

Determinants of Youtube views for beauty vlogger

Nowaday Youtube has become the platform that connects and groups people that have the same interest together. For example, people who are interested in beauty will choose to subscribe to the youtube channel that creates videos about beauty or lifestyle. So, the main question in this paper is "What are the determinants of Youtube views for beauty vloggers?" . The methods that the author used in this paper were Ordinary Least Square (OLS) and Chow test by using cross-sectional datas. The datas was obtained from two main sources which were Survey from Youtube and beauty survey via Google Forms reaching through 2000 people within a week in April, 2018. There were 12 independent variables contained in the regression equation which were age, duration available,subscribes, technical, skin, beauty, style,clip time, review testing, product detail, teaching and english. The result showed that duration available, subscribers, technical, skin and style had 99 percent significant while age and beauty had 95 and 90 percent significant respectively in the case of combination between Foreign and Thai beauty vlogger models. Moreover, duration available, subscribers, technical, skin and style had positive relationships together which mean that the more youtuber provides these five factors, the more amount of viewers. After testing the chow test, the author found that she would separate the regression model between Thai and Foreign beauty vlogger models. The factors that are significant for Thai beauty vloggers are duration available, subscribers, technical, clip time and style which all of them had positive relationships together. On the other hand, foreign beauty vloggers should provide duration available and style to increase their viewer while age, beauty and review testing could reduce the viewer of their channel.

I think the question in this paper is interesting. It will give the most advantages to all beauty vloggers as the result provides the factor that can increase the viewer and also credibility that came from the number of subscribers. But I as a consumer will be concerned about the exaggeration of youtuber because their main income comes from all the sponsors not viewers of the video.

The method adopted to answer the research question is appropriate because the author included both the OLC and Chow test in this paper. OLS is used to test the significance of the factor while chow test is used to test whether the coefficients in two linear regressions on different data sets are equal. Moreover, the variables that include in the econometric models were appropriate. But it would be better if she added the gender of youtuber as the variable. Actually there are famous beauty vloggers that are not women but LGBT. For example, in Thailand Nisamanee.Nutt is one of the famous beauty vloggers that is LGBT which has 1.31M subscribers while Nikkietutorial and Jefferstar are the famous LGBT beauty vloggers in western which have 13.3M and 17.6M subscribers respectively. Lastly the result is convincing because both methods and variables that she uses are appropriate.