

Previous seminar review

“ Determinants of youtube views for beauty blogger ”

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Introduction & Literature review

Abstract & Introduction

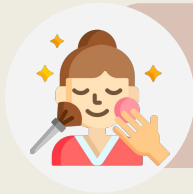
- How youtube can generate income by subscribers and sponsorship
- Method : OLS and Chow test
- Showed objective of the paper “ Factors that important to beauty bloggers ”

Literature review



Introduction of Youtube

- The newest trend of cosmetic marketing
- Beauty content



Background of beauty blogger

- History of beauty blogger (Referred from Internet and Graph statistic)
- Beauty blogger market and example of bloggers

The literature review wrote by referred 7 researches and journals

Methodology

1

Conduct **variables** affect Youtube's view and describe more

2

Clips selection : choose based on amount of subscribers , longer than 3 years and two nationalist

3

Data collection : Survey and observation

4

Regression analysis

- Multiple linear regression

- OLS

- Chow test

Methodology

1

Conduct **variables** affect Youtube's view and describe more

Table1: Variables affect YouTube's view

Factors	Variable		Definition
Quality of production	Technical	Dummy	Graphic+ Sound=1 ,not have=0
	English	Dummy	English=1, otherwise=0
	Clip Duration	Continuous	Time of clip available on YouTube (Day)
vlogger Characteristic	Skin	Dummy	White=1, otherwise=0
	Age	Discrete	Beauty vloggers age
	Beauty	Discrete	Level of beauty of each beauty vlogger 6=normal through 10=very beautiful
Consumer preference	Style	Dummy	Asian=1, Western=0
	Clip time	Continuous	Clip duration time (Minute)
	Subscriber	Discrete	Amount of each beauty vlogger subscribers
Information	reviewing	Dummy	Reviewing=1 , otherwise=0
	Product detail	Dummy	Give=1, not give=0
	Teaching	Dummy	teaching=1 ,not teaching=0

2

Clips selection : reviewing and teaching , choose based on amount of sub , longer than 3 years and two nationalist

Table2: beauty vlogger name and subscriber.

Thai beauty vlogger	Subscriber
1. Achita station	896,007
2. Mayy r	887,436
3. Mintchy	560,450
4. Icepardie	359,804
5. Licktga	398,753
6. Nutties11311	821,277
Foreign beauty vlogger	
1. Pony syndrome	3,761,096
2. NikkieTutorials	9,623,923
3. Zoella	12,098,557
4. Carli Bybel	5,939,569
5. Ingrid Nilsen	3,880,732
6. Kathaleen lighth	3,696,881

Methodology

3 Data collection: Survey and observation

Name	view	Age	Clip date	Today date	Duration available	Subscribes	Technical	language	Skin	Beauty	Style	Clip time	review+testing	Product detail	teaching
Mayer	430665	25	06-04-18	14-04-18	8	887436	1	1	1	8	1	18.32	0	1	1
Mayer	477674	25	16-03-18	14-04-18	29	887436	1	1	1	8	1	16.47	1	1	0
Mayer	599461	25	02-03-18	14-04-18	43	887436	1	1	1	8	1	27.17	0	1	1
Mayer	417221	25	16-02-18	14-04-18	57	887436	1	1	1	8	1	19.32	1	1	0
Mayer	780983	25	23-12-17	14-04-18	112	887436	1	1	1	8	1	13.05	0	1	1
Mayer	809846	25	17-12-17	14-04-18	118	887436	1	1	1	8	1	19.27	0	1	0
Mayer	321640	25	10-10-17	14-04-18	186	887436	0	1	1	8	1	59.31	1	1	0
Mayer	466243	25	02-10-17	14-04-18	194	887436	1	1	1	8	1	10.03	0	1	0
Mayer	547941	25	17-09-17	14-04-18	209	887436	1	1	1	8	1	15.04	0	1	1
Mayer	654124	25	25-08-17	14-04-18	232	887436	1	1	1	8	1	19.4	0	1	0
Mayer	242051	25	03-08-17	14-04-18	254	887436	1	1	1	8	1	8.55	1	1	0
Mayer	888548	25	22-07-17	14-04-18	266	887436	1	1	1	8	1	16.5	0	1	1
Mayer	837537	25	12-07-17	14-04-18	276	887436	1	1	1	8	1	22.41	0	1	1
Mayer	365773	25	08-07-17	14-04-18	280	887436	1	1	1	8	1	19.14	0	0	0
Mayer	233891	25	01-07-17	14-04-18	287	887436	0	1	1	8	1	36.17	1	1	0
Mintchy	175280	20	07-04-18	14-04-18	7	560450	1	1	1	8	1	10.27	0	1	1
Mintchy	72521	20	28-03-18	14-04-18	17	560450	1	1	1	8	1	5.53	1	1	0
Mintchy	445530	20	24-03-18	14-04-18	21	560450	1	1	1	8	1	15.11	0	1	1
Mintchy	29772	20	21-03-18	14-04-18	24	560450	1	1	1	8	1	4.45	1	1	0



Youtube observation

Appendix4: survey

แบบสอบถามเกี่ยวกับ บิวตี้บล็อกเกอร์

แบบสอบถามนี้เกี่ยวกับความรู้สึกลดความสวยของบิวตี้บล็อกเกอร์ บิวตี้บล็อก

เกอร์ต่อไปนี้สวยทำไ้สำหรับคุณ? ๐

6=ปกติ 7=ค่อนข้างสวย 8=สวย 9=สวยมาก 10=สวยกว่าปกติ สิบข้อชี้ว่า

ชอบคุณเท่า

Mayer



0 10

Achita station



0 6
0 7
0 8
0 9
0 10



Questionnaire

Methodology

4

Regression analysis

My regression model is: The number of views = $\beta_0 + \beta_1 \text{age} + \beta_2 \text{durationavailable} + \beta_3 \text{subscribes} + \beta_4 \text{technical} + \beta_5 \text{english} + \beta_6 \text{skin} + \beta_7 \text{beauty} + \beta_8 \text{style} + \beta_9 \text{cliptime} + \beta_{10} \text{reviewtesting} + \beta_{11} \text{productdetail} + \beta_{12} \text{teaching} + \varepsilon_i$

Dummy variable

Discrete variable

Continuous variable

Results

Regression analysis

Chow test

Table 4: Regression result

VARIABLES	(1) View	(2) View if english=0	(3) View if english=1
Age	-52.536** (21,814)	-2,913 (6,451)	-292,295** (135,042)
Durationavailable	1,360*** (514.6)	983.1*** (310.5)	2,726** (1,303)
Subscribes	0.236*** (0.0408)	0.302*** (0.112)	0.101 (0.0738)
Technical	1,184,000*** (332,790)	926,711*** (177,284)	314,728 (644,995)
Skin	435,467*** (134,548)	70,006 (54,602)	759,770 (471,171)
Beauty	-291,486* (174,140)	-88,666 (89,545)	-742,814*** (227,934)
Style	1,169,000*** (424,452)	140,975* (72,937)	1,750,000*** (420,116)
Cliptime	6,925 (10,445)	20,036*** (3,801)	14,556 (24,395)
reviewtesting	-264,967 (188,795)	-16,054 (47,869)	-893,943*** (307,734)
Productdetail	-323,537 (572,419)	133,794 (87,824)	-631,889 (521,850)
teaching	65,162 (119,036)	24,598 (46,060)	133,726 (297,923)
english	823,802 (530,332)		
Constant	1,413,000 (2,170,000)	-725,430 (814,387)	13,970,000*** (4,960,000)
Observations	180	90	90
R-squared	0.567	0.576	0.613

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Thai beauty bloggers

Duration available
Subscribes
Technical
Clip time



Foreign beauty bloggers

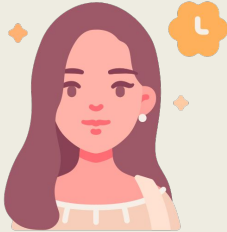
Duration available
Style



Age, Review testing, Beauty

Conclusion & Limitations

Conclusion



The factor that important for Thai beauty blogger's viewer and foreign

Test with two difference regression with difference factor. So,Thai and foreign beauty blogger should provide different types of factor for the audiences.

Recommended for further research to adapt with new technologies ,increase number of observations

Limitation

- Time limitation
- Observation limitation (more observation) to find more accurate factors
- Difference perception , Difference cultural



Comment and Recommendation

The result did not quite make sense to me
Methodology proper for time limitation

Adding more factors such as Engagement on social media platform, ADs , SEO , Guests

Survey: More questions about other factors to ask viewers