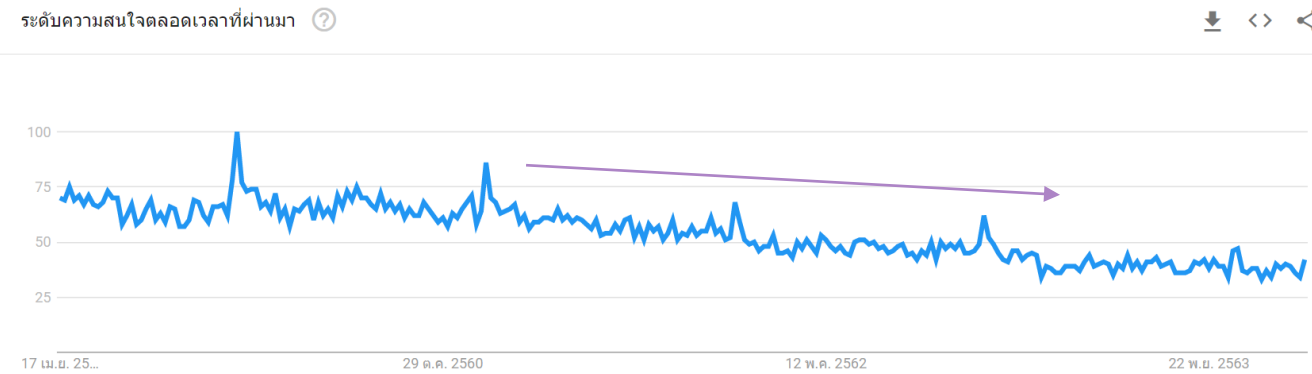
Comparing interest in Website search and YouTube search in 2008 - 2021 with keyword: ดูดวง



YouTube



Web search



Source: Google trend

Result

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	113.089 ^a	.400	.653

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	8.880	7	.661

>0.05

Source: Binomial Logistic Regression, IBM SPSS Statistic