



EE489: Seminar in Industrial Economics

**"Is free YouTuber fortune teller affect intention to pay for their paid personal services?"**

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## **Abstract**

With the advancement of social media, fortune tellers need to adapt themselves as many services by promoting more on the online platform, 'YouTube' is one of those online platforms. Fortune teller providing free service in video content with a general prediction; however, for more concise predictions, viewers must pay for having a personal service from them. This business model is not a new thing but is so-called 'Freemium'- providing free sampling service and charging fee for a premium feature. Giving service for free is crucial for a fortune teller in YouTube (as in this paper called 'YouTuber fortune teller') to understand the factors that can affect the probability of viewers having the intention to pay for their service become their customer. Also include the factor that will affect intention to purchase from those who have watched fortune-tellers. The paper will analyze the barrier factor that obstructs their audiences from YouTube to become their customer. Two methods are used to analyze data; Logistic regression is used to test significant factors, while in-depth interviews are used to find the insight finding behind customers' purchase behavior. The result shows that watching free content from YouTuber fortune tellers can create the intention to pay for their service. Nevertheless, the purchase barrier includes watching objectives, mismatching in price, and long waiting time from a limited resource.

## **I. Introduction**

Thailand is one of the countries that have been obsessed over "Fortune teller" for many decades. Thai people's lives must relate to horoscopes in some parts; our name, birthday, wedding day, and mobile phone number are all decided by fortune tellers. Some might say that Fortune teller can be seen the same services as life coach guiding.

Like many services sectors in this digital disruption era, the adaptation of their service to respond to the change is inevitable. Fortune tellers as well, from promoting their service offline service, most of them turn the service online to get in touch with their client and be another way to promote themselves. "YouTube" is one platform that most Thai fortune tellers use to encourage their personal paid service by making horoscope content for free to their audiences. So, the question of this research is that is the free content to promote their service through YouTube content enough to convert their audiences to have the intention to pay for their service?

This paper is trying to analyze the free service from YouTuber fortune teller can create an intention to purchase for their paid personal service. Also include the factor that will affect intention to purchase from those who have watched fortune teller. Furthermore, this paper will identify the barrier factor that obstructs their audiences from YouTube to become their customer.

## **II. Literature review**

This section will look at the past literature related to this topic, from the industry overview of fortune-telling in Thailand, YouTube and fortune teller, and the freemium business model concept.

## Industry overview

Over the past ten years, the fortune-telling industry is one of the industries that Kasikorn Research Center expects that in 2008 will generate a spending amount of up to 2,550 million baht, while the overall value is not less than a billion baht per year ever. Also, In the year 2020, 'Mrs. Sorada Lertapachit', Deputy Director-General of the Department of Business Development of the Ministry of Commerce, revealed that business beliefs are one of the 15 businesses with high growth prospects.

During the past three years, between 2017 and 2019, there has been an application for registering a new company. In astrology, a total of 21 companies with a total capital amount of 24.8 million baht to support customer needs, many businesses have been successful. Overall, there are 38 businesses in operation with a total registered capital of 44 million baht. If considered by provinces, it was found that fortune teller in Bangkok has the highest income, following with Nakhon Ratchasima and Pathum Thani (MONO29 News, 2021)

The Economics research from Piriya and Sasinee (2010) added that; the fortune-telling industry is a market with imperfect information with asymmetric information between buyer and seller. The buyer may not know the quality of the product/service they want to purchase, which is the same as the quality they want. The imperfect information causing this industry 'Heterogeneous product<sup>1</sup>' under Monopolistic Competition Market<sup>2</sup> by a seller (fortune teller) 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. Also, the customer in the services is mostly woman around 63% more than

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<sup>1</sup> Heterogeneous product are products with significantly different characteristics that make it difficult to substitute one product with another.

<sup>2</sup> Monopolistic competition arises when the industry has many companies offering similar products, but not the same.

men 37%, with more low income than high income. From this, they conclude that fortune teller service is an ‘inferior good,’ which the demand for the goods decreases when the income of people is rising.

### **YouTube and Fortune teller**

Mainly, Fortune teller is spreading in many online platforms, such as Facebook, Twitter, Instagram, and YouTube. The most used social media platform in Thailand in 2020 is Facebook and YouTube, followed by LINE with 94% and 85%. The audience's age ranges from 18 – 34 years old, with the highest age between 25 – 34 years old (Hootsuite, 2020). YouTube is a co-creator platform that allows users to share, upload, and watch all sharing videos on the platform with no charge. This characteristic suiting with the service as a storytelling pattern. Undoubtedly, most of them become promoting their service on this platform and turning themselves into video content creators or YouTubers.

In this paper, the terms 'YouTuber fortune teller' stems from 2 words: ‘Youtuber’ and ‘Fortune teller,’ trying to clarify a fortune teller that creates and uploads video content on YouTube. Primarily, the content they create offers free service in general: ranging from a period prediction by using a zodiac sign<sup>3</sup>, picking a deck in a specific topic<sup>4</sup>, and LIVE to answer the question with their viewers<sup>5</sup>. From the observation, we can rank the 5<sup>th</sup> highest subscribed fortune teller (Figure 1), with the most subscribed is 'Kingfah 2465' with 531K subscribers.







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<sup>3</sup> This content will be as a periodic prediction. By predicted from zodiac sign or birth element.

<sup>4</sup> YouTuber fortune teller will create the specific topic for clip’s content. Viewers need to pick only one deck from many decks of card to listen their result.

<sup>5</sup> Viewers can immediately response and asking their question with YouTuber fortune teller immediately via Live.

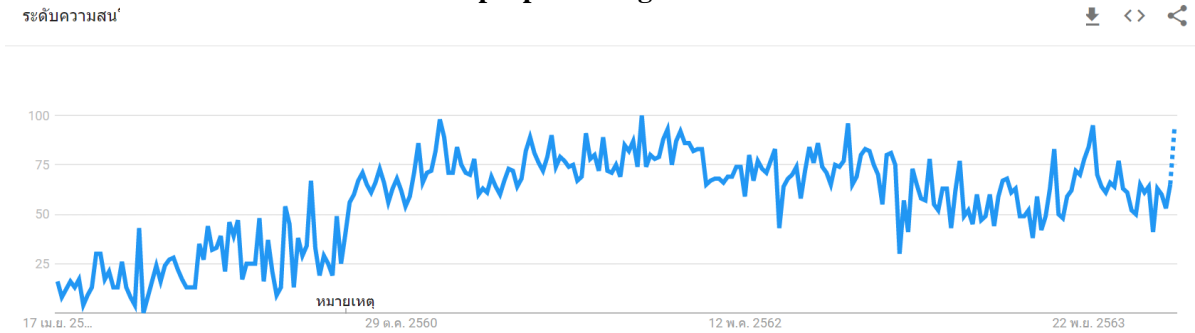
**Figure 1: Ranking of 5<sup>th</sup> highest subscribers of YouTuber fortune-teller channel by 22<sup>nd</sup> May 2021.**

Rank	Channel	Number of subscribers
1	 Kingfah 2465 ผู้ติดตาม 5.31 แสน คน	531K
2	 Bowe64Tarot Guidance ผู้ติดตาม 3.57 แสน คน	357K
3	 Bird Eye view ผู้ติดตาม 3.24 แสน คน	324K
4	 Tarot with Sagi ผู้ติดตาม 3.08 แสน คน	308K
5	 Tarot Augur ผู้ติดตาม 2.89 แสน คน	289K
	 Witchwintramagic ผู้ติดตาม 2.89 แสน คน	289K

Source: Constructed from author own observation

As we are looking at the level of interest in a keyword: ดูดวง in YouTube for the past five years (2016 - 2021), the google trend shows that searching times of this keyword is increasing many times. From this result, we can say that the interest of YouTubers' fortune tellers is increasing over time and cannot deny the popularity of fortune telling content in YouTube. (Figure 2)

**Figure 2: Trend of searching time in YouTube with keyword “ดูดวง” among Thai people during 2016 -2020**



Source: Google trend

## Freemium Business Model

Freemium business model is the model that combines two words is 'Free' and 'Premium' is a type of business that the brand offers an available feature for the customer for free to make the customer try the feature first. A customer has charged for an upgrade for more premium features (Investopedia, 2021). For example, Spotify: offered free music streaming service, but if the customer wants to listen ad-free and offline, they need to pay a monthly subscription fee. In the same way, Youtuber fortune tellers use the online platform to create content or offering the "free" service for their audiences with a general prediction. For personalized prediction, the audiences must pay for their service, in other words, a "premium" service from them. Accordingly, we can look at the Youtuber fortune teller's business model as "Freemium." To promoting their service, they will provide contact information in the YouTube video description or talking about it in their content. (Figure 3)

**Figure 3: Example of how YouTuber fortune-teller provide contact information.**



Source: YouTube channel Tarot with sagi

## **Advertising**

On the other hand, promoting their service like this also be "Advertising." In the Economics aspect, advertising provides information to the customer cost-effectively, making it a powerful tool for competition. Advertising helps the economy function smoothly by facilitates new goods and firms into the market and keeps prices low (Kenneth Arrow and George Stigler, 1994). It allows the customer to compare the features and benefits of the products and services. With complete information, the customer will consume more. Accordingly, since the fortune teller market is an imperfect information market, promoting the service online provides more information to the market system. We can assume that customers will consider paying for personal service from YouTubers fortune tellers more since they can compare the quality of service from them more than non-YouTuber fortune tellers.

## **Customer Purchase Intention or Intention to pay**

Mean customer's intention to purchase the product or plan to have a product in the future. In other words, is a probability that customer will buy the product after having a socializing process and willingness of the customer to buy a product or service (Ömer Sezai Aykaç; Kijpokin Kasemsap; Ree C. Ho; Ali Usman)

## **Willingness to pay of the fortune teller**

Willingness to pay or WTP is the highest amount that customer is willing to pay for the product or service (Investopedia, 2021). As Piriya and Sasinee (2010) stated, the willingness to pay for fortune-tellers would increase if the customer sees that the service from fortune-tellers will make them feel better. For example, the gender, age, or methodology of a fortune-teller (Seller) is not affecting the intention to purchase. Furthermore, the gender and status of customers did not have a significant effect

on willingness to pay for the fortune teller. However, the income and age of the customer are affected significantly.

### **III. Theoretical framework**

#### **Customer value theory**

By applying Consumer value theory (Mathwick, Malhotra, & Rigdon, 2001; Sheth et al., 1991; Sweeney & Soutar, 2001) as this theoretical study framework. The theory focuses on consumption value under customer purchase decisions on a specific product. In other words, it explains customer thought under 'why we buy, what we buy?'. Sheth et al. (1991) proposed the theory of consumption framework or TCV (Figure 4), comprised of five different types of value that identify the reason underlying consumer choice. The framework is consisting of the following values:

**1. Functional value:** the consumer decision based on the functional utility of the product or service.

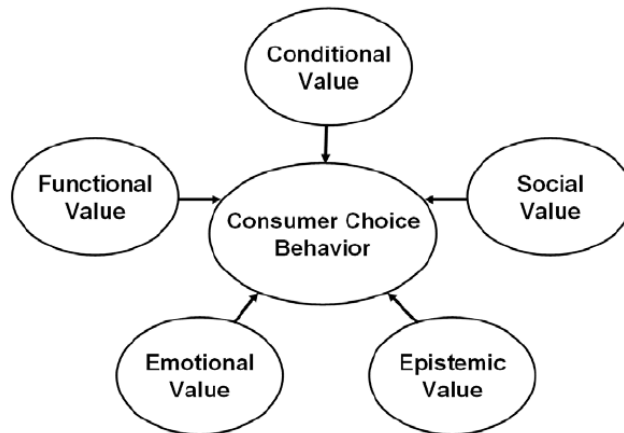
**2. Social value:** the products or service can make customer interactions and shared with other. It also includes that customers perceived more value on goods that make them have a superior social image.

**3. Emotional value:** the customer tends to influence by-product that can arouse their emotion to believe or using these products or services.

**4. Epistemic value:** is the value when a customer is trying or experiencing a new product. From this, they will be perceived and make the decision based on this factor.

**5. Conditional value:** This value is applied when the customer has the condition to make a purchase decision. For example, they will perceive more value of the coat during the winter but no value in summer.

**Figure 4: Framework of Theory of consumption framework or TCV based on Sheth et al. (1991)**



*Source: Sheth et al. (1991)*

However, many researchers have developed this theory over the decades; The latest version of this theory that we will apply to our theoretical framework is 'Customer value theory' from Sweeney and Soutar (2001). They oppose that the epistemic and conditional value should have less importance since all the first three values: functional value, social value, and emotional value, already create five dimensions of the perceived value. They also include more factors to considering as price, quality, and versatility.

**Figure 5: Framework based on Sweeney and Soutar (2001)**

<b>Sweeney and Soutar (2001)</b>
<b>1. Functional value</b> (quality and value of money )
<b>2. Social value</b>
<b>3. Emotional Value</b>

*Source: Sweeney and Soutar (2001)*

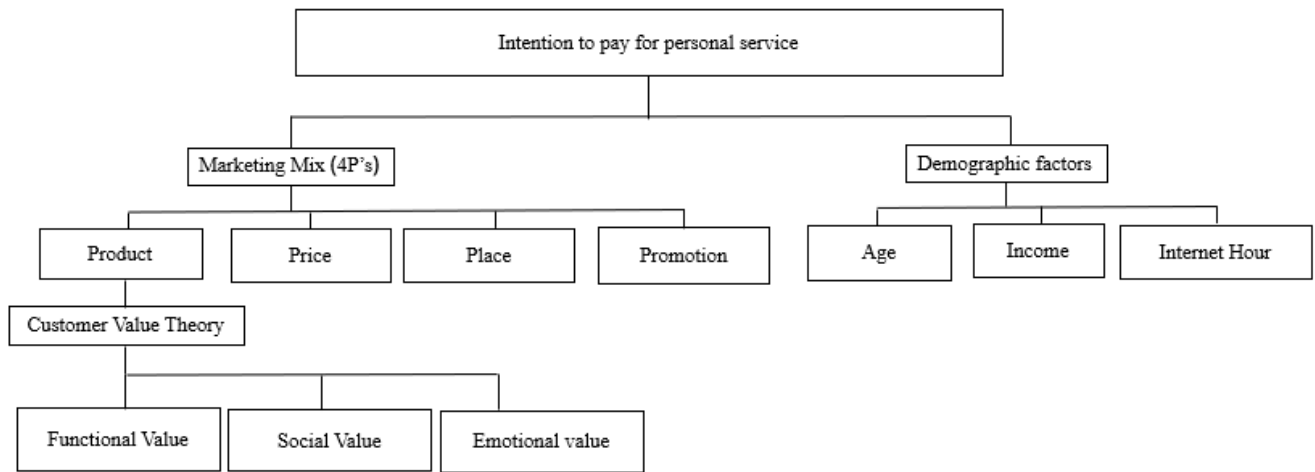
Even this theory itself can identify the intention to pay for the customer on the product. However, there is still another perspective that needs to clarify in this paper. Consequently, by adapting the '**Marketing mix Theory**'<sup>6</sup> (E. Jerome McCarthy, 1960) to see the perspective further than only "Product," but also include "Price," "Place," and "Promotion," that will affect the intention to pay off the customer.

In sum, based on the assumption that when customers perceived the value of having a service from a YouTuber fortune teller more, they will have a probability to have the intention to pay for a YouTuber fortune teller's paid personal service. Also, Piriya and Sasinee (2010) stated that the demographic factors that might affect the intention to pay from the customer side need to be considered in the framework, e.g., Age, Income, and use of the internet hour per day. Accordingly, this research framework can derive as below (Figure 5):

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<sup>6</sup> The strategies that company use to promote their brands or products in the 4P market include general marketing mixes - product prices, promotions, and locations.

**Figure 5: Research framework of variables that affect intention to pay for paid personal service of free YouTuber fortune teller.**



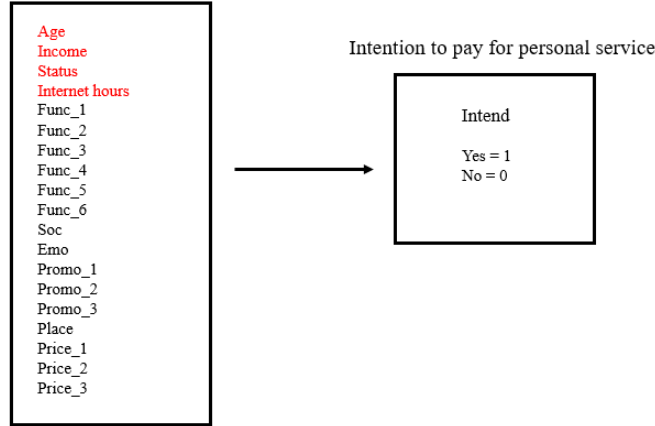
*Source: Constructed by author*

#### **IV. Methodology**

Following this research framework, this paper uses a quantitative survey to collect the data. Also, the **Logistic regression**<sup>7</sup> method is used to investigate and identify the significant factors that affect the intention to pay for a YouTuber's fortune-teller personal service. The function can depict in Figure 6 and the meaning of each variable in Figure 7.

<sup>7</sup> Logistics model (Or logistic model) used to simulate the probability of a certain class or event to exist, such as pass / fail, win / lose, live / die or healthy / sick, this can be extended to Models of events such as determining whether a picture contains cats, dogs, lions, etc. Each object detected in the image is assigned a probability between 0 and 1 with a sum of one.

**Figure 6: Logistic regression framework**



Source: Constructed by author

**Figure 7: Variables that affect intention to pay for personal service of YouTuber fortune-teller meaning.**

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 you follow for long time	
	Price_3	Have more willingness to pay for service from YouTuber fortune-teller rather than non-Youtuber fortune-teller	
Intention to pay	Intend	Intention to pay for YouTuber Fortune-teller personal service	Yes = 1, No = 0

Source: Constructed by author

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

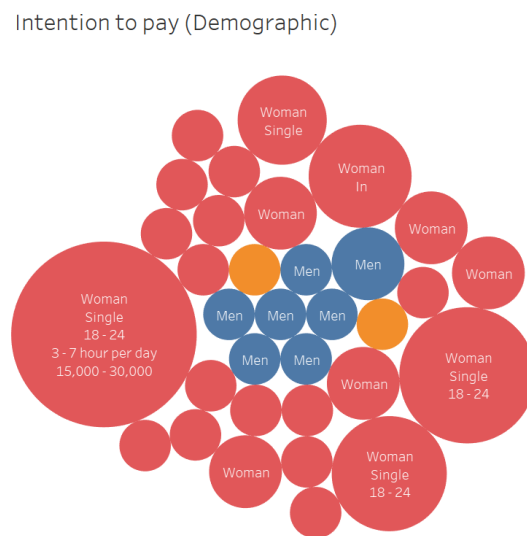
$$\begin{aligned} \text{Log} \left( \frac{P}{1-P} \right) = & \beta_0 + \beta_1 \text{Age}_1 + \beta_2 \text{Age}_2 + \beta_3 \text{Age}_3 + \beta_4 \text{Age}_4 + \beta_5 \text{Inc}_1 + \beta_6 \text{Inc}_2 + \beta_7 \text{Inc}_3 + \\ & \beta_8 \text{Inc}_4 + \beta_9 \text{Inc}_5 + \beta_{10} \text{Int}_1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

A total number of 259 respondents who used to watch YouTuber fortune tellers online answer the questionnaire related to factors that create an intention to pay for personal service. The first section of the questionnaire related to demographic questions, including age, gender, status, income level, and internet hour per day. Then, the second part would be an agreement level related to factors that affect the intention to pay for a customer following the research framework. The survey conducted by Google Form and spreading through online platforms: LINE, Facebook group, Twitter, and YouTube (Especially in the YouTube channel related to a fortune-teller and Youtuber fortune teller clip), from 15 April 2021 – 28 April 2021.

## V. Result

After launching the survey with 259 respondents, we can depict the demographic of those who intend to pay for personal service, as shown in figure 8. Most of the respondents demographic that have the intention to pay for personal service of YouTuber fortune-teller is Single Woman, age between 18 – 24 years old with monthly income around 15,000 – 30,000 baht and have internet hour per day around 3 – 7 hours.

**Figure 8: Demographic of survey respondents about intention to pay.**



Source: Google form, illustrated by Tableau

After collect, the data from Google form, the Logistic regression model is run through 'IBM SPSS Static program' to identify the relationship between factors.

**Figure 9: 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

Source: Logistic regression by IBM SPSS Statistic

From the Omnibus test of Model coefficients (Figure 9), the Chi-square tested under the following hypothesis:

- H0: Intention to pay for personal service of Youtuber fortune-teller is not related to any dependent variable.
- H1: Intention to pay for the YouTuber fortune-teller's service depends on the dependent variable at more than one variable.

Following from the result, Chi-square is 132.242, and the model is statistically significant with Sig. is less than 0.05. We can conclude that this model will reject H0 and accept H1. Thus, the intention to pay for personal service from a YouTuber fortune-teller depends on the dependent variable that we tested more than one variable.

**Figure 10: The classification results**

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

a. The cut value is .500

*Source: Logistic regression by IBM SPSS Statistic*

The classification results (Figure 11) show the percentage of the correctness of the model. From  $n = 295$ , the data shows that the logistic regression model can predict the people who have no intention to pay for personal service (No,  $Y=0$ ) with 68.1% correctness and people who have the intention to pay

with 94.8% correctness (Yes, Y=1). Followingly, we can conclude that this model can have overall prediction correctness at 90%, which is high accuracy.

**Figure 11: Variables in the Equation**

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 <sup>a</sup>	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		

a. Variable(s) entered on step 1: Age\_1, Age\_2, Age\_3, Age\_4, Inc\_1, Inc\_2, Inc\_3, Inc\_4, Inc\_5, Int\_1, Int\_2, Int\_3, 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.

Source: *Logistic regression by IBM SPSS Statistic*

*base for dummy variable Age\_5, Inc\_6, Int\_4*

The result can help us derive the regression model as the equation below:

$$\begin{aligned} \text{Log} \left( \frac{P}{1-P} \right) = & -4.419 + 24.728(\text{Age}_1) + 0.217(\text{Age}_2) + 0.132(\text{Age}_3) - 0.528(\text{Age}_4) - \\ & 1.703(\text{Inc}_1) - 0.529(\text{Inc}_2) - 2.936(\text{Inc}_3) + 0.682(\text{Inc}_4) - 1.065(\text{Inc}_5) - 3.034(\text{Int}_1) + \\ & 0.614(\text{Int}_2) + 2.469(\text{Int}_3) - 0.84(\text{Func}_1) - 0.224(\text{Func}_2) - 0.606(\text{Func}_3) - 0.034(\text{Func}_4) + \\ & 0.375(\text{Func}_5) + 0.194(\text{Func}_6) + 0.583(\text{Soc}) + 0.124(\text{Emo}) + 0.665(\text{Promo}_1) + 0.353(\text{Promo}_2) + \\ & 0.559(\text{Promo}_3) - 0.920(\text{Place}) + 0.582(\text{Price}_1) - 0.433(\text{Price}_2) + 0.827(\text{Price}_3) \end{aligned}$$

Furthermore, as we look at the variables that have statistically significant at 99%, 95%, and 90% or have Sig. a number less than 0.01, 0.05, and 0.1, respectively; we can separately interpret the significant variable that affects the equation from this criterion:

Significance at 0.01 or 99%

- Int\_3 = Internet hours 8 - 12 hours per day
- Place = Face to Face effect having a service from a fortune-teller
- Price\_3 = Have more willingness to pay for service from YouTuber fortune-teller than a non-Youtuber fortune-teller

Significance at 0.05 or 95%

- Promo\_1 = level of famous affect purchasing decision to pay for personal service

Significance at 0.1 or 90%

- Int\_1 = Internet hours 1 - 2 hours per day
- Soc = Paid personal service from Youtuber fortune-teller makes them feel better and more superior than watching it for free

- **Promo\_3** = Promotion is affecting the decision to pay for personal service

We can interpret the relationship of the significant variables to pay for paid personal service of a YouTuber's fortune teller.

### **Demographic factors**

the significant variables are **Int\_1** and **Int\_3**, with significance levels at 0.1 and 0.01. **Int\_1** or Internet hour 1-2 hours per day have *negative effect* toward intention to pay for YouTuber fortune teller personal service, in sum, 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%. Otherwise, those respondents who use the internet 8-12 hours per day, or **Int\_3**, have a *positive effect*, or we can say that 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%.

### **Customer Value Theory**

The model shows that **Soc** or Social value has a significantly *positive effect* on paying for the service with a significance level at 0.1. In short, when people think that paid for personal service from Youtuber makes them feel better than watching free content via YouTube increase for 1 unit, the probability that they will have the intention to pay is increased by 0.583%.

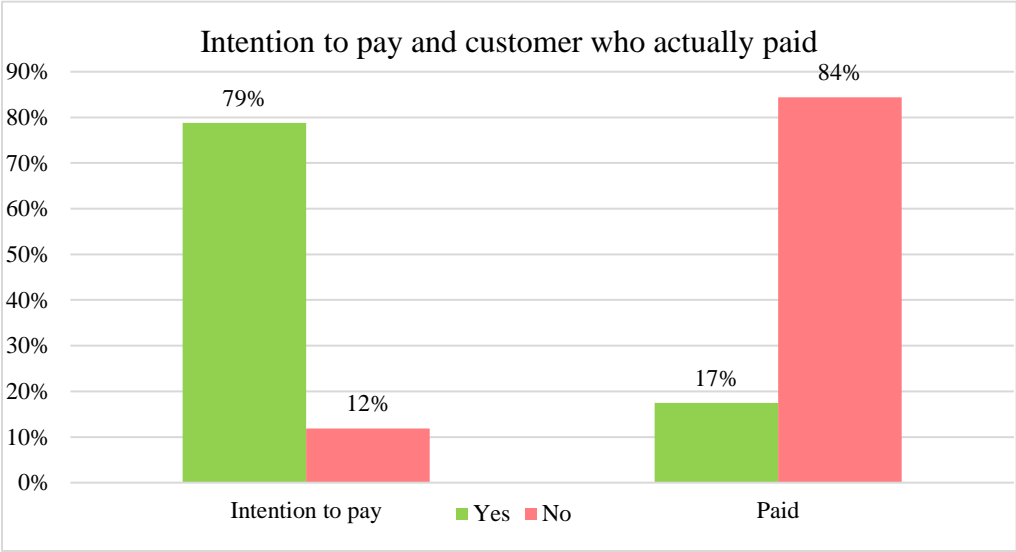
### **Marketing Mix (4P's)**

The significant variable in this factor is **Promo\_3**, **Promo\_1**, **Place**, and **Price**. **Promo\_3** or Promotion of service positively affects the personal service's purchase intention; if the Level of

Promotion of service increases by 1 unit, the probability of paying for their service will increase by 1.749%. In the same way, If **Promo\_1** or the famous in YouTube of fortune-teller has a *positive effect* on the intention to pay, If the Level of notable increases by 1 unit, it can increase the chance to intend to pay for their service by 1.944%. **Place** or face-to-face service affect payment decision of YouTuber fortune teller hurt intention to pay for YouTuber fortune-teller paid service. In other words, if the viewers want to have face-to-face service from fortune teller increase by 1 unit, the probability of intention to pay for YouTuber will decrease by 0.399%. Lastly, **Price\_3** or if viewers have more willingness to pay for service from YouTuber fortune-teller than non-YouTuber fortune-teller can cause a *positive effect* on the intention to pay for their service. If the viewers agree with this statement increase by 1 unit, the probability to have the intention to pay will increase by 2.287%

In conclusion, watching free content from YouTuber fortune-teller can help create an intention to purchase their service in customer mind by 79% of the total respondents. We already clarify the influenced factors that have significantly affected the chance to have the intention to pay for YouTuber fortune teller personal above. However, after conducting the survey, the result also shows that 84% of the total respondents or 227 respondents (Figure 12) never paid for the YouTuber fortune teller personal service. Even with the high intention to pay, the number of respondents who ever paid for personal service from YouTuber fortune teller is dramatically different. We can assume that some barriers will obstruct viewers who intend to pay for the personal service to become their customers.

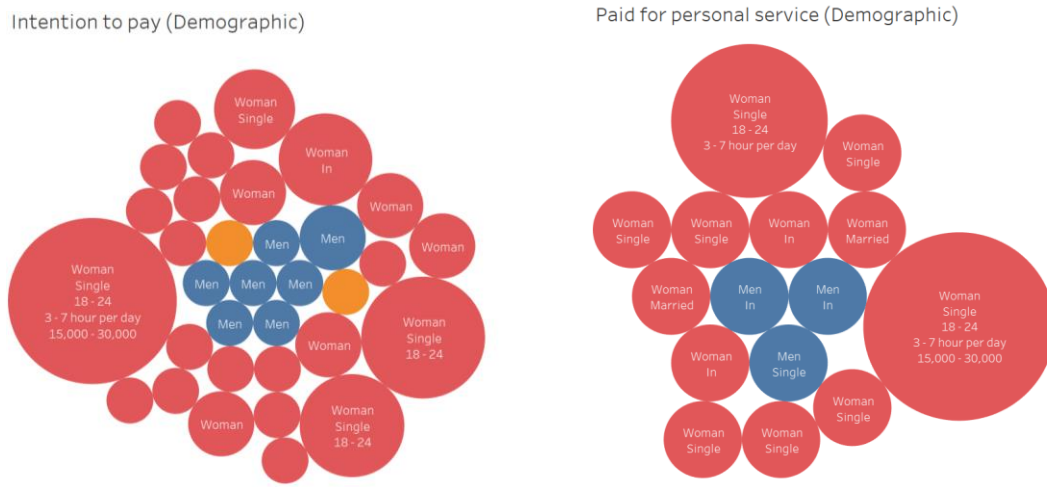
**Figure 12: The chart comparing between number of respondents who have intention to pay and the respondents who ever paid for having a service from YouTuber fortune teller.**



*Source: Constructed by author own survey*

Respondents’ demographic between people who have the intention to pay and who paid for the service (Figure 13) shows that people who have paid for YouTuber fortune teller personal service are the same group as those who have the intention to pay: a single woman, aged 18 – 24 years old, using internet 3 – 7 hours per day, monthly income between 15,000 – 30,000 baht. Undoubtedly, the data show that customer of the fortune teller is the same group as people who have the intention to pay for their service the most. This group has high intention to pay can come from high use of internet hours per day and the familiarity in using an online platform, or in this case, is YouTube. While people with more age tend to have a negative relationship with intentions to pay, so the paid experience with YouTuber fortune teller service is less. The exact customer demographic between these two groups shows the actual demographic of their client. Hence, it is too soon to conclude that this business model of Freemium and advertising fails since its heart-purpose mechanics are still working.

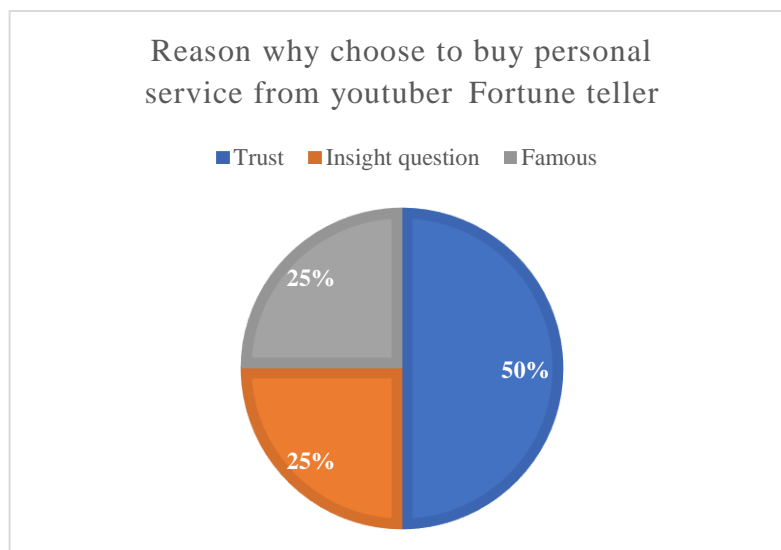
**Figure 13: Demographic of survey respondents between people who have intention to pay and people who ever paid for the personal service.**



Source: Google form, illustrated by Tableau

Additionally, the result from in-depth interviews and surveys from people who have paid for YouTubers fortune teller service (Figure 14) shows that most reasons influenced them to pay their trustiness from watching their free content from YouTube as a tester to make a purchase decision., which were following with the advertising mechanic detail. Continually with the level of fame as a YouTuber and they need more insight into questions

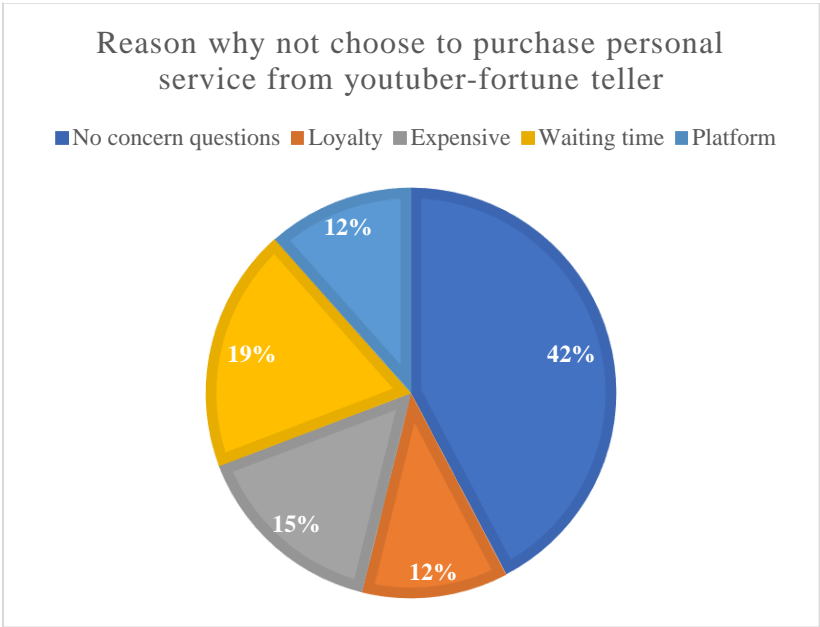
**Figure 14:**



Source: Constructed by author own survey

On the contrary, from those who never paid for YouTubers fortune teller service, the most reason obstructs the viewers of their channel from becoming paid for their service is (Figure 15); firstly, they have no concern time (around 42%). The long waiting time is due to long queues (19%), too expensive personal service charges (15%). Lastly, with 12% is platform problem, they are not familiar with having a fortune teller service online, and they already have loyal fortune tellers that they trust (12%).

**Figure 15:**



*Source: Constructed by author own survey*

After that, we conduct an in-depth interview with three interviewers who paid service from YouTuber fortune-teller and those who never paid, asking why they paid or not paid for the YouTuber fortune teller even though they have purchase intention after watching free content from them. We can summarize the key finding as below:

### **People who never paid.**

- Using YouTuber fortune-teller as entertainment, not to personalize objective.
- Also, with high demand and limited time of fortune teller, the long queue obstructs them from becoming a paid customer. They want to know the answer to the worrying question immediately.
- Indifferent between YouTuber fortune-teller and non-YouTuber
- Some groups said that feeling that watching only YouTube is already satisfied.
- The objective of a personal purchase service is to do insight that can be a YouTuber fortune-teller or not.

### **People who paid.**

- Using YouTube as an indicator of the correctness of Fortune-teller
- They mostly love to have a horoscope.
- The more correctness of YouTube content, the more willing to pay for their service.
- The purchase objective is to get insight from a trustable fortune-teller and try the famous YouTuber fortune-teller.

The price constraint also has an impact. The respondents' highest price is willing to pay for YouTubers fortune teller personal service has an average of 361 baht/time. However, the average price of the leading player with the highest subscriber of the YouTuber fortune teller is setting the average price at least 700 baht/time (Figure 16), which is almost two times higher than customer expectation. In the same way, as we ask about the customer's willingness to pay for a YouTuber fortune teller personal service with 30 mins/unlimited question (Figure 17), the result shows that almost 70% is not willing to pay at this rate. This mismatching in price can become one factor that creates a barrier to purchase for

their service. As already mentioned, since the characteristic of this service is ‘inferior goods,’ the price elasticity is negative, which means that when the price increase by a little, the demand from this service will hugely decrease, vice versa. Additionally, with the limited fortune tellers’ resources (doing horoscope for all their clients alone) and time, they cannot cope with the waiting time from higher demand, dropping down the conversion rate.

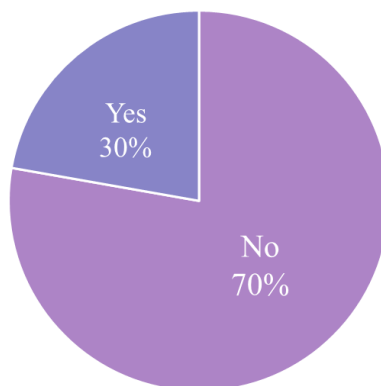
**Figure 16: Personal service charged of each YouTuber fortune-teller (Top 5 highest subscribed)**

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: Constructed by author own observation

**Figure 17:**

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



Source: Constructed by author own survey

## **VI. Conclusion and Discussion**

In conclusion, promoting by providing general free service on YouTube of fortune teller can help create an intention to pay for their service by providing more information to the industry and indicating how correctness they have, which will help them acquire a customer. The logistic model indicates significant variables that positively impact the intention to pay probability, e.g., using internet hours per day, social value, famous level, and the willingness to pay for YouTuber fortune-teller than a non-YouTuber fortune teller. Thus, if we can say that the free content as a freemium business model can create the intention to pay for their service or not, the answer is yes.

However, even with the high number of people who intend to pay for YouTubers fortune teller personal service, the barrier to pay for the service still obstructs some of their audiences from becoming their customers. We can mainly separate into two types, purchase barrier and the main objective of watching free YouTubers online. The limited time and resources of the fortune-teller itself create long waiting queues that decrease the conversion rate of their audiences to become their customer. Because of the free content and platform, the objective of consumer fortune-tellers is different.

As the primary purposes of freemium is to attract new users, this problem probably means that free offer is not attractive enough and that need to provide more or better features for free (Kumar, 2014). Still, it cannot conclude that this business model does not work since they can convert the same demographic of viewers who have purchase intention to pay for their service. Inferior good characteristics and limited resources also factor that drop down their conversion. To effectively convert their viewers to become their customers, the YouTuber fortune-teller must reconsider these barrier factors.

## VII. Limitation

The limitation of this paper is facing constraints in collecting sample size, which led to a small sample size. Also, less variety of demographic can create inaccurate data. Also, a lack of perspective from fortune-tellers can help increase more in-depth and accuracy of the assumption. The industry is hard to find the data interms of market share and the preferences of people also subjective.

## Appendix

### Appendix A: Questionnaire

ปัจจัยที่ส่งผลให้ผู้รับชมการดูดวงแบบฟรีทางยูทูปมีแนวโน้มที่จะอัปเกรดเพื่อเสียค่าบริการดูดวงแบบส่วนตัวกับหมอดูที่ติดตาม

แบบสอบถามนี้ จัดทำขึ้นโดยนักศึกษาคณะเศรษฐศาสตร์ มหาวิทยาลัยธรรมศาสตร์ ภาควิชาภาษาอังกฤษ ชั้นปีที่ 4 เพื่อศึกษาพฤติกรรมผู้บริโภคในการดูดวงชะตาทางยูทูป และทำวิจัยในวิชา EE489 สัมมนาเศรษฐศาสตร์อุตสาหกรรม เท่านั้น ไม่มีจุดประสงค์เพื่อการค้าใดๆ

หมายเหตุ: การดูฟรีกับหมอดูทางยูทูป หมายถึง การดูดวงด้วยวิดีโอฟรีที่หมอดูจัดทำขึ้น โดยเป็นการดูดวงทั่วไป ไม่เจาะลึก เช่น pick a card / ดูดวงราศี, การดูดวงแบบมีค่าใช้จ่าย หมายถึง การดูดวงแบบส่วนตัว โดยจ่ายค่าบริการเพื่อดูแบบส่วนตัวกับหมอดูที่คุณติดตามทางยูทูป

#### ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ
  - a. หญิง
  - b. ชาย
  - c. ไม่ระบุ
  - d. อื่นๆ \_\_\_\_\_
2. อายุ
  - a. ต่ำกว่า 18 ปี
  - b. 18 – 24 ปี
  - c. 25 – 34 ปี
  - d. 35 – 44 ปี

- e. 45 – 54 ปี
  - f. 55 ขึ้นไป
3. รายได้ต่อเดือน
- a. น้อยกว่า 15,000 บาท
  - b. 15,000 - 30,000 บาท
  - c. 30,000 - 50,000 บาท
  - d. 50,000 - 70,000 บาท
  - e. 70,000 - 90,000 บาท
  - f. 90,000 - 100,000 บาท
  - g. 100,000 บาท ขึ้นไป
4. สถานะ
- a. โสด
  - b. มีแฟน
  - c. แต่งงาน
  - d. หย่าร้าง
  - e. แยกกันอยู่
5. จำนวนชั่วโมงในการเล่นอินเทอร์เน็ตต่อวัน
- a. น้อยกว่า 1 ชั่วโมงต่อวัน
  - b. 1 - 2 ชั่วโมงต่อวัน
  - c. 3 - 7 ชั่วโมงต่อวัน
  - d. 8 - 12 ชั่วโมงต่อวัน
  - e. มากกว่า 12 ชั่วโมงต่อวัน
6. คุณเคยดูหรือขึ้นขอการคุ้มครองและตรวจดวงชะตาหรือไม่
- a. เคย
  - b. ไม่เคย
7. คุณเคยดูดวงผ่านยูทูปหรือไม่ (แบบไม่เสียเงิน)
- a. เคย (ไปส่วนที่ 2)
  - b. ไม่เคย (ไปส่วนที่ 8)
8. คุณชื่นชอบและติดตามการดูดวงผ่านช่องชื่ออะไร (ตอบได้มากกว่า 1 ชื่อ)
- a. Bird eye view
  - b. Tarot with sagi
  - c. Kingfah 2465
  - d. Tarot augor
  - e. Witchwintramagic
  - f. ไม่เคยดูหมอดูผ่านยูทูป

g. อื่นๆ \_\_\_\_\_

## ส่วนที่ 2: คุณค่าด้านการใช้งาน (Functional Value)

9. คุณค่างานทางยูทูปเกี่ยวกับเรื่องอะไรบ่อยที่สุด
- ความรัก
  - การเรียน
  - การทำงาน
  - สุขภาพ
  - การเงิน
  - อื่นๆ \_\_\_\_\_

ข้อดังต่อไปนี้จึงตอบตามความคิดเห็นของท่าน

1 = เห็นด้วยน้อยที่สุด, 2 = เห็นด้วยน้อย, 3 = เห็นด้วยปานกลาง, 4 = เห็นด้วยมาก, 5 = เห็นด้วยมากที่สุด

10. คุณคิดว่าการดูหมอลูที่รู้จักทางยูทูปแบบเสียเงินมีความน่าเชื่อถือกว่าการดูวงทั่วไปแบบฟรี
11. คุณคิดว่าเนื้อหาในการดูหมอลูที่รู้จักทางยูทูปแบบมีค่าใช้จ่า มีควมสร้างสรรค์และตรงกับคำถามที่คุณต้องการรู้ และมีความโดดเด่น เพลิดเพลิน มากกว่าหมอลูทางยูทูปแบบฟรี
12. คุณคิดว่าการดูวงหมอลูโดยเสียค่าใช้จ่า สามารถตอบคำถามเชิงลึกจากข้อมูลส่วนตัวของคุณ ได้มากกว่าการดูแบบฟรี
13. คุณคิดว่าวิธีการทำน่ายของหมอลูทางยูทูปโดยเสียค่าใช้จ่า สามารถให้คุณเลือกรูปแบบที่คุณต้องการได้ เช่น การดูวงด้วยไฟทาโรต์, การดูวงด้วยลูกแก้ว
14. คุณคิดว่าการดูวงกับหมอลูทางยูทูปแบบเสียค่าใช้จ่า มีการทำน่ายแม่นยำดวงชะตาคุณ มากกว่าการดูหมอลูทางยูทูปแบบฟรี
15. คุณคิดว่า การดูวงกับหมอลูทางยูทูปแบบเสียค่าใช้จ่า ช่วยในการแก้ปัญหาของคุณได้ดีมากกว่าการดูวงทั่วไปแบบฟรีทางยูทูป

## ส่วนที่ 3: คุณค่าด้านสังคม (Social Value)

16. คุณคิดว่าการดูวงกับหมอลูที่เป็นที่มีชื่อเสียง เป็นที่รู้จักทางยูทูปแบบเสียเงิน ช่วยให้รู้สึกดีและพอใจมากกว่าหมอลูทั่วไป

## ส่วนที่ 4: คุณค่าด้านอารมณ์ (Emotional Value)

17. คุณคิดว่า หลังการดูวงกับหมอลูจากยูทูปแบบเสียค่าใช้จ่า ช่วยให้คลายกังวลและรู้สึกดี มากกว่าการดูหมอลูฟรีทางยูทูป

## ส่วนที่ 5: ปัจจัยด้านการส่งเสริมด้านการตลาด สถานที่และราคา

18. ระดับการมีชื่อเสียงของหมอลูทางยูทูป มีผลต่อการเสียเงินเพื่อดูวงแบบส่วนตัวหรือไม่
19. ความถี่ในการอัปเดตคลิปของหมอลูทางยูทูปมีผลต่อการยอมเสียเงินเพื่อดูวงแบบส่วนตัวของหมอลูหรือไม่

20. โปรแกรมค้นหาของหอออดทางยูทูปมีส่วนทำให้คุณเลือกซื้อบริการดูวงแบบส่วนตัวมากกว่าหอออดทั่วไป
21. คุณมองว่าการดูวงโดยไม่ได้เจอน้ำมีผลต่อการเลือกซื้อบริการดูวงแบบส่วนตัวกับหอออดทางยูทูปหรือไม่
22. โปรดระบุระดับความกังวลของคุณต่อวิธีการจ่ายเงินเพื่อดูวงกับหอออดทางยูทูป เช่น คุณกังวลเรื่องการจ่ายเงินก่อนการดูวงโดยไม่ได้เจอน้ำมากที่สุด
23. ราคาของหอออดไม่มีผล หากหอออดทางยูทูปคนนั้นเป็นคนที่คุณชื่นชอบและติดตามเป็นเวลานาน
24. คุณมีแนวโน้มที่จะยอมจ่ายเงินเพื่อซื้อบริการดูวงแบบส่วนตัว จากหอออดที่เป็นที่รู้จักทางยูทูปมากกว่าการดูหอออดทั่วไป
25. คุณมีแนวโน้มที่จะยอมจ่ายเงินเพื่อดูวงกับหอออดทางยูทูปที่คุณติดตามแบบฟรีอยู่หรือไม่
  - a. ใช่
  - b. ไม่ใช่
26. ถ้ามี คุณต้องการจะจ่ายเงินให้กับหอออดทางยูทูปที่คุณติดตามต่อ 1 ครั้งที่เท่าไร (บาท)
  - a. \_\_\_\_\_
27. คุณคิดว่าการดูวงส่วนตัวกับหอออดที่คุณติดตามทางยูทูปประมาณ 700 บาท ต่อ 30 นาที ไม่จำกัดคำถาม เป็นราคาที่คุ้มค่าและสามารถจ่ายได้
  - a. ใช่
  - b. ไม่ใช่
28. คุณเคยจ่ายเงินเพื่อซื้อบริการดูวงแบบส่วนตัวกับหอออดทางยูทูปที่คุณติดตามแบบฟรีอยู่หรือไม่
  - a. ใช่ (ไปส่วนที่ 6)
  - b. ไม่ใช่ (ไปส่วนที่ 7)

ส่วนที่ 6: สำหรับผู้ที่เคยจ่ายเงินเพื่อซื้อบริการดูวงแบบส่วนตัวกับหอออดทางยูทูป

29. ถ้าเคย คุณเคยจ่ายประมาณกี่บาทต่อ 1 ครั้ง
  - a. \_\_\_\_\_
30. เหตุผลในการเลือกซื้อบริการดูวงแบบส่วนตัวกับหอออดที่เป็นที่รู้จักทางยูทูป
  - a. \_\_\_\_\_
31. คุณสะดวกให้สัมภาษณ์ได้หรือไม่
  - a. สะดวก
  - b. ไม่สะดวก
32. กรุณาใส่ช่องทางการติดต่อของคุณ เพื่อให้เราติดต่อกลับได้ (หากไม่สะดวกสามารถข้ามได้เลยค่ะ)
  - a. \_\_\_\_\_

ส่วนที่ 7: สำหรับผู้ที่ไม่เคยจ่ายเงินเพื่อซื้อบริการดูวงแบบส่วนตัวกับหอออดทางยูทูป

33. เหตุผลที่ไม่เคยดูแบบส่วนตัว (เสียเงิน) กับหอออดที่คุณติดตามบนยูทูป
  - a. \_\_\_\_\_

ส่วนที่ 8: สำหรับผู้ที่ไม่เคยดูดวงทางยูทูบ (Not included in the regression model)

34. เหตุผลที่ไม่เคยดูหมอดูทางยูทูบ

a. \_\_\_\_\_

35. จำนวนค่าใช้จ่ายการดูดวงแบบส่วนตัวที่คุณเคยดูต่อ 1 ครั้ง (ถ้าเคย)

a. \_\_\_\_\_

ข้อดังต่อไปนี้จึงตอบตามความคิดเห็นของท่าน

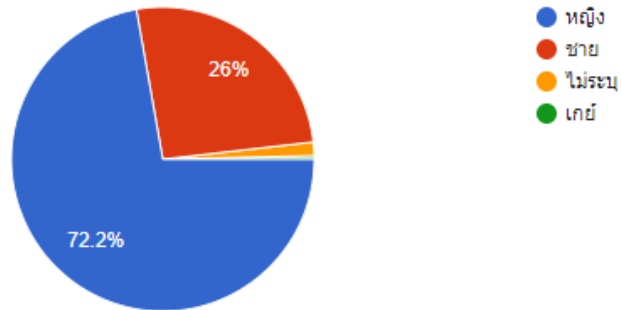
1 = เห็นด้วยน้อยที่สุด, 2 = เห็นด้วยน้อย, 3 = เห็นด้วยปานกลาง, 4 = เห็นด้วยมาก, 5 = เห็นด้วยมากที่สุด

36. คุณมีแนวโน้มที่จะดูกับหมอดูทางยูทูบในอนาคตหรือไม่

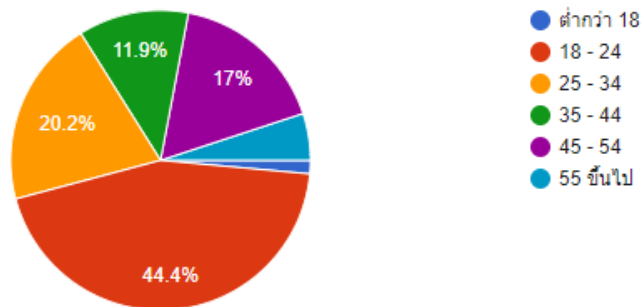
37. คุณมีแนวโน้มที่จะเลือกซื้อบริการกับหมอดูที่รู้จักทางยูทูบมากกว่าหมอดูทั่วไป

## Appendix B: Demographic result from the survey

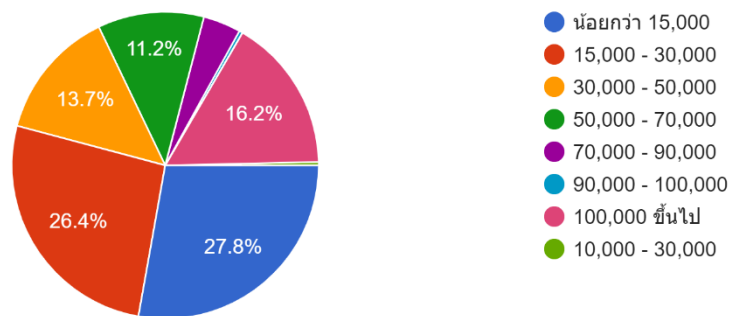
### 1. Gender



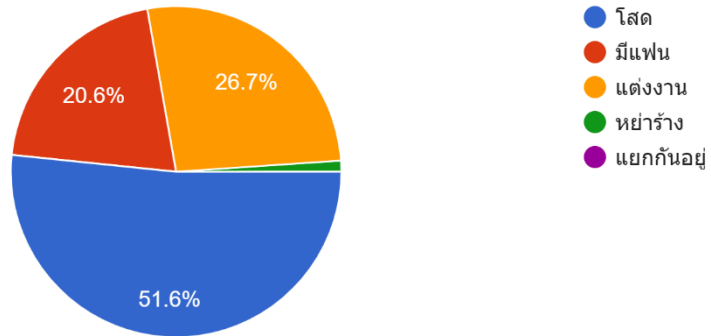
### 2. Age



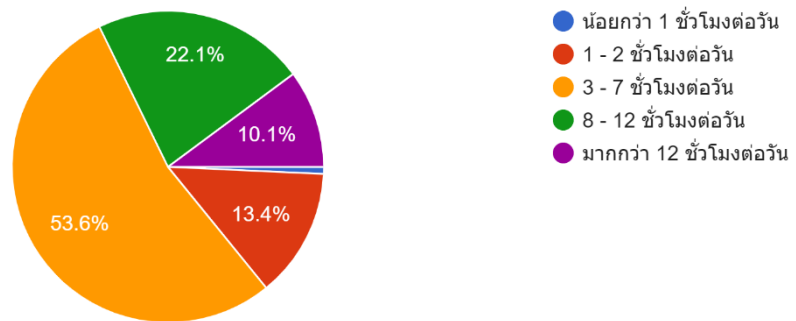
### 3. Monthly income



#### 4. Status



#### 5. Using of internet hour per day



**Appendix C: Descriptive Statistic of dependent variables**

Independent variables	Variables	$\bar{x}$	S.D.	Min	Max
Demographic factors	Age_1	0.008	0.088	0	1
	Age_2	0.815	0.389	0	1
	Age_3	0.116	0.321	0	1
	Age_4	0.035	0.183	0	1
	Age_5	0.027	0.162	0	1
	Inc_1	0.699	0.460	0	1
	Inc_2	0.178	0.383	0	1
	Inc_3	0.062	0.241	0	1
	Inc_4	0.035	0.183	0	1
	Inc_5	0.008	0.088	0	1
	Inc_6	0.019	0.138	0	1
	Int_1	0.023	0.151	0	1
	Int_2	0.286	0.453	0	1
	Int_3	0.629	0.484	0	1
	Int_4	0.062	0.241	0	1
	Customer value theory factors/ Product	Func_1	3.699	0.738	1
Func_2		4.189	1.11	1	5
Func_3		4.672	0.668	1	5
Func_4		3.931	0.784	1	5
Func_5		4.309	1.063	1	5
Func_6		4.224	1.122	1	5
Soc		4.093	1.254	1	5
Emo		4.124	1.181	1	5
Marketing mix (4 P's)	Promo_1	4.39	1.022	1	5
	Promo_2	3.066	0.816	1	5
	Promo_3	3.181	0.877	1	5
	Place	2.66	1.064	1	5
	Price_1	2.915	0.854	1	5
	Price_2	3.351	1.186	1	5
	Price_3	2.556	1.067	1	5

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