

PERSONAL BRANDING STRATEGIES OF INFLUENTIAL
YOUTUBERS AND PERCEPTIONS OF THAI MILLENNIAL
S TOWARD THEM

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A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
Common Course
Faculty of Communication Arts
Chulalongkorn University
Academic Year 2018
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กลยุทธ์การสร้างแบรนด์บุคคลของยูทูปเบอร์ที่มีอิทธิพลและมุมมองของคนไทยยุคมิลเลนเนียลที่มี
ต่อยูทูปเบอร์เหล่านั้น



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ชนมน พรรณทรัพย์ : กลยุทธ์การสร้างแบรนด์บุคคลของยูทูปเบอร์ที่มีอิทธิพลและมุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูปเบอร์เหล่านั้น. (

PERSONAL BRANDING STRATEGIES OF INFLUENTIAL YOUTUBERS AND PERCEPTIONS OF THAI MILLENNIALS TOWARD THEM) อ.ที่ปรึกษาหลัก : ผศ. ดร.สุกัญญา สมไพบูลย์

ณ ปัจจุบัน การสร้างแบรนด์บุคคลเป็นสิ่งที่ได้รับความสนใจอย่างมากจากคนในหลายๆวงการหนึ่งในช่องทางทางโปรโมทแบรนด์บุคคลที่มีการถูกใช้กันอย่างแพร่หลายคือการลงวิดีโอในยูทูป ทุกวันนี้มียูทูปเบอร์หลายคนประสบความสำเร็จในการโปรโมทแบรนด์บุคคลของตนเองโดยการสร้างตัวตนบนโลกออนไลน์และสื่อสารกับกลุ่มคนดูเป้าหมาย จากการวิจัยที่ผ่านมาได้พบว่ากลุ่มคนดูหลักที่มีอิทธิพลและทำให้เกิดเทรนด์การดูวิดีโอออนไลน์ในปัจจุบันคือกลุ่มคนยุคมิลเลนเนียล โดยเฉพาะอย่างยิ่งกลุ่มคนไทยยุคมิลเลนเนียลเนื่องจากกลุ่มคนเหล่านี้เป็นส่วนสำคัญที่ทำให้ประเทศไทยติดอันดับ 1 ใน 10 ของประเทศทั่วโลกที่มีอัตราการดูวิดีโอบนยูทูปที่สูงที่สุด จึงเป็นที่น่าแปลกใจว่าเพราะอะไรจึงมียูทูปเบอร์คนไทยอยู่ไม่กี่คนที่มีการโปรโมทแบรนด์บุคคลที่ประสบความสำเร็จ เหตุนี้เองจึงทำให้งานวิทยานิพนธ์เล่มนี้ได้ถูกจัดทำขึ้นและอุทิศให้กับการเสาะหากลยุทธ์ที่ยูทูปเบอร์ที่มีอิทธิพลใช้ในการสร้างแบรนด์บุคคลของตนเอง พร้อมทั้งเสาะหามุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูปเบอร์เหล่านั้นด้วยเช่นกัน จากการตรวจสอบสามเส้าด้านวิธีรวบรวมข้อมูล นักวิจัยได้ตรวจสอบข้อมูลเชิงคุณภาพและเชิงปริมาณที่ได้จากวิธีการเก็บข้อมูล 3 วิธีที่ต่างกัน ได้แก่ การสัมภาษณ์ การวิเคราะห์เนื้อหา และการทำแบบสอบถามออนไลน์ เพื่อบรรลุวัตถุประสงค์การวิจัย พร้อมทั้งตอบคำถามการวิจัยทั้ง 4 ข้อ ได้แก่ อะไรคือวิธีที่ยูทูปเบอร์ที่มีอิทธิพลใช้ในการกำหนดแบรนด์บุคคลของพวกเขา อะไรคือวิธีที่ยูทูปเบอร์ที่มีอิทธิพลใช้ในการสื่อสารแบรนด์บุคคลของพวกเขา อะไรคือวิธีที่ยูทูปเบอร์ที่มีอิทธิพลใช้ในการสร้างและสานความสัมพันธ์ของพวกเขาในกลุ่มคนดูเป้าหมาย และอะไรคือมุมมองที่คนไทยยุคมิลเลนเนียลผู้เป็นกลุ่มคนดูเป้าหมายมีต่อยูทูปเบอร์ที่มีอิทธิพลเหล่านั้น

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

สาขาวิชา การจัดการการสื่อสารเชิงกลยุทธ์ ลายมือชื่อนิติ

ปีการศึกษา 2561

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ลายมือชื่อ อ.ที่ปรึกษาหลัก
.....

5885003028 : MAJOR STRATEGIC COMMUNICATION
MANAGEMENT

KEYWORD: PERSONAL BRANDING, YOUTUBER, THAI
MILLENNIALS, SOCIAL MEDIA, VIDEO CONTENT,
METHODODOLOGICAL TRIANGULATION

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PERSONAL BRANDING STRATEGIES OF INFLUENTIAL
YOUTUBERS AND PERCEPTIONS OF THAI MILLENNIAL
S TOWARD THEM. Advisor: Asst. Prof. Sukanya Sompiboon,
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Personal branding—how individuals establish and communicate their unique traits and skills to facilitate their life goals—has become a topic of interest for many scholars and practitioners alike. One of the most widely used channels through which personal branding is executed is YouTube. There are several YouTubers, as we speak, who strive to promote their channel—their personal brand—by establishing their online identity and communicating such identity to their target audience. The studies have shown that the main target audience on YouTube, whose rising influence boosts the popularity of online video content viewing, is the millennials, especially Thai millennials as Thailand is now one of the top 10 countries with highest YouTube watch time. Despite the potential on YouTube, there are only a handful of influential YouTubers whose personal brands are successfully promoted.

With the use of methodological triangulation of in-depth interviews, content analysis, and online questionnaires, this thesis study has uncovered the personal branding strategies of influential YouTubers with successful personal brands and the perceptions of their target audience (Thai millennials who are their regular viewers and/or subscribers) toward them. It has fulfilled the research objectives of determining how influential YouTubers establish their personal brand, communicate their personal brand, and develop and maintain relationships with their target audience, as well as how Thai millennials perceive them and their personal brand.

Field of Study:	Strategic Communication Management	Student's Signature
Academic Year:	2018	Advisor's Signature

ACKNOWLEDGEMENTS

This thesis would have never seen the light of day had it not been for certain individuals. Therefore, I'd like to thank them for their support and hard work. First, I'd like to thank my advisor, Assistant Professor Dr. Sukanya Sompiboon for taking me in as an advisee and giving me countless opportunities to see my work through. I would also like to thank my chairman and instructor, Dr. Papassara Chaiwong, and my external examiner, Assistant Professor Dr. Waraporn Chatratichart, for their selflessness and complete dedication to me and my work. I truly am grateful for these individuals.

Additionally, I would like to show my gratitude to all my professors and lecturers in my graduate program for the knowledge they gave me and to every staff member at the program for their assistance and effort. I am also thankful for all my fellow classmates for their love and support, as well as their continued friendship. Moreover, I'd like to thank all of the people who participated in the in-depth interviews and online questionnaires, giving me valuable insights to complete my research.

Finally, the most special thanks goes to my family for their uttermost support throughout the entire journey. Therefore, I'd like to dedicate this work to them. And lastly, 'thank you' to anyone reading and taking an interest in this thesis. I hope you find it helpful.

Chanamon Phansab

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CHAPTER 1

INTRODUCTION

In this chapter, it presents an overview of the topic of this thesis study and its purpose. It begins by highlighting the rising influence of millennials as the target audience. Next, it addresses the need to focus on online video content in order to reach those millennials and touches on YouTube and its unmet potential in Thailand. It then introduces the premise of personal branding and raises points of concerns regarding the missing theoretical literature on applicable personal branding strategies for social media—especially YouTube—in Thailand and the challenges of existing literature’s assumptions on personal branding and its practice. Finally, it suggests how a thorough study of personal branding strategies for social media can benefit both theoretically and practically.

1.1 Background and Significance of the Study

Over the past decade, the increased use of personal technological devices such as smartphones, tablets, and computers has been relatively driving a rise in a person's media consumption according to Martin (2017), the chairman and chief executive officer of Turner, a Time Warner company. In particular, the fastest growing rate of daily media consumption is on internet as mobile internet turned what used to be non-media activity (talking to friends and family) to media activity (interacting on social media) according to Austin, Barnard, Hutcheon, and Parry (2017) in the 2017's media consumption forecasts report by a research firm Zenith. This means people are shifting their routine behavior of interacting with their friends and family from face-to-face to online through the use of social media. From this, we can see that the current media trend is noticeably shifting to online platforms. Another interesting point on global media consumption to note is that although the overall media consumption is growing, the consumption of traditional media including television, radio, and newspapers is gradually falling (Tan, 2014). Even though television still remains the number one source of people's media consumption, its growing rate is slowing down, and it is expected to be overtaken by internet in the near future (Ginzberg, 2016). Online social media has gained more significance as a channel for communication, content consumption, and social interaction than ever (Scott, 2017). It, therefore, became one of the dominant media platforms for current media consumers.

Influence of Millennials and Power of Online Video Content

The current online social media-centric trend is predominantly crucial for one particular group of current media consumers who make up the majority of social media users—the millennial generation, also known as part of Generation Y or the Net Generation (Benckendorff, Moscardo, & Pendergast, 2010). Social media has taken an essential part in this generation's existence; it is the millennials' main channel of self-expression, story-sharing, and mediated social interaction (Tan, 2014). Millennials actively use social media because they share their every move and personal experience, and they also learn from others' testimonials through this platform (Bowen, 2015). For millennials, social media serves as connecting tool that fulfils their need for social interaction and desire to share everything (Bleedorn, 2013). "They have control of their media environment unlike any generation that has preceded them," said Geraci and Nagy (2004). Instead of losing impact and fading in numbers like all generations before them, millennials will stick around and turn into influential role models for generations that follow them (Irving, 2015). Because of the technological advancements in medical science, dying of age will not be as common for this group; thus, millennials will become the longest-living and most significant generation ever in the history (Irving, 2015). Subsequently, it is apparent that millennials are the target audience to focus on.

As millennials are the main social media users, they are very influential to its uses and applications. According to Whiting and Williams (2013), there are ten uses and gratifications for social media: social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others. Today,

people—especially millennials—have gained substantial interest in using social media for the purpose of content viewing (An, 2016). In particular, the type of content that generates the highest rate of interest from them is video content, followed by social media posts and news articles, whereas blog posts, interactive tools, and other longer forms of content tend to be skimmed through (An, 2016). In this year (2017), online video viewing will account for 74% of all online traffic activities (Meeker, 2017). It is also believed that 2017 will be the year that focuses on video content, especially the immersive one, which will capture elements of interactivity with the viewers, based on Edelman Digital's 2017 Trends Report (Brackins & Stanton, 2017). More notably, according to a study by Cisco (Cisco, 2017), it reported that online video will account for 80% of world's internet traffic by 2019 with over a million minutes of video content being shared each second. This shows how much more dominant the consumption of online video content will be in the near future.

The trend is projected so because unlike print and visual-only, or audio-only media, videos combine sounds, visuals, and dynamics to effectively deliver content in the most impactful way while appealing to the viewers' emotions and establishing connections with them at the same time—properties which are now viewed as essential in building brand identity and brand loyalty (Mowat, 2015). Since 65% of people are visual learners, and 90% of the information transmitted to the brain is visual according to Gillett (2014), visual content tends to be more impactful than text-only or audio-only content. Medina (2014), a molecular biologist, also stated that not only is vision the most powerful sense of all, but visual information is also processed 60,000 times faster than textual information. When individuals are exposed to visual information, they can recall it three times better than they do with just audio information. Even more so, if

the information is simultaneously audio and visual, the recollection will be six times better (Medina, 2014). Thus, audio-visual content is best for leaving the longest-lasting impression on viewers.

Another theory to support the use of audio-visual content as the most powerful channel of communication is the media richness theory (MRT), also known as the information richness theory (IRT). This theory determines how effective each type of media will be in transmitting the intended message over the available communication channel (Daft & Lengel, 1983). According to this theory, one of the criteria in judging whether a medium is rich, in terms of its ability to transfer information, is the multiplicity of cues (T. L. Blake, 2009). In this case, audio-visual content ranks highest because it offers both verbal and non-verbal communication, which is considered to create most impact on the message receivers (Daft & Lengel, 1983). Hence, media content that has both audio and visual information—video content—is the richest and most powerful to use in order to deliver the intended message to the millennials in the most impactful way.



Significance of YouTube and Its Potential in Thailand

Among the numerous online video media platforms, YouTube is by far the most popular for millennials, who make up the majority of online video content viewers, based on the global consumer behavior survey done by HubSpot in 2016, reported by An (2016). While being the most visited video content provider, YouTube is also the second largest search engine in the world—after Google, its mother company (Pierce, 2015). This shows how powerful YouTube is as a media platform. Because YouTube

has gained popularity over the years, it has served as a channel for individuals to express themselves by providing a forum for them to create and post video content of their choice as well as connect with others by interacting with them in the comments sections. This is why more and more individuals are joining the digital video content creation craze and becoming what is known as ‘YouTubers.’ Due to how popular the site is—with over 1,325,000,000 users, accounting for one third of people on the internet—this results in YouTube having over 30 million visitors and generating almost 5 billion video views daily (YouTube, 2017c).

As for the rising trend of millennials being the main target audience for video viewing on YouTube, this phenomenon is taking place globally (Center, 2017). In the 2017’s Digital vs Traditional Media Consumption study, it found that consumers, worldwide, now spend an average of 11 hours interacting with online and offline media per day (*Digital vs. Traditional Media Consumption*, 2017). According to the latest report from the Global Web Index, compared to all global regions, consumers in the Asia-Pacific region spend the most time interacting with both traditional and new media (Global Web Index, 2017). In particular, Thailand is found to account for highest consumption of both online and offline media each day, with Thai consumers spending an average of 14 hours interacting with media, compared to an average of only seven hours in Japan, as reported in a study by Isentia (Isentia Annual Report, 2017). When specifically looking at global online media consumption, while people now spend around 6.09 hours on online media a day (rising from an average of 5.55 hours, back in 2012), Thai consumers rank high in these figures and spend eight hours or more a day on online media (Isentia Annual Report, 2017). In the same manner, YouTube video consumption in Thailand has rocketed at a staggering rate as well, making it one of the

top 10 countries with highest YouTube watch time, as reported by Macdonald (2016), Head of YouTube Spaces, Asia Pacific Google. The report also revealed that Thai viewers—especially Thai millennials—are fond of content sharing and social interactions on YouTube (Macdonald, 2016). "Thais have watched 1.7 hours of videos daily on YouTube this year (2016), up from 1.1 hours last year (2015)" (Nuchatanon 2016, Head of Marketing at Google Thailand, as cited in Leesa-Nguansuk, 2016). He also added that Thai millennials are indeed the majority of YouTube viewers in Thailand and provided a confirmation that the main force behind Thailand's growth in YouTube watch time is the young population of 18–48 years old, predominantly the millennials (Nuchatanon 2016, as cited in Leesa-Nguansuk, 2016). Today, according to the latest Global Web Index report (Global Web Index, 2017); Thailand is ranked sixth in the world on countries with the most people who watch YouTube videos. In addition, when ranked by age, the majority of active users who own social media accounts are among those aged 16–34 years old: the millennials (Global Web Index, 2017).

Since Thailand has such great potential for YouTube to expand its reach to Thai millennials, YouTube has been working with mobile service providers in Thailand to make videos available when offline as well according to Nuchatanon (2016, as cited in Leesa-Nguansuk, 2016). Subsequently, Thai millennials have become one of the well-recognized key target audience on YouTube.

Personal Branding on YouTube

While top subscribed-to YouTube channels do include those official ones from corporate brands or media production companies, this study will specifically focus on channels owned by individuals known as YouTubers.

From small YouTubers with only a few subscribers to big YouTube sensations with millions of active subscribers, one thing they all have in common is the fact that every single one of them has a personal brand. Regardless of whether they realize it or not, they all have a brand identity attached to them. Peters (1997) has made it clear that everyone has a personal brand. Your personal brand is the image and values that others associate with you. It is already out there, so the question is not whether you want it but whether you are going to manage it.

When these YouTubers make videos to express themselves on camera and share them to the public, intended or not, these individuals are expressing their personal brand. Most may not even realize that they are doing it, but what they are doing is essentially promoting and creating a name (brand) for themselves. Nonetheless, not every YouTuber is successful at that. Not everyone takes the time to plan how their videos will turn out, what content they are going to provide, or what image and perceptions they want their audience to have of them. Those who do, without realizing the terminology, are exercising 'personal branding.'

Personal branding is a strategic process in which individuals plan and manage how others perceive them in the way that will help them reach their goals (Montoya, 2003). In this case, it is how YouTubers create their brand for viewers to see, and the ones who

can convey favorable and accurate brand perceptions while forming meaningful connections with their audience become successful and influential YouTubers.

Current Problems Prompting This Study

Despite having an outstanding chance of success due to an overwhelmingly large number of YouTube channels and viewers, Thailand still ends up with only a few channels that have more than a million subscribers. "There are eight independent content creators in Thailand with a mass following of over one million subscribers each on their YouTube channels" said Nuchanatanon (2016, as cited in Leesa-Nguansuk, 2016). When compared to the western countries, from which the world's top-paid YouTubers are, their top 10 independent YouTube channels have managed to attract a much higher number of subscribers ranging from 10 to 55 million subscribers for each channel in spite of being ranked lower in number of video viewers (Lynch, 2017). This is why personal branding in Thailand should be further investigated on.

As it has been established that personal branding is a strategic process, it is an area that needs to be researched on so as to determine the applicable strategies behind such process. In the past, the studies were done on how to create and promote the brands of products, services, and companies, but not many were directly done on people, so more should be discovered. Also, since it is evident that social media is becoming more and more important in a person's everyday life, personal branding should be explored under the context of social media as well.

Today, well-executed personal branding on YouTube has transformed ordinary channel owners into influential YouTubers gaining them a large base of subscribers and a promising career. Essentially, for YouTubers, it comes down to whether all their planned strategies are translated well and accurately enough to the viewers to make them subscribe and become loyal brand followers. Since viewers are an important part of a YouTuber's success, their perceptions should be taken into consideration when building a personal brand—something other theories have not touched on. Therefore, more appropriate personal branding strategies should be developed.

Another problem with existing theoretical literature is that personal branding has not been personalized enough to be applicable to specific countries. Previous studies have not taken into account the cultural and moral aspects of the viewers' country of origin. These aspects differ from country to country, and they play a crucial role in the viewers' perceptions toward the YouTubers. What works for one YouTuber in the eyes of a viewer in one country may not work for another viewer in a different country. Hence, there is a research gap on personal branding strategies specially tailored for Thai YouTubers and Thai viewers.

All in all, notwithstanding a growing importance of personal branding behind successful and influential YouTubers and the rising influence of Thai millennials as key target audience, there have not been many studies done on what those successful YouTubers' personal branding strategies are and how Thai millennials perceive them. Therefore, this study aims to investigate the personal branding strategies of existing successful and influential Thai YouTubers including their personal brand characteristics, the features in their videos and YouTube channel, and the techniques

they use to develop relationships with the audience, as well as, how they are perceived in the eyes of Thai millennials who watch them.

1.2 Research Objectives

In order to reach the ultimate goal of this thesis study: to uncover the personal branding strategies of influential YouTubers and perceptions of Thai millennials toward them, the research objectives are designed using a combination of models. Based on preliminary research findings, theories from existing literature on personal branding and successful branding in general were used under the scope of a universal communication process. Additionally, the objectives are formulated in the way that will allow the effectiveness of the proposed strategies to be tested by including the perceptions of target audience into the equation—something that is missing from existing theories. There are four research objectives as follows:

1. To learn how influential YouTubers establish their personal brand
2. To learn how influential YouTubers communicate their personal brand through the message (video content and delivery) and the channel (YouTube)
3. To learn how influential YouTubers develop and maintain relationships with their target audience
4. To learn how Thai millennials perceive the influential YouTubers and their personal brand

1.3 Research Questions

1. How do influential YouTubers establish their personal brand?
2. How do influential YouTubers communicate their personal brand?
3. How do influential YouTubers develop and maintain relationships with their target audience?
4. How do Thai millennials perceive influential YouTubers and their personal brand?

1.4 Scope of the Study

This study focuses on determining personal branding strategies of influential YouTubers, in which the process involves how they establish their personal brand, how they communicate their personal brand, and how they develop and maintain relationships with their target audience. Moreover, the study also aims to gain the knowledge on how Thai millennials perceive the influential YouTubers and their personal brand. This study incorporates both quantitative and qualitative research methods in the methodological triangulation involving in-depth interviews, content analysis, and online questionnaires in order to enhance the understanding of the findings and increase the validity of the research.

First, starting with the qualitative research approach, two influential YouTubers are chosen based on predetermined criteria which qualify them as successful and influential YouTubers. Then, they are interviewed to uncover the initial findings on how they

establish and communicate their personal brands, along with how they develop and maintain relationships with their target audience.

Next, another qualitative research approach takes place to provide further understanding on the matter while verifying the initial findings. In this part, the data is collected using the content analysis method of watching and coding the top five videos of each influential YouTuber to analyze and find out what personal brand features are present in their videos—from their visible characteristics to their video content and delivery. This approach seeks to learn how the influential YouTubers' personal brand is communicated to the target audience and whether their personal brand is accurately translated to the target audience. Also, this part of the research further investigates into what personal brand communication techniques are present in the influential YouTubers' YouTube profile and in the comments section of each video, as well as what other personal brand promotional techniques are used throughout the YouTube channel. This part requires the influential YouTubers' profile and interactions in the comments sections, along with other features in the YouTube channel, to be reviewed and coded as well. This will reveal not only the influential YouTubers' personal brand communication but also the development of their personal brand relationship with their target audience.

Last but not least, this study seeks to investigate how Thai millennials perceive such influential YouTubers and their personal brand. In this part of the research, the quantitative approach of online questionnaires via a paid subscription of Survey Monkey (www.surveymonkey.com) is used. The data is collected from 400 Thai millennials who have passed the verification process, proving themselves to be regular

viewers and/or subscribers of the influential YouTubers to find out their perceptions toward such YouTubers. The research sample includes those aged between 15 and 35 (as of 2017) residing in Thailand (Thai millennials).

The period of this methodological triangulation research and data analysis starts from August 1st, 2017 to June 30th, 2018 (11 months).

1.5 Operational Definitions

Influential YouTubers: successful YouTubers who have a recognizable personal brand with a minimum of 10 million total uploaded video views

Personal Branding: an ongoing and strategic process in which branded individuals create and personalize their unique value that will differentiate them from others and convey that value to the intended audience in order to achieve their personal goals

Personal Brand Identity: the characteristics including their personality traits, skills, and values defined by the branded individuals as their intended personal brand

Personal Brand Positioning: how branded individuals position their personal brand identity to be unique and superior to others in order to stand out

Personal Branded Content: the audio and visual message devised by branded individuals in order to be used in the process of personal brand communication

Personal Brand Communication: how branded individuals communicate their personal brand to the target audience

Personal Brand Image: branded individuals' perceived image in the eyes of the target audience

Personal brand Relationship: the relationships between the branded individuals and their target audience

Thai Millennials: Thai individuals born between 1982 and 2002 (aged between 15 and 35, as of 2017) who are active media consumers

1.6 Benefits of the Study

1. Theoretically, this study aims to answer the research questions which will benefit any academic who will use personal branding strategies as tools to conduct any self-related branding research or benefit from its applications on social media in the future.
2. Practically, this study aims to provide guidance on how one can become a successful and influential YouTuber and make a living out of this career path by using this thoroughly researched and produced theoretical framework, along with its applications.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the literature review begins the investigation of personal branding strategies and the perceptions of Thai millennials toward influential YouTubers by presenting the key theoretical studies on the definition and process of personal branding. Then, it examines existing related theories on personal branding on YouTube in terms of the establishment of the influential YouTubers' personal brand characteristics. In addition, this chapter investigates the concept of personal branded content and personal brand communication. It also touches on the relationship development and its implications on personal brand image. Lastly, it presents how Thai millennials' behavior and expectations on YouTube can be used to determine their perceptions toward the influential YouTubers and their personal brand.

2.1 Personal Branding Definition and Process

Even though the notion that a person can be branded had already been adopted among some of the marketing practitioners, the core concept and strategies of personal branding were only found in self-help books and on-stage public talks in the early 90's (Shepherd, 2005). It wasn't until Peters (1997), who claimed that everyone already has a personal brand attached to their identity no matter if they want one or not, popularized the term personal branding that strategies on product promotions started to be applied to people. Subsequently, Peters (1999) identified the premise of personal branding to be an individual's 'sign of distinction.' In essence, his theory concluded that every single individual has the power and the ability to create a name to promote themselves in order to help them achieve what they want. After that, the term gained popularity and inspired a further practice of using a person as a brand by professionals who recognized this opportunity (Shepherd, 2005). Consequently, some of those professionals turned themselves into consultants and experts in teaching leading professionals to create and manage their own brand (Arruda, 2009; Montoya, 2003; Peters, 1997; Rampersad, 2008). Nevertheless, the theories used by these consultants—so called self-promotion gurus—were still derived from the theories used for product and service branding. Therefore, the strategies were still based on a marketing perspective, where the traditional marketing schemes were applied to promote people. As a consequence of the modern terminology, apart from the term *personal branding* that this study is using, there are other terms that refer to the practice of individuals attempting to promote themselves to stand out in the competitive world including *self-promotion*, *self-branding*, *person marketing*, *personal marketing*, and *self-marketing* (Shepherd, 2005).

Despite having numerous terms used to describe the concept, personal branding has gained consensus in the academic circles as a strategic process. According to Arruda (2003), it is a three-stage process of “extract, express, and exude.” The process involves i) extract—discovering the unique promise of value or key distinction the individual possesses, ii) express—forming the strategy to communicate the unique promise of value, and iii) exude—implementing the strategy to make the brand visible to the outside world (Arruda, 2003). Essentially, this process illustrates the act of finding one’s unique quality and conveying it to the target audience. In a more recent research, Chen (2013) used this theory to confirm his findings on how Taiwanese amateur performers created their personal brands on YouTube using the extract, express, and exude process.

Although there were many academics who conceptualized personal branding from a marketing perspective, Khedher (2015) used a multidisciplinary approach and defined personal branding as a similar three-stage process to Arruda’s (2003). However, in his theory, Khedher (2015) incorporated both branding and sociocultural theories. His version of personal branding as a three-stage process includes i) determining the *personal brand identity* which was based on Bourdieu’s (1983) theory of social and cultural capital, ii) *personal brand positioning* which was based on Goffman’s (1959) theory on the presentation of self, and iii) *personal brand image* which was based on Schön’s (1983) theory of reflexivity.

In this literature review, the theories on *personal brand identity* and *personal brand positioning* are applied to answer the first research question of how influential YouTubers establish their personal brand in terms of how they define their personal

brand characteristics and what the most common successful personal brand characteristics are. Then, the theories on *personal branded content* and *personal brand communication* are applied to answer the second research question of how influential YouTubers communicate their personal brand via their video content and delivery. Next, the theories on *personal brand image* and *personal brand relationship* are applied to answer the third research question of how influential YouTubers develop and maintain relationships with their target audience. Finally, all theories, along with the theories on *Thai millennials' characteristics and behaviors as YouTube viewers* and *Thai millennials' perceptions toward influential YouTubers and their personal brand*, are applied to answer the last research question of how Thai millennials perceive influential YouTubers and their personal brand. However, some theories in this study possess overlapping applications and can be used in conjunction with one another so as to devise successful personal branding strategies that accurately translate the influential YouTubers' intended personal brand to the target audience.

All in all, Arruda's (2003) three-stage process of 'extract, express, and exude' and Khedher's (2015) three-stage process of 'personal brand identity, personal brand positioning, and personal brand image' are used in conjunction with the accepted communication model and branding process to devise the personal branding process used to formulate the research objectives and questions in this study. The researcher's version of personal branding process used in this study is as follows: *i) establishing a personal brand, ii) communicating a personal brand, and iii) developing and maintaining relationships with target audience*. Nevertheless, to truly verify the effectiveness of one's personal brand, the target audience's perceptions must also be considered, thus the inclusion of the target audience's expectations and perceptions

toward the YouTubers and their personal brand. Therefore, the fourth step will be included: *iv) getting feedback from the target audience.*



2.2 Establishing a Personal Brand

Based on studies in the past, there are many theories that can be applied to determine how successful branded individuals establish their personal brand and what characteristics are behind the success of their personal brand. Such process and characteristics are as follows:

2.2.1 Personal Brand Identity

According to Roper and Fill (2012), brand identity plays an important role in successful personal branding. Brand identity is generally defined as a solid ground of what a brand stands for, and what it showcases is usually referred to as brand's value, brand's promise, and brand's personality (Roper & Fill, 2012). To link the concept to personal brand identity, an individual must find what their unique values are and use them in part to define their intended personal brand identity that they wish to communicate to the target audience.

Also drawn from Montoya and Vandehey's (2002) eight laws of personal branding, a personal brand identity includes a person's personality, skills, and values that can be seen by the audience. While four of these eight crucial characteristics listed by Montoya and Vandehey (2002) can be linked to personal brand positioning since they have to do more with how branded individuals can stand out from the crowd, the other four are more closely related to the concept of personal brand identity in building a successful personal brand. The four characteristics related to personal brand identity are as follows:

- i.) *Specialization* – it is believed that specialization is one of the most compelling characteristics of any influential branded individual since it strengthens the credibility of the person and the message. Montoya and Vandehey (2002) stated that most successful branded individuals display only one specific area of expertise and make the most of it. They do so by promoting that sole expertise as their most prominent specialty to keep their brand streamlined and avoid mixed identity. The seven areas of specialization generally found in successful personal brands are: *by ability, by behavior, by lifestyle, by mission, by product, by profession, and by service.*
- ii.) *Leadership* – Montoya and Vandehey (2002) linked this characteristic to a theory in psychology which revealed that humans actually want to be influenced. Because a person's mind is filled with uncertainties formed by endless possibilities the world has to offer, they long for a sense of clarity in what they need, and they appreciate strong individuals with leadership skills to help guide them.
- iii.) *Personality* – while there are a number of personalities that create a strong impression and even make an individual stand out from the crowd, Montoya and Vandehey (2002) concluded that the most important one to have is the *human quality*. They stated that nobody likes a person who is too flawless or an act that seems forced. Hence, portraying normal human characteristics is key. People tend to favor

those who are not afraid to be human in front of an audience, meaning they appear to be real and natural. According to Montoya and Vandehey (2002), the four characteristics related to being human are *being relatable, being fallible, being positive, and being authentic*.

- iv.) *Goodwill* – Montoya and Vandehey (2002) revealed that rather than making this characteristic a key trait, successful branded individuals have this quality as part of a crisis prevention and response. Having a goodwill to help others or to benefit their lives in some way can help soften any criticism that branded individuals may receive once they make a mistake. People will find it easier to forgive and look past any shortcomings when they know you have a goodwill at heart. In other words, they tend to be less judgmental toward those with good intentions.

The eight laws of personal branding by Montoya and Vandehey (2002) also inspired Rampersad (2009) to conclude his eleven criteria for effective authentic personal branding as: *authenticity, integrity, consistency, specialization, authority, distinctiveness, relevant, visibility, persistence, goodwill, and performance*. Evidently, Rampersad (2009) drew five of Montoya and Vandehey's (2002) list and added six related criteria. While two of the added characteristics are better suited for personal brand positioning, the other four of the added ones are more closely related to personal brand identity as follows:

- i.) *Authenticity* – this concept is in fact similar to Montoya and Vandehey’s (2002) *personality* factor as it puts forth genuineness that reflects one’s true personality. Rampersad (2009) also stated that being real and authentic is something that will help execute an individual’s personal brand in the most natural way. Thus, it will seem most sincere and true to the target audience.
- ii.) *Integrity* – Rampersad (2009) links this criterion with the act of following one’s behavioral and moral code, which, in one way, is similar to Montoya and Vandehey’s (2002) *unity* factor—applied to the concept of personal brand positioning that also promotes the practice of following the same behavioral code privately and publicly. This indicates that branded individuals must portray a uniform image both on and off-camera. In the context of YouTube, however, it is more to do with the integrity in which the branded individuals stay honest to their personal brand and what they promote.
- iii.) *Authority* – this criterion is on the same basis as Montoya and Vandehey’s (2002) *leadership* and *specialization* factors as *authority* promotes an individual to be seen as a recognized expert in one certain field, talent, or skill (similar to Montoya and Vandehey’s (2002) *specialization* that promotes an individual to excel in one area of specialty). This criterion also focuses on being perceived as an effective leader which can be linked to Montoya and Vandehey’s (2002)

leadership factor. Overall, Rampersad (2009) mainly illustrated that successful branded individuals must have the ability to lead and influence the target audience.

- iv.) *Relevant* – Rampersad (2009) pointed out that what a branded individual stands for should be similar to what the audience views as important, which is related to Montoya and Vandehey's (2002) suggestion on *being relatable* to the audience as pointed out in their *personality* factor. Rampersad (2009) stated that having relevance in the individual's looks, personalities, and values will make it easier to connect with like-minded audience.

From this, it is clear that most of the characteristics of a successful personal brand that one should establish are mainly agreed among scholars since there are many concepts and theories that overlap in definition and application.

Additionally, according to Khedher (2015), Bourdieu's (1983) theory of *Social and Cultural Capital* inspired him to implement it on his version of personal branding identity. It is said that the extent to which an individual will succeed in their personal brand is also related to how much they invest in their social and cultural capital. The term social capital refers to networks or groups of people that individuals have connections with. In this case, it is the YouTubers' friends including other fellow YouTubers. Additionally, cultural capital is the knowledge and education individuals have (Corrigan, 1997). Khedher (2015) stated that it is necessary to have both social

and cultural capital to become successful branded individuals. Therefore, the more connections and knowledge individuals have, the more likely they will stand out from the crowd and have a stronger personal brand identity (Khedher, 2015). From this, it is important to note that the social and cultural capital can also be applied to the concept of personal brand positioning since it also helps to differentiate the individuals from others.

From the mentioned theories, it is safe to say that while a person's brand identity should convey a *unique promise of value* of one's authentic self that presented in parallel to certain characteristics, it is also important to create and deliver what the target audience expects and favors since it will help boost the credibility and likability of the branded individuals. This notion is also agreed by Urbanová and Slind (2016) who pointed out that one of the most important key characteristics of successful branded individual is *reliability* because to build a successful brand identity is to promote a reliable brand image. Similar to the previous studies done by Montoya and Vandehey (2002) and Rampersad (2009), it is important for branded individuals to be loyal to the brand profile they have created in order to establish the trademarks which serve as their unique promise of value (Urbanová & Slind, 2016). It is also true that a reliable brand image will lead to the increase in credibility of the brand and the likelihood of favoring the brand (Urbanová & Slind, 2016).

Gathered from the previous studies, an individual's look and appearance are not as important as their other unique promise of value (Urbanová & Slind, 2016). In their work, Urbanová and Slind (2016) pointed out that individuals do not have to be good-looking in order to achieve successful personal branding as long as they can create their

own unique trademarks. Nevertheless, there are certain sets of looks and personalities that are more favorable than others to the audience. According to Mikuláš and Chalányová's (2016) work on personal branding of celebrities, the two very crucial characteristics most successful celebrities have in common are *credibility* and *attractiveness*.

To start with, the quality of *attractiveness* is also present in the work of Urbanová and Slind (2016) who classified favorable looks into four different characteristics: *attractiveness*, *sexiness*, *classiness*, and *elegance*. According to their study, it was revealed that elegant and classy looks contribute most to the *likability* of branded individuals (Urbanová & Slind, 2016). However, Mikuláš and Chalányová (2016) also mentioned that the *credibility* of branded individuals can compensate for their lack of elegance and classiness because looks and attractiveness can be subjective depending on who perceives it; instead, most people prefer the term *likability* as they tend to like those they feel the connection with and can rely on.

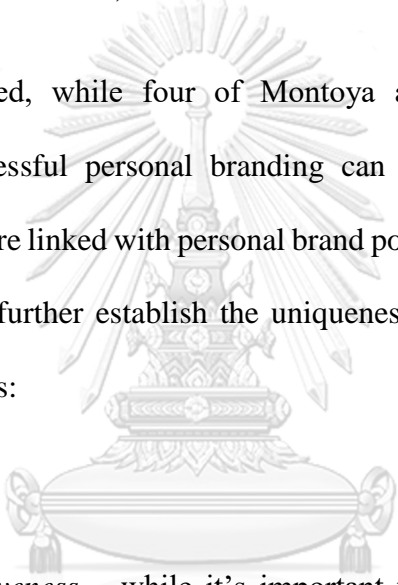
Evidently, *likability* can be the substitute for attractiveness in the same way that *credibility* can compensate for the lack of attractiveness. Therefore, it matters less what these influential YouTubers look like as long as they possess the characteristics of *likability* and *credibility*.

2.2.2 Personal Brand Positioning

Based on Keller's (2008) brand positioning theory, personal brand positioning is how individuals conduct themselves to differentiate their presence from their competitors'.

It is how they manage to stand out and position themselves to be superior to the rest. Therefore, it is still related to the process of personal brand identity since it takes place after personal brand identity is formed; also, it incorporates a lot of the theories that can be applied in the stage of establishing an individual's personal brand. Therefore, personal brand positioning takes into account all of the qualities drawn from the theories of personal brand identity and further shows how this set of characteristics can be different from and, in most cases, better than those of other people.

As previously discussed, while four of Montoya and Vandehey's (2002) eight characteristics of successful personal branding can be applied to personal brand identity, the other four are linked with personal brand positioning. These four remaining characteristics used to further establish the uniqueness and distinction of a branded individual are as follows:

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- i.) *Distinctiveness* – while it's important to be relatable and genuine as previously stated, Montoya and Vandehey (2002) also pointed out that those alone do not create a strong impression; a person has to be different in order to stand out from others. The person can represent any unique quality or a combination of them that is distinctive enough to be remembered. However, Montoya and Vandehey (2002) did add that not everyone responds to the same traits, but those who do will appreciate them.

- ii.) *Visibility* – Montoya and Vandehey (2002) stressed that visibility is one of the deciding factors that makes a personal brand successful. It is the characteristic that facilitates the brand to be known by others. Regardless of how well a personal brand has been planned out, without visibility, it cannot be portrayed to the audience. The key is to ensure that the personal brand is exposed consistently and repeatedly using any opportunity until it becomes known. This is similar to Arruda's (2003) process of "exude," where it aims to boost the personal brand visibility to the world. In the YouTubers' case, putting out videos and appearing in them is fulfilling the visibility factor already; therefore, this factor will not be as stressed on as other factors.
- iii.) *Unity* – for this characteristic, stated that a successful and convincing personal brand is the brand that is reflected in both a person's private life and public persona. There should be one strong image across all platforms. If the identities are not aligned, the brand will not be formed. Lacking unity could also cause the branded individuals' perceived authenticity and credibility to decrease because it creates confusion in mixed identity, so the audience won't know which identity to rely on. More importantly, the *integrity* factor can also suffer if the audience perceives the brand to be deceptive.
- iv.) *Persistence* – a personal brand cannot be formed overnight according to Montoya and Vandehey (2002), so even if individuals do not gain

acceptance and recognition right away in the beginning, they have to keep up with the identity and not give in to any fads and trends that may divert them from their true brand identity.

In addition, in Rampersad's (2009) list of eleven authentic personal branding characteristics inspired by Montoya and Vandehey (2002), two of the six characteristics that were added to Montoya and Vandehey's (2002) eight laws of successful personal branding are related to the concept of personal brand positioning. The two of the added characteristics behind effective personal branding are as follows:

- i.) *Consistency* – this concept is also closely related to Montoya and Vandehey's (2002) *visibility* and *persistence* factors as consistency promotes an individual to do the same planned things again and again. Simply put, Rampersad (2009) wanted to advocate the practice of portraying the same looks, personalities, and behaviors repeatedly. This is so because having consistency puts the audience's mind at ease when what they have come to be familiar with is delivered to them as expected. Having consistency in the personal brand identity will also make it easier for the audience to remember the person and the brand.
- ii.) *Performance* – this criterion takes place after an individual has succeeded with making their brand known to the audience. It is the step

where they must keep on performing and improving. It is important for branded individuals to remember that personal branding is an ongoing process, so it must be built over time and constantly worked on.

To further explore the performance factor, according to Goffman's (1959) theory on *the presentation of self*—the sociocultural theory of how successful branded individuals use the way they present themselves in their everyday lives as a method of personal branding—personal brand positioning requires *impression management*. In other words, individuals who seek to impress other people will act in accordance with how they think their target audience favors and expects to see. Therefore, no matter how authentic any talk or behavior may seem, hardly any successful branded individuals act on an impulse without any form of plan. Moreover, this can be substantiated by another theory of Goffman's (1959) called *front and back region*. This theory explains the contrasting behavior of theatrical actors on and off-stage. According to the theory, actors who play assigned roles on stage will go back to their “true self” when they leave the stage because in the back region (off-stage), they are no longer watched. Conversely, in the front region (on-stage), they are always observed, so they have to act in certain ways to appeal to the audience.

While Montoya and Vandehey's (2002) *distinctiveness* can also be a factor in personal brand identity as it involves showing unique looks and personalities to the target audience, it is more suitable to be applied to personal brand positioning as its aim is to differentiate the branded individuals' characteristics to stand out from others in the same domain.

Similarly, Khedher's (2015) conclusion which he drew from Bourdieu's (1983) theory of *Social and Cultural Capital* can also be applied to personal brand positioning, other than in personal brand identity. This is the case as Khedher (2015) suggested that the more social capital and cultural capital individuals possess, the more chance they have at standing out from the rest. Therefore, having the goal to increase the chance of standing out makes the theory of social and cultural capital appropriate for personal brand positioning as well.

All in all, the characteristics of personal brand identity and personal brand positioning are what successful branded individuals implement to their personal brand in order to effectively create and position it. Since some theories overlap in concept and application, all theories on both personal brand identity and personal brand positioning should be taken into account when determining how influential YouTubers establish their personal brand.

In summary, regarding research question 1: how influential YouTubers establish their personal brand, many theories suggest that it should be done through the establishment of key characteristics that successful branded individuals have in common. Nevertheless, the reviewed theories will be used as part of the analysis and determination of personal branding strategies revealed in the conclusion (chapter 5). However, in this part of the literature review, concepts from a number of theories overlap and can be extracted to form the following list:

For influential YouTubers' personal brand identity: how they establish their personal brand in terms of what personal brand characteristics they include in their personal brand

1. *Specialization*: specializing in one prominent area
2. *Leadership*: displaying leadership skills in guiding and influencing target audience
3. *Relatability*: being relatable to target audience
4. *Fallibility*: being fallible and not afraid to show imperfections
5. *Positivity*: being positive and lively in looks and personalities
6. *Authenticity*: displaying authenticity in looks and personality
7. *Goodwill*: displaying goodwill in helping and benefiting others
8. *Integrity*: displaying integrity in giving genuine input and following moral codes
9. *Social Capital*: having a network of friends and social connections
10. *Cultural Capital*: having a degree of knowledge
11. *Credibility*: being credible and reliable in their identity
12. *Likability*: being likeable and appealing

For YouTubers' personal brand positioning: how they position their uniqueness and manage to stand out against others

13. *Distinctiveness*: conveying uniqueness to stand out from others
14. *Visibility*: getting their personal brand to be seen and known over others'

15. *Unity*: displaying the intended personal brand in private life as well as in public
16. *Consistency*: maintaining the same looks and personalities
17. *Persistence*: sticking with the same intended personal brand for a long period of time
18. *Impression Management*: positioning and managing looks, personalities, and actions to impress target audience

Nonetheless, influential YouTubers' characteristics in their personal brand identity and their personal brand positioning are not the only factors that differentiate them from other less successful YouTubers, such distinction can also be found in the content and delivery of their videos as well as other communication techniques used to promote their personal brand. These concepts will be further discussed in the following part of the literature review on the determination of the answer to the second research question.

2.3 Communicating a Personal Brand

Based on studies in the past, there are many theories that can be applied to determine how successful branded individuals communicate their personal brand. A commonly used strategy is through the message and delivery. In this study, the theories on how personal brand communication is established through the use of personal branded content, which includes features behind successful content and delivery, are reviewed. The personal brand communication also includes the use of other brand promotional techniques. Such features and process are as follows:

2.3.1 Personal Branded Content

According to Ashley and Tuten (2015), an online content—the posting of texts, images, or videos on the internet—is similar to the concept of content marketing or branded content from a marketing point of view in the way that it also involves careful planning and execution. According to the Content Marketing Institute (2014), the definition of content marketing has been quoted as:

A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience—and, ultimately, to drive profitable customer action.

However, when looking closely, there is a difference between content marketing and branded content from a communication point of view since branded content tends to have more entertaining value to it. According to Horrigan (2009), branded content can be defined as:

A fusion of advertising and entertainment into one marketing communications product that is integrated into an organization's overall brand strategy intended to be distributed as entertainment content with a highly branded quality.

Therefore, branded individuals have to produce video content that promotes not just themselves but their core message as well as their uniqueness as a brand on social media. Additionally, they have to do so in an appealing way as well. That way, individuals will be able to tell their stories and reach their target audience in a meaningful and impactful way (Urbanová & Slind, 2016).

There have been many studies done on branded contents to determine what key features are behind the success of any given content. However, there isn't a lot of existing literature on how branded individuals can communicate their personal brand on YouTube. Nevertheless, the theories reviewed in this section can be applied to how influential YouTubers utilize certain features of video content and delivery to make a successful YouTube video that can effectively communicate their personal brand. Whether they realize it or not, what YouTubers consider when they plan, film, edit, and upload their videos is part of how they communicate their personal brand to their target audience. Thus, determining the key features of personal branded content (video content) and key factors of personal brand communication (delivery) will help form the complete picture of personal branding strategies in the end.

According to Arruda (2009), *authenticity* is vital in both the YouTubers' looks and personalities and in their message. The message authenticity can be achieved by presenting the audience with original and genuine content that is consistent with the individual's personal brand identity. However, a part of being real and authentic is to

be fallible (Montoya & Vandehey, 2002). In this context, it has to do with not being afraid to show some unfavorable features every now and then to make the content seem authentic and genuine to the audience. The same concept is also proposed by Urbanová and Slind (2016) as they emphasized on the fact that nobody truly likes a flawless individual; instead, people favor those who are not afraid to show their unfavorable human qualities. For example, when Jenna Marbles openly admitted to her viewers in a number of her videos that she is the “best procrastinator of all time,” it left an impression of a normal individual who slips up sometimes, and this prompted a more favorable reaction toward her (Urbanová & Slind, 2016).

Moreover, successful branded content that can generate positive engagement from the viewers is the one with *informative*, *interactive*, and *vivid* attributes (Ashley & Tuten, 2015). In this context, positive engagement comes in the forms of liking, sharing, commenting, and subscribing. Regarding the informative element, the content needs to provide useful information that the target audience is looking for. This is related to the *relevant* factor by Rampersad (2009) which also promotes the alignment of the target audience’s interests with the branded individuals’. For the interactive factor, another study done by Berger and Milkman (2012) on influential factors that contribute to the popularity of branded content revealed that the content that involves *emotional appeal* and *high-arousal of mood* generates more interactions from the audience, whether the content is positive or negative. Ashley and Tuten (2015) also added that anything that target audience views as *entertaining* will encourage sharing and interactions. Thus, interactivity really has to do with whether the viewers find videos entertaining and worth sharing; hence, this concept will be discussed more in the next research question that focuses mainly on social interactions and relationship building. As for the vivid

factor, it can be defined not only through the vibrant colors it displays but also through the *richness* of the message it is perceived to have (T. L. Blake, 2009).

Media Richness Theory

In essence, media is often used to convey the intended message while meeting certain requirements. According to T. L. Blake (2009), transmitting information through media can even facilitate the understanding and resolve ambiguity because it allows certain communication cues to be passed along with the message. However, each medium is not equally effective when it comes to sending a meaningful message with the desired impact. Based on the media richness theory (MRT), also known as the information richness theory (IRT), which is the theory to determine how effective each type of media is in transmitting the intended information based on the communication channel the information is transferred through, the degree of effectiveness ranges from 'lean' to 'rich' (Daft & Lengel, 1983). This theory rates the media effectiveness, based on four criteria: whether it allows instant feedback, whether it allows multiple cues to be sent along with the message, whether it allows the language variety, and whether it allows personal focus. As it turns out, of these four types of media, *face-to-face communication* is considered to be the richest kind, followed by telephone, addressed documents such as e-mails and letters, and unaddressed documents such as fliers and bulletin (Daft & Lengel, 1983). Because face-to-face communication allows instant feedback, offers verbal and nonverbal message, has language clarity, and provides a personal touch, it is most effective for sending information and establishing emotional connections; thus, it is the richest and most effective form of media (Daft & Lengel, 1983). With the

knowledge of this theory, the trend of using people as media was introduced. Because when the message is delivered through a person, it meets all of the requirements needed to make the communication richest and most effective.

Thus, YouTubers who present themselves in a face-to-face manner while communicating and interacting with their viewers will convey a more effective and influential message, compared to the ones who only use voiceovers or avatars. With this face-to-face element, YouTube videos can convey multiple cues offering both verbal and non-verbal communication including body language, facial expression, tone of voice, and manner of speaking. Having the YouTuber as the focal point of the video will also provide a personal focus since the viewers' attention will be drawn to the presence of the speaker during the message delivery. Lastly, it also supports a high clarity of language. Showing the YouTuber's manner of speaking in the videos facilitates the efficiency of content delivery as it offers the speakers' lip movements along with other gestures to correspond to the audio and help the viewers form a deeper and more accurate understanding. As a result, the media richness theory corresponds to the vivid/rich factor suggested by Ashley and Tuten (2015).

Nonverbal Communication

Nonverbal communication is essentially communication without the use of words; instead, it includes elements such as body language, facial expressions, tone of voice, and manner of speaking, which will help effectively convey the message to the target audience (Knapp, Hall, & Horgan, 2013). For *body language*, since most influential YouTubers film their videos while sitting down in front of the camera, their body language will only be anything from the waist up. Therefore, the majority of their body language will go toward their *hand movements*. Among the most common hand gestures seen used by YouTubers is the use of their fingers to count the points explained or follow along the number being mentioned (Yamada-Hosley, 2016). She also said that when emphasizing an emotional detail, body language can be used to add impact such as covering the head to emphasize stress or covering the heart to emphasize love. According to a blog on influential YouTubers' hand signs, Racher (2016) also pointed out that YouTubers love using their hand gestures to show where the featured links will be, to suggest the audience to give them a thumbs up, to encourage the audience to comment, to ask them to subscribe, and to hit any particular button. Using hand gestures is an engaging way to guide the audience. As for the *facial expression*, it is well recognized that *smiling* is one of the most favorable forms of expression since most viewers prefer YouTubers with *positivity*; nevertheless, people appreciate the change in the YouTubers' facial expressions according to the topic being discussed, as long as the expressions seem appropriate with the content (Teijeiro-Mosquera, Biel, Alba-Castro, & Gatica-Perez, 2015). However, in a study done by Lewinski (2015), it showed that if the topic concerns a more formal and serious issue or if it involves an attempt to promote a product or an idea, people actually prefer fewer emotions shown on the face

since such overexpressed emotions may seem inappropriate, forced, and fake. Lastly, for the *tone of voice*, Beck (2015) indicated that there are a couple of attention-grabbing tricks many YouTubers like to do to keep their audience watching, even when they are just talking in front of the camera without illustrating other props or objects. These tricks include speaking in a clear voice at a suitable volume, overstressing certain words in the sentence, and even using a “talking to the audience” voice, which is a special camera-ready voice, completely different from their off-camera voice. Regardless of the subject being discussed, Beck (2015) still thinks that having a vocal variety in a video is a good way to keep the audience listening and interested.

Another way of speech delivery that many viewers favor in their YouTubers is the *natural* and *casual* way of speaking because it makes them feel as if they were listening to a close friend giving them advice or chatting with them (Holland, 2016). Even though YouTube videos can be scripted, the viewers will still be convinced that these videos are authentic if the YouTubers speak in an informal manner (Urbanová & Slind, 2016).



Apart from what the influential YouTubers feature in their videos, there is a matter of how they deliver them. The following theories should be considered in an attempt to further understand how influential YouTubers communicate their personal brand to their target audience.

2.3.2 Personal Brand Communication

In general, personal brand communication is how individuals communicate their personal brand to their target audience. This includes the very process of personal branding and the communication strategies used to convey the message. In this case, it involves the YouTubers' methods and nature of delivering their YouTube videos.

Among the branded individuals' personal brand communication elements, the following theories should be noted:

Manner of Delivery

Since it is personal branding that the YouTubers are trying to promote, the content has to enable viewers to reflect back to the brand owner and associate the message with them. Therefore, when it comes to manner of delivery, it is crucial that the message is sent out with *consistency*. According to Arruda (2009), in the context of personal branding, consistency is often defined as the persistent communication of branded individuals. In other words, to achieve successful personal branding, individuals must be aware of the content of the message and ensure that it is consistent with their brand identity. Additionally, sticking with certain looks and personalities will strengthen the individuals' brand profile making them stand out against others who may not have the same consistency (Urbanová & Slind, 2016). For example, Bethany Mota, a successful beauty and fashion YouTuber with over 10 million subscribers (YouTube, 2017a), established herself as an influential YouTuber by consistently displaying her polished looks and lively personality in every video that she posted (Urbanová & Slind, 2016).

Therefore, she delivers what the target audience expects from her as her unique promise of value.

It is also of note that having consistency in the setting where branded individuals record their videos is also crucial for successful personal branding. A recent study on how YouTube developed into a successful platform for user-generated content also revealed that the influential YouTubers in the study all had consistent filming location throughout the majority of their uploaded videos (Holland, 2016). This allows viewers to easily recognize them and their personal brand when they are being repeatedly exposed to the same settings. For example, Casey Neistat, an awarded adventurer YouTuber with approximately 7.3 million subscribers (YouTube, 2017b) always films in a moving environment. Thus, his video setting always sends the same vibes. This filming environment recapitalizes his personality as an enthusiastic and adventurous person, so his viewers can easily recognize his personal brand (Urbanová & Slind, 2016).

Furthermore, *authenticity* in the message delivery is also important in achieving personal branding. Therefore, individuals have to deliver the message to communicate their personal brands in an authentic manner, as much as possible (Arruda, 2009; Labrecque, Markos, & Milne, 2011; Montoya, 2003; Rampersad, 2008). This also means that YouTubers must possess *originality* by creating original content to post on their channel; getting caught for copying content from another channel can discredit their personal brand. Moreover, *accuracy* should also be in place. YouTubers must be forthcoming with their audience and deliver factual information (Labrecque et al.,

2011); lying or providing unverified facts can hurt tremendously their personal brand's image.

Arruda (2009) then suggested that *clarity* is also key to successful personal branding. In his context, he stated that not only is it important to be clear in the message but in the delivery as well. While part of Arruda's (2009) theory on clarity may be similar to authenticity, it is also crucial to note that being clear in the message delivery can be linked to more modern implications on audio and visual clarity. According to Schawbel (2009) on his guide toward a successful personal brand on YouTube, he stated that in order to make the videos successful, YouTubers must invest in some advanced video equipment to make sure that everything on the set is being clearly transmitted to the final video. At the very least, the videos should be able to be watched in HD. If the target audience can see the videos with clarity, it will certainly help them understand the personal brand of that YouTuber more easily. In addition, Clark (2017) recently pointed out that one of the vital elements of a successful YouTube video is making sure it is clearly audible; otherwise, the personal branded content will never get across. Therefore, it is safe to say that the concept of clarity for personal branding applicable to YouTube videos should be stretched to include the clarity of the *audio and the video quality* as well.

Like consistency, *constancy* is also stressed about when communicating a personal brand; it is actually related to the final step ('exude') in the three-stage personal brand building process proposed by Arruda (2003). Since constancy focuses on making the individual and their personal brand visible to the outside world as constantly as possible, it is similar to 'exude.' According to Holland (2016), the influential

YouTubers in her study all had regular uploading schedules that allow most exposure to their video content. While some may choose to upload on weekends, others choose to upload on some weekdays; nonetheless, they all had constant notification of uploads available for their viewers (Holland, 2016). Arruda (2009) also gave an example of Oprah Winfrey who has “one of the most successful, visible, and constant personal brands, both commercially and personally.” Oprah Winfrey succeeded in doing so because she never failed to appear in her weekly television shows and other media channels. He then concluded that having *clarity*, *consistency*, and *constancy* is what successful personal branding positioning should be based on. Despite being a one-way short video rather than a two-way video conference, YouTube videos still allow viewers to engage and interact with both YouTubers and other viewers.

To add on to the concept of constancy, many practitioners also suggested that personal brand communication should not be done solely through the message (video content) but through the channel (YouTube) as well. This means that YouTubers should consider promoting their channel—essentially, their personal brands—across the site as constancy emphasizes on maximizing the brand exposure to include as many viewers as possible. To capture how YouTubers can communicate their personal brands through elements in the site other than in the videos, Schawbel (2009) came up with a list of ways to promote a personal brand on the channel:

- i.) *Branding the profile section* – it is advised that YouTubers who are looking to really show their expertise set up their account under the “Guru” selection. This is also in line with Montoya and Vandehey’s

(2002) *specialization* concept to showcase YouTubers' expertise in a particular area. Schawbel (2009) also stated that setting up the YouTube profile this way will allow logos and links to be added. This is essentially what personal brand communication is all about. It will promote maximum brand exposure to anyone who stumbles upon the profile page.

- ii.) *Adding tags* – another simple yet effective way to stay *relevant* and *consistent* to the brand identity is to add taglines that reflect the individual's personal brand and their personal branded content in that particular video (Schawbel, 2009). This is similar to Montoya and Vandehey's (2002) *visibility* concept that emphasizes on having the personal brand seen as often as possible by as many people as possible. It is also related to Rampersad's (2009) *relevant* concept which focuses on showing how your personal branded content is viewed as important and relevant by the target audience. This can be achieved when viewers search for videos they are looking for using relevant keywords, the videos with the same tags will appear.

- iii.) *Applying the same theme* – Like the concept of *consistency* by Arruda (2009) and other scholars previously mentioned in this study, Schawbel (2009) promoted the use of the same themes and colors to be applied to every element associated to the personal brand profile: font, titles, thumbnails, banners, and other layouts. This will not only make it easier

for the target audience to understand the personal brand, but it will also make the brand stand out from others.

Moreover, in Holland's (2016) study, she revealed that all of the influential YouTubers in the study had their *advertisements* run in other YouTubers' videos with similar topics. This helps draw in viewers and gain more personal brand exposure. While ads that run before or during YouTube videos are mostly product ads, YouTubers can certainly run their footage to optimize their personal brand communication. Apart from that, Peacock (2017) stated that another effective way of having ads to promote the channel is via TrueView format. When viewers are watching any related videos to your personal branded content videos, the ad will act like a thumbnail containing the YouTubers' video title and information as a suggested 'next video.' This will keep the ads non-intrusive and is likely to get clicks from the viewers since the content is already related to what they are viewing.

In summary, regarding research question 2: how influential YouTubers communicate their personal brand, many concepts from a number of reviewed theories combined with recent applications can be extracted to form the following list:

For influential YouTubers' personal branded content: how they communicate their personal brand to their target audience in terms of what content and delivery features are present they include in their videos

1. *Authenticity*: featuring real and genuine content

2. *Accuracy*: featuring factual and non-deceptive content
3. *Originality*: featuring original content without copying or stealing others' content
4. *Fallibility*: featuring some flaws and mistakes to show the reality of being "human"
5. *Informative*: featuring informative and relevant content
6. *Clarity*: featuring a clear message and information
7. *Interactive*: featuring interaction-inducing and engaging content
8. *Vivid/ Rich*: featuring both audio and visual content
9. *Entertaining*: featuring fun and attention-grabbing elements
10. *Positivity*: endorsing and spreading positive message
11. *Face-to-Face Element*: featuring the presence of the branded individual's face, body and actions
12. *Body Language*: using interactive body and hand gestures
13. *Facial Expression*: using authentic and appropriate and lively facial expression
14. *Tone of Voice*: using a clear, lively, and appropriately loud voice while overstressing certain words to give dynamics and impact
15. *Manner of Speaking*: using a natural and casual style of speaking (similar to having a conversation with friends)

For influential YouTubers' personal brand communication including other personal brand promotional techniques: how they communicate and promote their personal brand in their videos and in the YouTube channel

16. *Consistency*: having consistent theme in the message, profile, and other elements
17. *Constancy*: having regular uploading schedule at least once every week
18. *Setup*: Featuring at least one consistent filming location
19. *High Quality*: having good sound and video quality
20. *Optimization*: setting up a YouTube profile, using tags, or placing ads to increase visibility

Other than for the purpose of communicating their personal brand, the influential YouTubers also utilize other features on their videos and channel to develop and maintain relationships with their target audience. This concept will be further discussed in the following part of the literature review on the determination of the answer to the third research question.

2.4 Developing and Maintaining Relationships with the Target Audience

As previously stated, personal branding is an ongoing process in which many theories overlap and can be applied in more than one area, part of how influential YouTubers can develop and maintain relationships with their target audience also includes theories implemented to personal brand identity, personal brand positioning, and personal branded content, and personal brand communication.

2.4.1 Personal Brand Image

In essence, brand image is described in relation to the target audience's perceptions and associations with the brand. It is often connected with the brand reputation and brand relationship (Khedher, 2015). In this case, YouTubers are the brands that communicate directly to the target audience—the millennials. Therefore, what their viewers think and say about them as well as how they maintain the relationship with their subscribers actually make up their personal brand image (Khedher, 2015). Thus, personal brand image reveals how accurate the intended personal brand comes across to the target audience.

Personal brand image is regarded as an important part in developing and maintaining relationships with the target audience because if the branded individuals make some commitment to ensure the accuracy and consistency in the brand translation from personal brand identity and personal brand positioning to personal brand image, the intended brand will get translated to the target audience (Khedher, 2015). Thus, the first

effort Khedher (2015) believed branded individuals should make in order to ensure favorable personal brand image is derived from Schön's (1983) theory of *reflexivity*.

According to Schön's (1983), the theory of reflexivity is beneficial to the improvement of personal branding process. The theory seeks to explore the fact that reflecting on one's past and present course of actions and performance is crucial to the individual's professional development. Under this notion, Khedher (2015) drew a connection from an individual's professional development to the success of personal brand image since he believed that a person can portray a good brand image when they make an effort to truly become that character. The idea of Schön's (1983) theory of reflexivity is based on two areas: "reflection-*in*-action," the act of reflection and improvement done while the process of experimentation or testing is still in place and "reflection-*on*-action," the act of reflection done on the past performance. In relation to personal branding, Khedher (2015) regarded both areas of reflection to be essential for branded individuals since they should constantly be working to improve their personal brand execution. Thus, branded individuals should assess their past and ongoing performance and keep the practice going since personal branding process is a repetitive cycle (Khedher, 2015).

Another effort branded individuals can make so as to develop their personal brand execution skills was previously discussed in the work of Goffman's (1959) theory on *the presentation of the self* in which he explained about the practice of *impression management*, which promotes careful planning and behaving in the way that will impress the target audience. It also reflects on Goffman's (1959) promotion on the practice of *front and back region*, which illustrates the contrasting behavior of theatrical actors on and off-stage. Using these theories, Khedher (2015) believed that branded

individuals can benefit from mastering the skills of being able to switch from role to role so that when they are in front of the camera, they know just how to impress the viewers.

Finally, the theories are also supported by Shepherd (2005), who stated that it is crucial for branded individuals to relate their personal branding to their personal development and that their defined personal brand should be relevant to their target market.

While putting effort into improving their ability to ensure the accurate translation of their personal brand image is a good practice, putting effort into personal brand relationship is even more crucial to ensure successful personal branding.

2.4.2 Personal Brand Relationship

Apart from working to improve the branded individuals' personal brand image, they also need to directly build favorable relationships with the viewers, both one-on-one and as a whole.

Among a number of theories toward personal brand relationship, the following concepts should be considered:

Building an Engaged Community

Many researchers concluded that the best way to build relationships is to encourage interactions and engagement from the target audience (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013). Aiming to increase the channel's *interactivity* is also beneficial to the personal branded individuals; as stated in the previous section of the literature review, audience will be likely to get involved with the channel and favor the personal brand that has *interactive* content according to Ashley and Tuten (2015). Also, it is important to note that many viewers not only watch YouTube videos for the YouTuber but also for the community.

Co-creation of Content

Even though it is important to stay true to the personal brand identity when producing personal branded content, a great way to promote interactions with the viewers is to invite them to be a part of the channel. According to the past research, online users are becoming more and more involved with content creation (Gensler et al., 2013). This means that target audience now plays an important role in helping YouTubers come up with new video ideas and direction of the channel. According to Scott Cook, the co-founder of Intuit, "a brand is no longer what we tell the consumer it is—it is what consumers tell each other it is," as cited by Sayler (2012). This shows how YouTube viewers also have a say in what they think of the influential YouTubers' personal brands. Edwards (2015) stated that when viewers get to be included in the process of content creation, they are more likely to stay loyal to the YouTuber. This goes in line

with Rampersad's (2009) *relevant* factor because if viewers are the ones who suggest the video ideas, it shows how relevant and important the content will be. As a benefit, it promotes the audience engagement as well. Additionally, Holland (2016) found that the influential YouTubers in her study regularly ask their subscribers at the end of their videos what kind of videos they want to see next. This not only stimulates interactions in the comments section but also starts a relationship between YouTubers and subscribers. Hence, an engaged community is formed as groups of viewers can also interact with each other through the comments section.

Conversation Initiation and Response

Another great way to build a favorable relationship with viewers is to initiate the conversation (Edwards, 2015). This means YouTubers can actually comment on their own videos or others under related topics so as to prompt an interaction. Schawbel (2009) also suggested that the conversation initiated by the YouTubers themselves shows more devotion and care to the viewers. If the viewers can see that the YouTubers take the time to interact with them in the comments section and not just through videos, it gives them the impression that such YouTubers are relatable and friendly—another important factor listed by Montoya and Vandehey (2002); thus, viewers will be more inclined to become loyal subscribers. It is also essential to respond to questions and comments viewers may have (Schawbel, 2009) as it will make them feel important and get more involved.

Calls to Action

According to Clark (2017), the audience's video engagement starts to decrease after two minutes, so it is recommended that YouTubers include a call-to-action message before then. According to Peacock (2017), a call to action is a technique used when the speakers or the message senders explicitly let the audience know exactly what action they want them to do after the message ends. For example, such calls to action can include giving heads up about the secret message at the end of the video or telling them to like, share, comment, and subscribe for a particular incentive. Clark (2017) also suggested that another good way to make a call to action is to include *annotations* that pop up on the screen during a video for a few seconds to either show the call-to-action message or even be clicked on. Frederiksen (2016), revealed in his research in behavioral psychology that prompting the audience to be involved in action-taking generates a positive engagement; hence, it is useful in creating a favorable relationship.

Shoutouts

A shoutout is now the term used to describe an act of addressing an individual by his or her name on an online platform in front of a large group of audience. In this context, it is when YouTubers address the names or certain subscribers or viewers in the videos to either thank them or respond to them. Peacock (2017) explained that this act promotes an engagement and increases the likelihood of maintaining good relationships between the YouTubers and their audience. Doing this creates a positive reaction to

both viewers whose names get called out and those who didn't as they will leave with an impression that such YouTubers have the heart to do so regardless.

Giveaways

Peacock (2017) pointed out that everyone loves free gifts, so holding a giveaway (selecting a few of lucky subscribers to send special 'thank you' gifts to) is a way to show that the YouTubers treasures the relationships with their subscribers and increase the chance of gaining new ones. This tactic is similar to Montoya and Vandehey's (2002) *goodwill* factor which promotes the act of doing nice things for others—in this case, giving back to their supporters. Other than simple giveaways, it is also suggested that YouTubers create a *contest* that requires subscribers to answer an easy question in order to win a prize. This will show goodwill and increase activities within the engaged community.

In summary, regarding research question 3: how influential YouTubers develop and maintain relationships with their target audience, many concepts from a number of reviewed theories combined with practical applications can be extracted to form the following list:

For influential YouTubers' personal brand image: how they ensure the accurate translation of their personal brand identity to their personal brand image

1. *Reflexivity*: evaluating their past and on-going performance while improving their personal brand along the way
2. *Impression Management*: having the desire to impress the target audience and acting accordingly
3. *Presentation of Self*: practicing portraying the intended brand image in everyday life when not being filmed

For influential YouTubers' personal brand relationship: how they develop and maintain favorable relationships with their target audience

4. *Building an engaged community*: having the goal and working to create a long-term and loyal community
5. *Interactivity*: encouraging two-way communications with the target audience and promoting interactions among the target audience
6. *Co-creation of Content*: involving the target audience in the content creation process
7. *Conversation Initiation and Response*: responding to comments and initiating some
8. *Calls to Action*: making an action-inducing statement to ask the viewers to do something important to the engagement and personal brand relationship building

9. *Annotations*: using an on-screen floating text to make special announcements and interact with the target audience
10. *Shoutouts*: addressing some viewers in the videos and/or the comments sections
11. *Giveaways*: giving back to the viewers and/or subscribers on special occasions by sending them gifts to maintain good relationships
12. *Contests*: holding contests to increase engagement and rewarding winners with gifts or other privileges

All in all, these have been proven to be great ways for the influential YouTubers to develop and maintain relationships with their target audience in order to ensure an accurate translation of personal brand image and successful personal branding in general. Nonetheless, it is also important to take another party's perspective into consideration (the target audience) and learn more about their personalities and expectations. Such theories will be further discussed in the following part of the literature review on the determination of the answer to the fourth and final research question.

2.5 Thai Millennials

As Thai millennials are the main target audience of the influential YouTubers in this study, they are the main group of people whose characteristics and roles are to be reviewed.

Among the Thai millennials' roles and characteristics, the following theories should be noted:

2.5.1 Characteristics of Thai Millennials

Before going into the characteristics of Thai millennials, let us consider to characteristics of millennials in general. Initially, the term “Millennial Phenomenon” was expressed in a number of studies to describe the generation’s entry into the market and the workforce over the past decade. Millennials are known to be “unique” since their characteristics may not necessarily follow the set of characteristics used to describe other previous generations (Kohut, Parker, Keeter, Doherty, & Dimock, 2007; Marston, 2009). Also, millennials are not entirely classified based on their birth years, which still vary from source to source, but more on their lifestyle choices. Nonetheless, while their birth years vary from source to source, this study takes from the original and widely accepted study of Howe and Strauss’s (2009). Consequently, millennials were those born approximately from 1982 to 2002 (Howe & Strauss, 2009), which makes them around 15 to 35 years old in the year of 2017.

According to Howe and Strauss (2003), millennials can be characterized into seven distinguishing traits as follows:

- i) *Special* – this generation has always been treated as special and important by their family, their country, and the world. They can hold a sense of entitlement in the way that they expect positive feedback for every task fulfilled since ever since they were children, they have been instilled of how important they are to the nation and praised for every milestone in their lives.
- ii) *Sheltered* – because they grew up in the time where technology has allowed for maximum safety and security such, they are highly protected and constantly supervised as children. Once engaged in a conflict, their parents are likely to come for their rescue. Hence, many turn into young adults who expect other people to shelter and protect them.
- iii) *Confident* – this generation is very optimistic and proud of their generation's power and potential. Most are very driven to achieve their goals. Some may even exhibit a habit of bragging about their potential and success.
- iv) *Team-oriented* – since they have been raised to value group learning and team sports, this generation likes to be a part of a group and may sacrifice their own identity to do so.

- v) *Conventional* – this generation tends to be civic-minded and believes in social rules. They are mostly more in line with their parents’ values than other generations. They are more comfortable with following the norms than going against them.
- vi) *Achieving* – in terms of their performance at school and work, this generation is very focused on getting good grades and producing good work. They select a place of study based on the potential of getting high paying jobs and success. They are even pressured to make their career choice early in life. Many prioritize getting a degree over their own personal development.
- vii) *Pressured* – as mentioned in their need to achieve excellence, they often feel pressured to do more things than needed. This generation’s schedule is more tightly packed than previous generations; thus, they have less free time for spontaneity. Some even struggle with time management in general since they may be juggling too many things at once and end up with poorer quality results.

Additionally, in a number of studies, millennials are characterized as *self-centered* and *narcissistic* individuals (Amble, 2003; Tulgan, 2009; Twenge & Campbell, 2009).

While Thai millennials still share the same overall characteristics with millennials in general, there are certain aspects that Thai millennials differ from them. According to the recent study by Ipsos Thailand, it was found that Thai millennials exhibit the following traits:

- i.) *Freedom of self-expression and the ability to decide the direction of their own lives*
- ii.) *Growing individualism*
- iii.) *Willingness to challenge the education system*
- iv.) *Desire to succeed and become famous through reality television (The Voice Thailand, Thailand's Got Talent etc.), or by sharing their lives and hobbies on social media.*
- v.) *Greater interest in environmental issues*
- vi.) *An urge to travel and visit exotic destinations*



Moreover, Hervio (2017) pointed out that Thailand in general—especially, Thai millennials—are *internet addicts*. He also added that Thai millennials have more *spending power* now than they did years ago.

Overall, Thai millennials share the same characteristics as millennials in general. However, there are certain aspects of cultural and value differences in terms of the extent of their media consumption. Typically, millennials are very media literate. Nevertheless, Thai millennials are more social media savvy than other nations since they rank top ten of the countries which millennials consume the most media (Leesa-

Nguansuk, 2016); the three most consumed media for Thai millennials are YouTube, Facebook, and Line (Statista, 2017).

2.5.2 Millennials as Online Self-generated Content Providers and Idea Generators

When Thai millennials watch YouTube videos, whether as normal viewers or subscribers, they are often urged to provide feedback or even asked to make a video response under a particular subject matter (to try following a tutorial, to answer questions, to show reactions, or even to take up a challenge); therefore, Thai millennials have actually transformed their roles from media consumers to media producers and content providers as well.

Traditionally, content providers or idea generators included writers and public speakers, who acted as active media advocates such as PR practitioners, newscasters, spokespersons, and politicians. Now, users can produce self-generated content and share publicly, not to mention that most of online content is now highly user-generated (An, 2016). Thus, all internet users who view online content and choose to participate in a content discussion or generation are considered to be public idea generators.

According to Geraci and Nagy (2004), the millennials who have the power and the ability to self-produce media content and share it online hold a certain set of characteristics including:

- i.) *Tech-savvy* – they are particularly proficient in the use of technology. They are able to engage in all online activities and keen on keeping up with new technological advancements.
- ii.) *Credible* – these millennials are capable of influencing other people as they have gained more knowledge and reliability in the way that when they provide their outtake on things, their opinions tend to be valued.
- iii.) *Flexible* – Geraci and Nagy (2004) believed that millennials not only know how to use a range of technology but they can also switch back and forth to do different things on different devices as they see fit.
- iv.) *Charismatic* – this generation, though varies in personalities, appeals to those who share similar interests.
- v.) *Updated* – they tend to stay up-to-date with the latest trend and information. They know what topic is being discussed the most and what isn't.
- vi.) *Articulate* – they can easily express themselves and command an effective use of language.

2.5.3 Millennials and YouTubers

As previously mentioned, millennials are the main target audience on YouTube, and they are also the key sample group for this study's research which will be elaborated in

the following chapters. Thus, the millennials' roles on YouTube are examined along with their perceptions toward the YouTubers. This can help identify their perceptions toward the influential YouTubers to see if what the target audience perceives correlates to the intended personal brand or not, thus the effectiveness of the personal branding strategies this study aims to uncover.

Millennials' Behavior on YouTube and Their Identification with YouTubers

Since it has been established that YouTube has become a part of many millennials' daily lives, especially for Thai millennials, it is imperative to look at what millennials really do on YouTube and what they use it for. Based on the previous discussion on what millennials do on social media, they also do the same things on YouTube; according to Kietzmann, Hermkens, McCarthy, and Silvestre (2011), millennials use YouTube to 'share, discuss, modify, and co-create content,' apart from viewing content. Graham (2017) suggested that millennials spend a lot of time on YouTube mainly to be *entertained*. He said that because millennials find many YouTubers very relatable, they would rather watch content featuring people they can relate to rather than actors on TV; thus, they find YouTube more entertaining than other forms of media.

Additionally, a device-agnostic survey by Google/Ipsos Connect of 2017 also suggested that millennials search for video content on YouTube to be *informed* (Anderson, 2017). The findings revealed that 70% of millennial YouTube users watched YouTube in the past year to learn new things and things they are interested in; millennials agreed that any content they want to know, they can find a video about it

on YouTube (Anderson, 2017). Studies also revealed that 93% of Millennials went on YouTube from any device to watch tutorial videos to learn how to do something (Gross, 2016), and 75% of them turned to YouTube for information at least once a month (Bulbul, 2016). These findings show how Montoya and Vandehey's (2002) *Specialization* factor of influential YouTubers really play a role in attracting millennials to watch videos as YouTubers display any given area of expertise that millennials look for. Ashley and Tuten's (2015) *informative* factor also supports this conclusion since millennials tend to favor content that benefit them with information they wish to learn.

Another study by Hunter Qualitative Research commissioned by digital-media firm Defy Media also pointed out that 62% of the surveyed millennials said that watching YouTube videos makes them *feel good* about themselves (DEFY, 2015). They revealed that watching someone they can relate to is more relaxing and generates more positive feelings. This notion supports Montoya and Vandehey's (2002) *relatable* factor for successful influential branded individuals 'personalities. People feel positive when they can relate to others. It also supports *relevant* factor from Rampersad (2009) as people will favor those that share their interests.

Moreover, millennials come to YouTube not only for the content but also for the *support from the community* (Anderson, 2017). They come to connect with like-minded individuals who can provide them with moral support and insights on their side of the experience both from the YouTubers and other viewers in the comments section. The study suggested that millennials especially appreciate YouTubers who are not afraid to share personal stories on their struggles. This notion is well supported by Montoya and Vandehey's (2002) *fallible* personality trait of successful influential branded

individuals. It is also supported by Ashley and Tuten's (2015) *interactive* factor as it has been established how an engaging community with interactivity from both the YouTubers and other viewers is good for successful personal brand relationships. Likewise, the study also revealed that millennials, in return, wish to give support to others in the community as well (Anderson, 2017).

Finally, the study also discovered that millennials watch YouTube videos to be *inspired*. They said that YouTubers are a great source of inspiration in which they can benefit from. 45% of the millennials in the study admitted that they watched YouTube videos in order to get an inspiration to make a personal change in their lives (Anderson, 2017). The reason why millennials think watching YouTube videos can get them to be inspired and take meaningful actions accordingly is because they tend to copy the behavior of people they like, share interests with or respect (Bentley, Earls, & O'Brien, 2011). In this sense, millennials hope to *improve their lives* by adopting the behaviors and beliefs from those whom they can relate to or look up to (McLeod, 2016). Thus, if a YouTuber displays qualities that millennials find favorable, they will have a tendency to identify with and imitate that YouTuber hoping to better become as admirable. The reason why millennials find admirable YouTubers' behaviors and attitudes to be the solution for improving their lives is supported by Ormrod's (2006) study in psychology. Ormrod (2006) found that when millennials are inspired to have a good self-efficacy, which is when they believe that they have the ability to complete tasks and reach their goals, they will have the confidence to perform well and even solve their problems in life. The work also stated that millennials will not expect the exact same outcome but similar; that is why they feel positive enough to imitate the YouTubers' behaviors and attitudes.

Overall, though millennials share the same traits and activities in general, it is interesting to see how much of the mentioned characteristics, behaviors on YouTube, and rationales Thai millennials share, as well as other unidentified insights this study can uncover from them.

In summary, regarding research question 4: how Thai millennials perceive influential YouTubers, many concepts from a number of reviewed theories combined with practical applications can be extracted to form the following list:

Thai millennials' characteristics and behaviors on YouTube: who they are and what they do as YouTube viewers

1. *Born between 1982 and 2002*: aged between 15 and 35 (the general millennials' age range in 2017)
2. *Opinionated*: entitled to their own opinions
3. *Expressive*: having the freedom to express themselves
4. *Confident*: able to make their own decisions and certain of them
5. *Achieving*: having the desire to accomplish their goals
6. *Tech-Savvy*: knowing their way around technology
7. *Connected*: always connected to the internet and online communication platforms
8. *Sociable*: into online socializing and expanding their network
9. *Online Sharing*: sharing their lives and updates on social media
10. *Updated*: staying updated and current on the social trends and situations

11. *YouTube Consumers*: regular YouTube viewers or subscribers of influential YouTubers

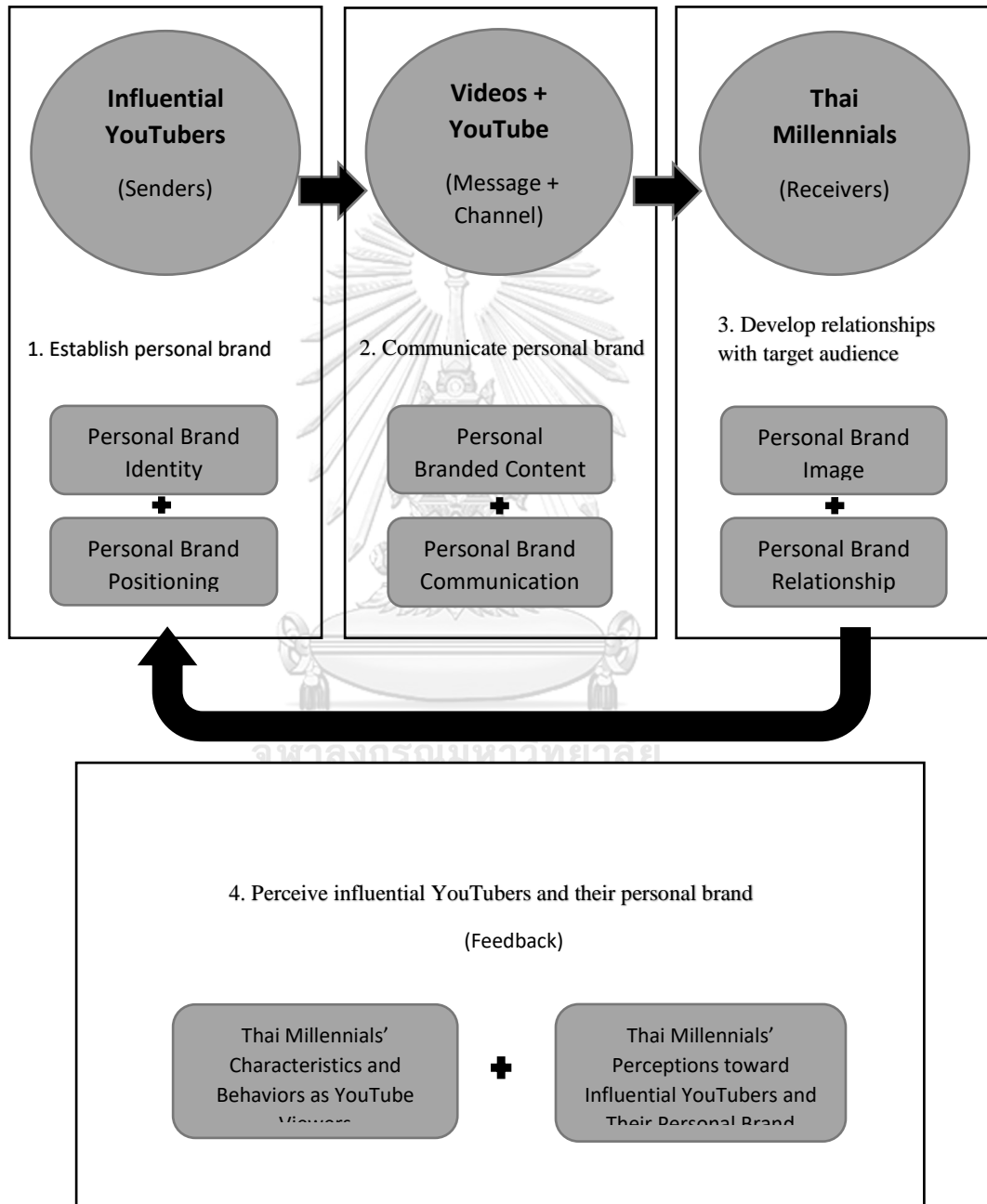
Thai millennials' perceptions toward influential YouTubers and their personal brand: how they perceive the YouTubers and what they expect from them

1. *Entertaining*: into YouTubers who provide entertainment
2. *Informative*: into YouTubers who provide relevant information
3. *Positive*: into YouTubers who provide positive vibes and make them feel good
4. *Relatable*: into YouTubers they can relate to and connect with
5. *Supportive*: into YouTubers who provide support and whose channel provides supportive and interactive community
6. *Inspiring*: into YouTubers whose image, attitudes, or lifestyle provides inspiration
7. *Motivating*: into YouTubers whose presence motivates them to make improvements to their lives

With all theoretical literature and practical implications from modern applications found in the previous chapter, such information will be used to devise a methodological triangulation in the following chapter in order to efficiently answer all of the four research questions.

2.6 Conceptual Framework

Figure 1: Conceptual Framework



CHAPTER 3

METHODOLOGY

In this chapter, it presents the research design and argues for the methodological choices of this thesis study. Additionally, it provides the research sample and the sampling method for both quantitative and qualitative approaches of the research through the use of methodological triangulation. It, then, discusses the research strategies using three methods: in-depth interviews, content analysis, and online questionnaires. Moreover, it presents and justifies the choice of research methods for data collection and data analysis. Finally, the chapter addresses the credibility and reliability of the research as well as the validity of the results.

3.1 Research Design

The study of “personal branding strategies of influential YouTubers and perceptions of Thai millennials toward them” uses a methodological triangulation of both quantitative and qualitative research approaches due to the objectives of the study and its research questions which aim to gather both measurable data and underlying insights. The qualitative research is conducted through in-depth interviews and content analysis, while the quantitative research is conducted through online questionnaires. Using a methodological triangulation will strengthen the validity of the findings as it allows the questions to be answered from all aspects—from the message senders’ point of view, from the message receivers’ point of view, and from the message itself.

To achieve maximum efficiency, the influential YouTubers’ viewpoints have to be examined first in order to find out their intended personal brands and communication methods used to get their personal brands across.

Then, the researcher will move on to the content analysis in order to see how well those personal branding strategies are translated to target audience via message (videos) and channel (YouTube). Since anything that provides information is content, this part will not only include the YouTubers’ videos but also their channel setup and comments sections to examine their characteristics, features of video and delivery, as well as any other use of promotional techniques such as ads, tags, or banners on the site.

Finally, after accumulating adequate data, the researcher will conduct the final research method to complete the study: the online questionnaires. With all essential information taken from the in-depth interviews and content analysis, an appropriate list of questions

will be generated to devise an online form of questionnaires for Thai millennials who regularly watch or subscribe to the given influential YouTubers. This will ensure that the questionnaires used in this research are able to properly gather data from the target audience (Thai millennials) that will genuinely reflect their perceptions toward the influential YouTubers and their personal brands. It will also most effectively determine whether the influential YouTubers' intended personal brands get accurately translated to the target audience or not.

The timeframe of this methodological triangulation research starts from August 1st, 2017 to June 30th, 2018.

Figure 2: Methodological Triangulation

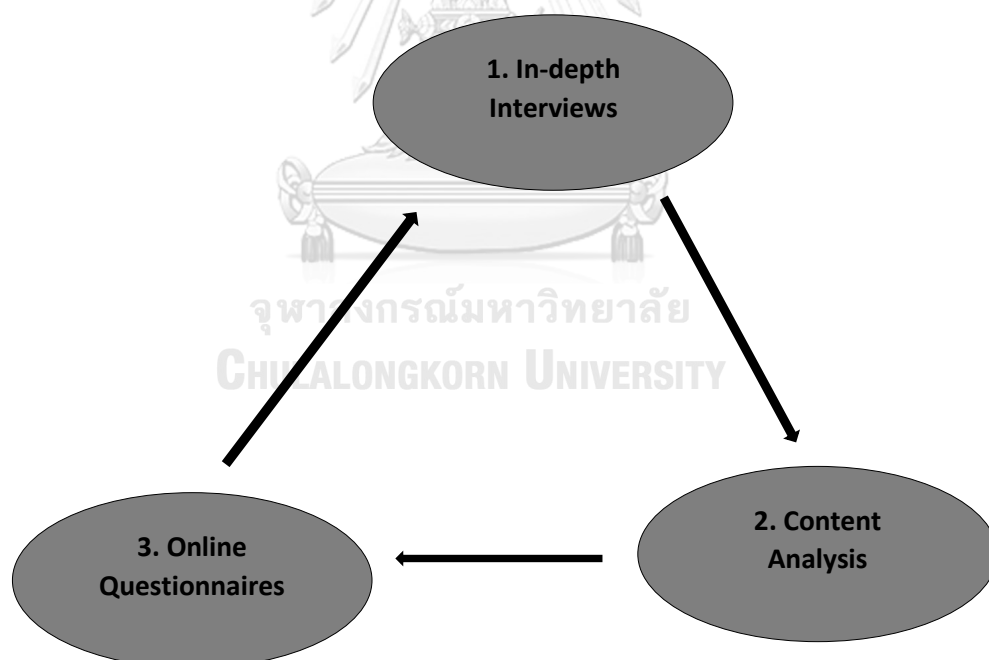
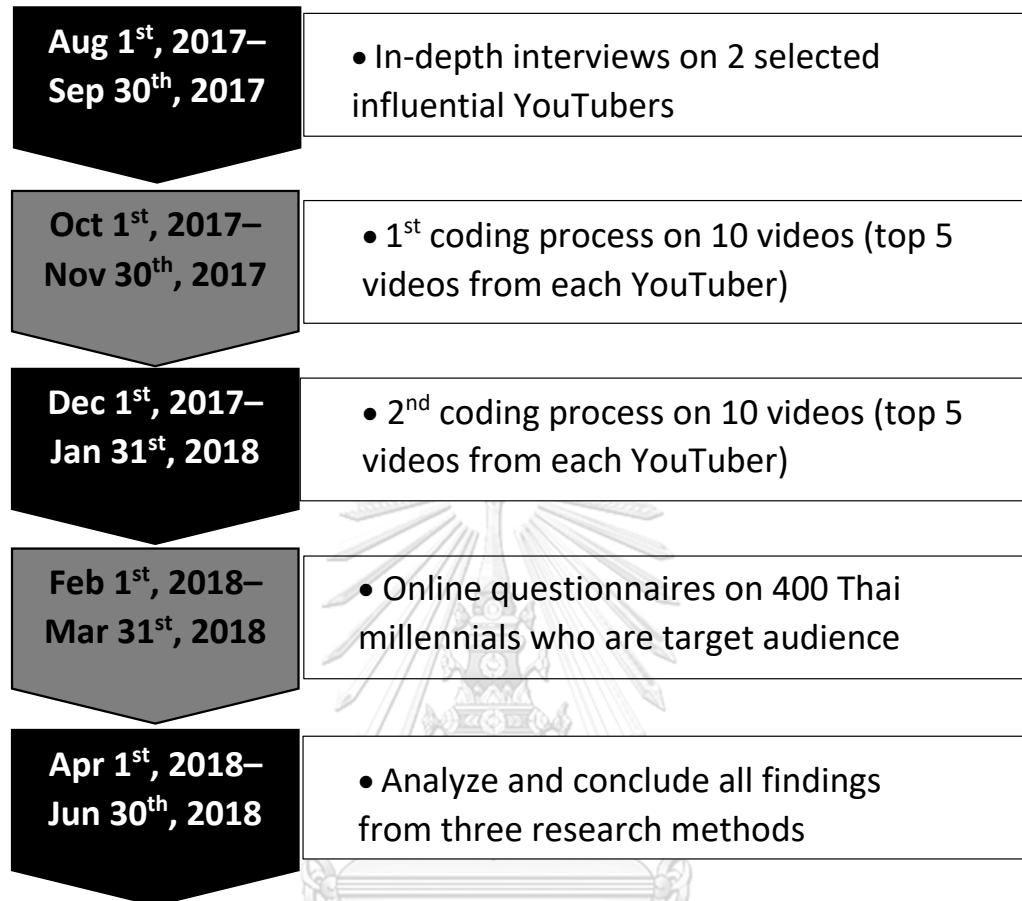


Figure 3: Timeframe

3.2 Research Sample and Sampling Method

From an unknown and unstable population, the research sample for in-depth interviews was determined at 2, for one would make it hard to crosscheck the data. Instead, two were selected so that the first subject's insights would be used to vouch for the other's, and vice versa. Next, the research sample for content analysis was determined at 10 (5 from each subject). Finally, the research sample for online questionnaires was determined at 400. According to Hill's (1998) theory on a method to determine an appropriate sample size for a research, the number that yielded a margin of error of \pm

5% or lower at the 95% confidence level has been ‘established as a generally acceptable level of confidence in most behavioral sciences.’ Using Krejcie and Morgan’s (1970) table for determining a sample size of any known population, it is evident that any population larger than 1,000,000 would be adequately represented by a sample size of 384. Although the exact population size of this research method is unknown, setting the sample size at 400 is well over the sufficient number and beneficial to the reliability of the research. Thus, 400 has been set as a valid sample size.

Figure 4: Krejcie and Morgan’s (1970) table for determining sample size

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	283	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Source: Krejcie and Morgan (1970)

In-depth Interviews

First and foremost, the influential YouTubers of the study are chosen using the combination of purposive and convenience sampling methods since the influential YouTubers have to be the ones that the researcher has close access to (convenience) yet fit the pre-determined criteria for the research (purposive) (Palinkas et al., 2015).

Essentially, in order to be called influential YouTubers and able to fulfill the research objectives, these YouTubers must fit the following criteria:

- i.) *Being Thai YouTubers or speaking Thai in their videos* – Since the target audience is all Thai millennials, the chosen influential YouTubers will have to be Thai as well or at least speak Thai on their channel so that there will not be any confusion in the language barrier and that the correlation between the influential YouTubers' intended personal brands and the perceived versions from the target audience will be most accurately illustrated.
- ii.) *Having themselves present* – Since this study focuses on determining personal branding strategies, the YouTuber in the study must be a person and feature themselves on the videos. They must display their face and body as well as their action of speaking in the majority of their videos, not using an avatar or doing only voiceovers. That means any music channels and game channels in which the majority of the videos show

music videos from artists or show screen recording of game playing or. Otherwise, it will defeat the purpose of the study, to lack the presence of a person in the content of a personal branding study. This criterion is also related to Daft and Lengel's (1983) notion on *face-to-face communication* which suggested that having a face-to-face element in the communication makes the richest medium as stated in the *media richness theory* from the previous chapter. Hence, having this criterion will both effectively allow the theory to be tested and the research objectives to be carried out.

- iii.) *Having a minimum of 10 million total uploaded video views* – This is based on the concept previously discussed that being influential involves being able to appeal a large number of people watching their videos and lead them to be loyal followers. This criterion is based on Montoya and Vandehey's (2002) *leadership* factor that successful branded individuals have, which stated that people actually want to be influenced, and they appreciate strong individuals with leadership to help guide them. According to Nuchanatanon (2016), as reported by Leesa-Nguansuk (2016), there are only eight independent YouTubers in Thailand who have a following of over one million subscribers. Taking this input into consideration, the sampling method will not solely be based on the number of subscribers YouTubers have. Instead, this study is taking two very important metrics to measure the success of the YouTubers: watch time and engagement (R. Blake, 2015). According to R. Blake (2017),

many of the YouTube views actually come from non-subscribers as many people have followed and watched some YouTubers' videos for years without even being subscribed to them. R. Blake (2017) also noted that for many YouTubers, the majority of views associated with the YouTube Browse Features actually come from the YouTube Homepage rather than the subscriber alerts; hence, looking at the number of subscribers isn't the way to measure the success and influence of the YouTubers. However, directly examining other YouTubers' watch time isn't possible since YouTube only allows such information to be viewed by the channel owner. Nonetheless, it has been revealed in the YouTube analytics report that, watch time does account for the total uploaded view number. Therefore, in this case, the total uploaded video views have been set high enough to guarantee that translation of equally high percentage of watch time and engagement (the engagement criterion will be further discussed as one of the criteria in choosing the videos of study in the following section of content analysis).

- iv.) *Having a recognizable personal brand* – The selected YouTubers must have a clear position of expertise that is recognizable among their subscribers and viewers, which means that they must have a clear and established channel category such as comedy or entertainment. Hence, the selected YouTubers must have a clear listing of their video genre on their channel. This criterion is based on Schawbel's (2009) emphasis on *branding the profile*, in which he suggested that YouTubers set up a

“guru” profile specifying which area they specialize in. It also corresponds to Montoya and Vandehey’s (2002) *specialization* factor that successful branded individuals have their personal brands associated with an area of expertise.

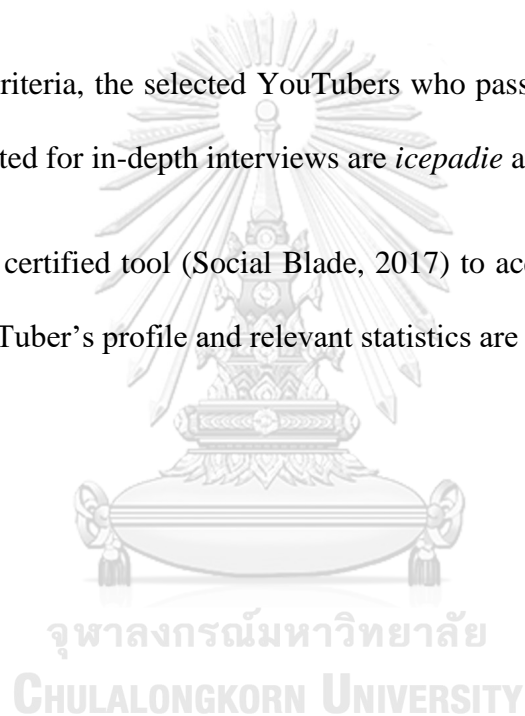
- v.) *Having a minimum of one year on YouTube* – The selected YouTubers must have been active on YouTube as a channel owner who has been posting videos regularly for a minimum of one year because this length of time can allow their channel growth and success to be traced back and examined over a period of time. This will also allow the factor of *consistency* and *constancy* to be tested to see if the older and newer videos feature the consistent presence of personal brand identity or not. Moreover, this criterion is based on Arruda’s (2003) definition of personal branding as an ongoing process that requires the brand to be built over time.

- vi.) *Having an overall upward growth in their channel* – The selected YouTubers’ graphs on their success on YouTube must show overall rising statistics of their average views per day per month—as the total views statistics will be on a rise no matter what—with the exception of some fluctuations along the way. This is to ensure that the given YouTubers are truly successful and influential and that the data gathered from them will serve the purpose of finding successful personal branding strategies.

- vii.) *Featuring only one main person on the channel* – As the nature of this research is to focus on specific YouTubers for their individual personal brand strategies, it will only include channels that feature one person who owns that personal brand in the channel and exclude the channels that feature a production team, which goes against the research design of only focusing on one-person channels.

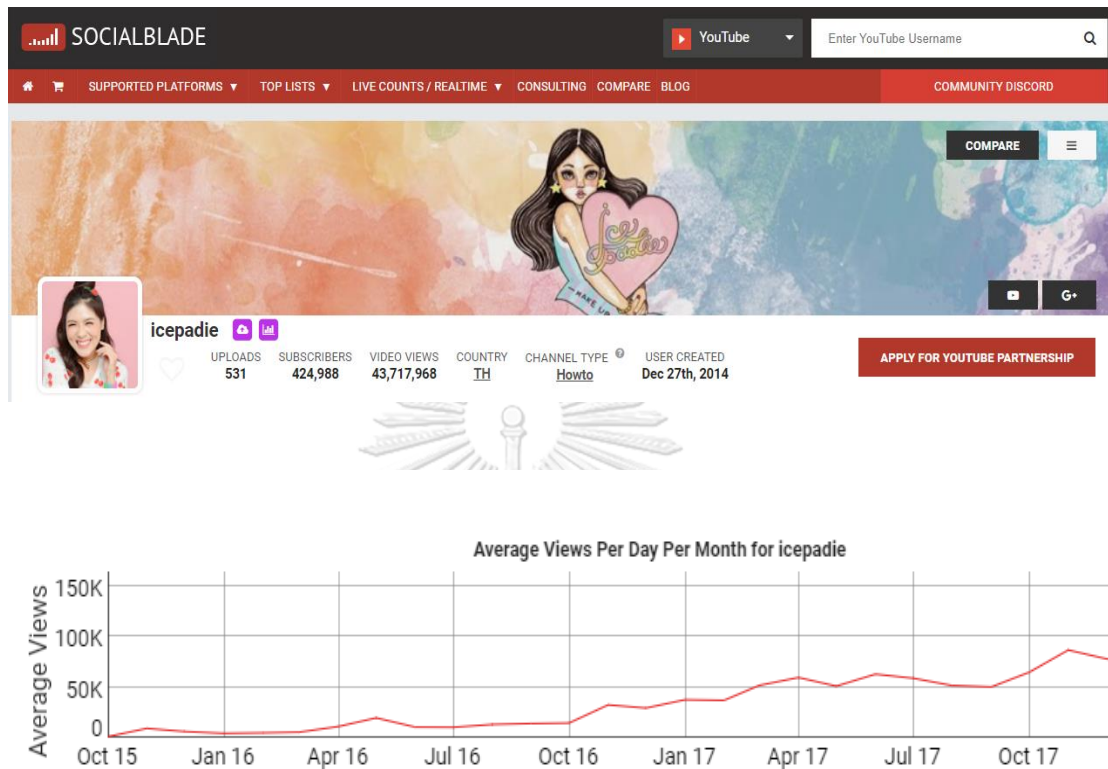
Based on the set criteria, the selected YouTubers who pass all the criteria and whose access can be granted for in-depth interviews are *icepadie* and *MOSSSTER*.

Using a YouTube certified tool (Social Blade, 2017) to acquire the preliminary data, each selected YouTuber's profile and relevant statistics are as follows:



1. icepadie with 43.7 million total uploaded video views

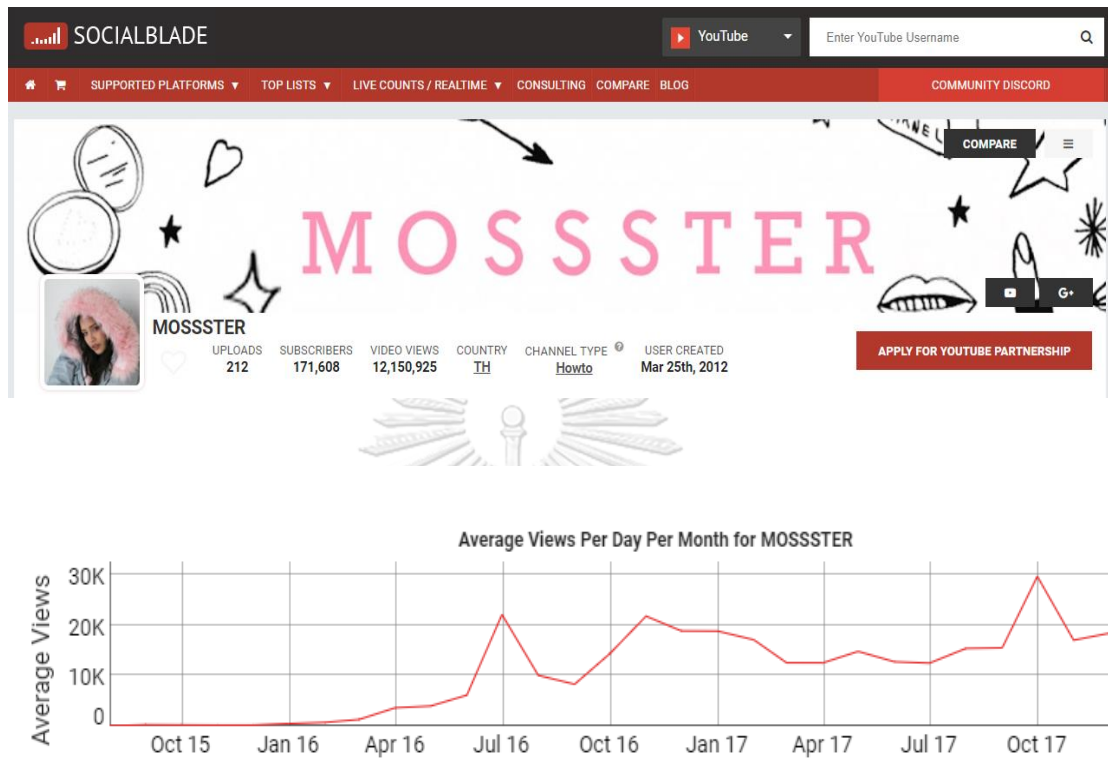
Figure 5: icepadie’s Social Blade’s Channel Data



According to icepadie’s profile, it is apparent that she has a recognizable brand profile: her own face in the profile picture, a customized banner to promote her brand which includes her channel name and her expertise (the word ‘make up’ at the bottom of the girl’s blue shirt). She also has her channel type listed clearly. Looking upon her average views per day per month, it is notable that her channel growth has been increasing in an upward manner, and it has even been rising exponentially in the past year. From December 2016 to December 2017, her average views per day per month rose from 29,410 views to 78,050 views, more than doubling in number. Hence, it proves icepadie to be a great subject for this study.

2. MOSSSTER with 12.1 million total uploaded video views

Figure 6: MOSSSTER's Social Blade's Channel Data



According to MOSSSTER's profile, it is clear that she also has a recognizable brand profile: her own face in the profile picture, a customized banner to promote her brand which includes her channel name and her expertise (the drawings of makeup items). She, too, has her channel type listed clearly. According to her average views per day per month, it is also of note that her channel growth has been increasing in an overall upward manner despite some fluctuations. In the past year, her most noticeable growth was from October 2016 to October 2017. During that time, her total uploaded video views grew from 14,330 views to 29,650 views, almost doubling in number. Hence, it proves MOSSSTER to be a great subject for this study as well.

In essence, having done research on such statistics helps properly formulate the questions for the interviews as the researcher can specify to ask about the most substantial growth in these influential YouTubers' channels so as to accurately find out what factors are behind such growth.

Content Analysis

This qualitative research uses a selective method of expert sampling since this study focuses on finding out what factors are behind the success of the videos, selecting the videos with most views (highest success rates) will best facilitate in the revelation of what factors are behind successful videos for successful personal branding (Trochim & Donnelly, 2001). Therefore, even though the whole population (the entire list of videos) is available, the random selection will not be used to select the sample as the aim is not to determine just any of the YouTubers' video content and delivery but only from the most successful ones. This will ensure that the data gained from studying such videos will most accurately reflect the personal branding strategies the study aims to determine. Additionally, these top viewed videos also generate a sizable level of engagement seen in the forms of comments and likes, the data gained will further support the theories of building an engaged community and personal brand relationship.

To clarify, the top ten videos selected for this study are as of October, 2017, which is the period for conducting the first coding process. Using a YouTube certified tool (Social Blade, 2017) each of the influential YouTubers' top five videos with the most views are as follows:

1. icepadie

Figure 7: icepadie's Social Blade's Top 5 Videos Data

50 Latest Videos		50 Most Viewed Videos		50 Highest Rated		50 Most Relevant	
DATE	VIDEO TITLE	VIEWS	RATING	%	COMMENTS		
2015-07-17	HOW TO แต่งหน้าสวยใสไปงานแต่งงาน ชมพูทอง	508.1K	3K	97.7%	<u>75</u>		
2016-11-08	HAUL ซื้อกระจาย ล้มละลายที่เกาหลี Korea Beauty Shoppi...	438.7K	5K	98.0%	<u>271</u>		
2015-10-14	HOW TO ทำผมไปงานง่าย ๆ สวยแต่ไม่เสีย icepadie	430.1K	1K	92.6%	<u>12</u>		
2017-04-12	HAUL เปิดกรุตุ้มหู ตามคำเรียกร้องงงง !!! icepadie	426.4K	7K	98.7%	<u>652</u>		
2016-10-27	VLOG เที่ยวเกาหลีกับพาดี้ พร้อมบล็อกเกอร์อีก 10 คน !!...	421.3K	3K	97.6%	<u>194</u>		

Each video title is translated as:

Video 1: HOW TO beautiful rose gold makeup look for a wedding | icepadie

Video 2: HAUL shopping and gone broke in Korea. Korea Beauty Shopping | icepadie

Video 3: HOW TO easy hairdo for events. Pretty and no damage | icepadie

Video 4: HAUL earrings collection highly requested !!! | icepadie

Video 5: VLOG going to Korea with padie and 10 bloggers !!!! (part I) | icepadie

2. MOSSSTER

Figure 8: MOSSSTER's Social Blade's Top 5 Videos Data

50 Latest Videos		50 Most Viewed Videos		50 Highest Rated		50 Most Relevant	
DATE	VIDEO TITLE	•VIEWS•	RATING	% Ⓞ	COMMENTS		
2016-06-25	แต่งหน้าไปงาน สวยและเลอะค้ำมากๆ+เทคนิคอัดแน่นแรงๆ mo...	930.6K	12K	98.2%	859		
2016-10-12	แต่งหน้าด้วยเครื่องสำอางถูกและดี ให้อู่อัดแน่น mosss...	501.9K	7K	98.3%	522		
2017-09-28	รวบรวม สารพัดเทคนิค จัดการกับหัวหยอย ผมหยิก หยิกศก ...	320.0K	3K	97.6%	159		
2017-06-28	แต่งหน้าเปลี่ยนชีวิต แต่งเละอะ พี่ขอ mossster	290.3K	4K	98.6%	214		
2016-05-30	แต่งหน้าโกลว์ ง่ายๆ คุณหนู อู่อัดแน่น mossster	273.5K	3K	93.4%	384		

Each video title is translated as:

Video 1: How to do makeup for night events. Pretty and Glam + Techniques | mossster

Video 2: How to do makeup using affordable makeup and look glam | mossster

Video 3: How to tackle frizzy and wavy hair | mossster

Video 4: How to do life-changing makeup | mossster

Video 5: How to do glowy makeup. Easy but Glam | mossster

Online Questionnaires

After the in-depth interviews and the content analysis have been completed, the questionnaire form will be devised using relevant findings and information drawn from the literature reviews in order to find out 400 Thai millennials' perceptions toward the selected YouTubers. For this quantitative research approach, a combination of stratified sampling and quota sampling method will be used. The quota sampling method is used since it aims to acquire a specific number of respondents (Lee, 2011). Also, the research has access to a wide population including the specific groups of the given influential YouTubers' target audience. Hence, the stratified sampling method is used because it is random sampling within target groups—Thai millennials who are regular viewers and/or subscribers of the selected influential YouTubers—and these are specific sub-groups whose perceptions this study aims to investigate (Lee, 2011).

These Thai millennials are those born between 1982 and 2002 (around 15–35 years old, as of 2017) (Howe & Strauss, 2009), who regularly watch and/or subscribe to at least one of the selected influential YouTubers. Requiring the sample group to at least be a regular viewer if not a subscriber is so that they can provide relevant and reliable answers as well as give any insights on the subject. Also, as these YouTubers are two distinct individuals, it would be impractical to expect all respondents not to enjoy one without the other. Not to mention, the objective of the research is not to compare results from both of the selected YouTubers but to study them as one source—influential YouTubers.

According to Thailand Internet User Profile 2016 reported by ETDA (2016), YouTube has been reported as the most frequently used social media by all four generations: Gen

X, millennials, Gen Z, and baby boomers, particularly by the millennials. These people are classified into generations according to their age range (portrayed in Figure 9). In the report by ETDA (2016), it revealed that 98.8% of millennials are YouTube viewers. Hence, for the purpose of this research, the sample group will be narrowed down to only millennials due to their heavy YouTube consumption.

Figure 9: Classification of Generation

Generation	Year Born
Baby Boomer	Born 1946–1964
Gen X	Born 1965–1980
Millennials	Born 1981–2000
Gen Z	Born 2001 and onwards

Source: ETDA (2016)

On to the process of selecting online questionnaire participants, this process will result in two groups of respondents: one from each YouTuber's fan base. First, each influential YouTuber is asked to provide access to her fans since this research requires specific groups of individuals to participate in the questionnaires, and only the channel owners have access to the subscribers' information. The researcher will approach each YouTuber's fan base with a different link and/or QR code to separate the results, in

case the data needs to be broken down for more analysis. For icepadie, she invited the researcher in the group chat with 312 of her fans via Line application. The researcher was then able to gain access to the fans and send them the questionnaire link along with giving brief instructions and explanations. For MOSSSTER, she agreed to send the questionnaire link with an attached message explaining the nature of the questionnaire to her fans via her fan page on <https://mossster.com>.

Regardless of the number of people taking the questionnaires, only the ones taken by Thai millennials (screened through part II of the questionnaire) will be taken into account. Another way the questionnaire responses may be dismissed is if the respondents did not pass the screening criteria for being regular viewers of the given YouTubers (screen through part III of the questionnaire). Because the nature of the research required the respondents to be regular viewers and/or subscribers of the given influential YouTubers, they have to pass the criteria used to screen for “genuine” subscribers. This is to filter out subscribers who might not actually watch the YouTuber’s videos regularly enough to know the YouTubers’ personal brand or the lack thereof and to screen out those who might have been paid to subscribe (if any).

Another method of sample selection is for the researcher to personally contact individuals known to her as the regular viewers of either of the selected influential YouTubers and distribute the link and/or the QR code accordingly. Since not all subscribers are viewers and not all views come from the subscribers, it is wise to seek for input of non-subscribers who may be regular viewers as well. Nevertheless, they will have to pass the same screening process to have their responses counted.

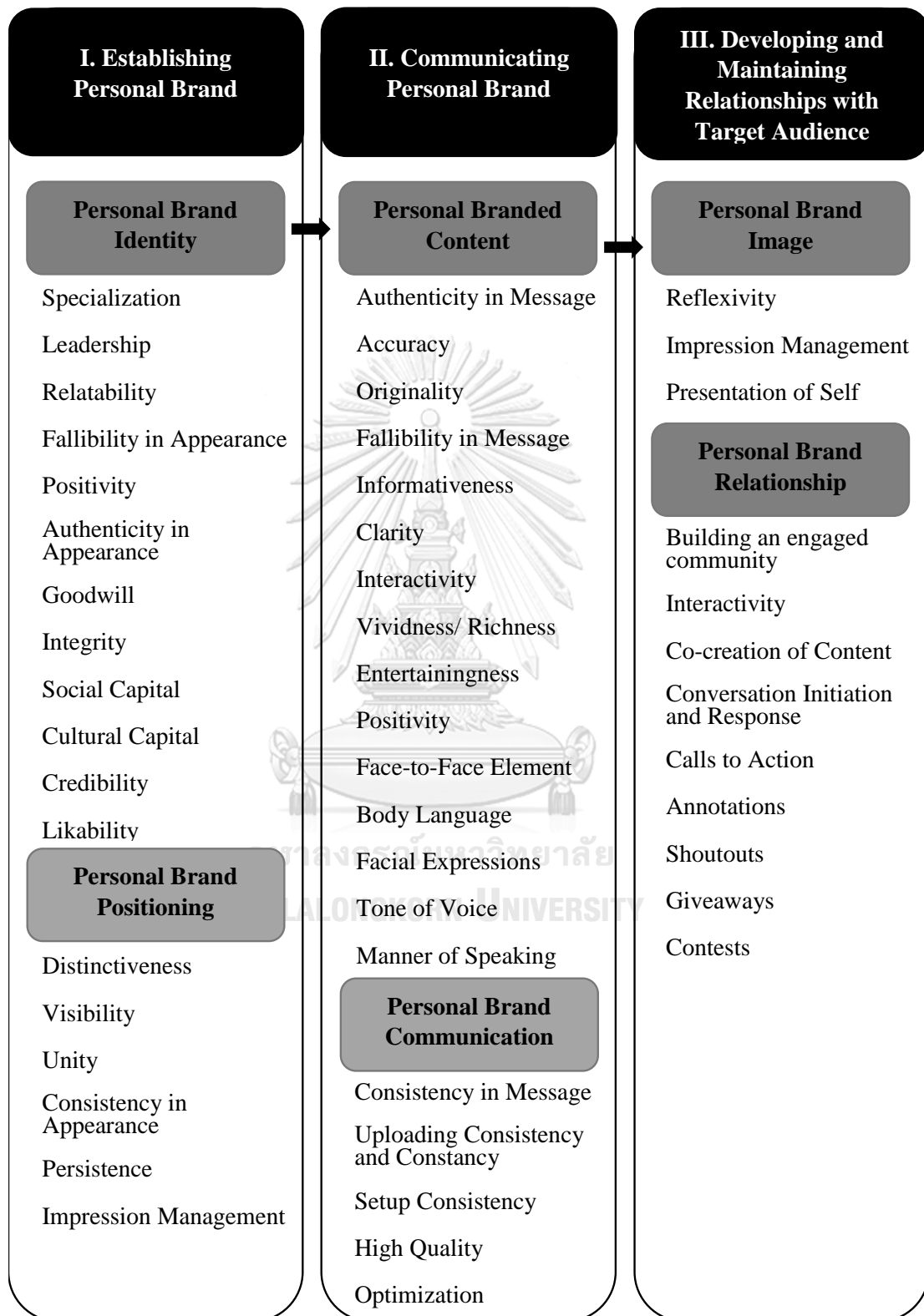
3.3 Instruments

In-depth Interviews

For this qualitative approach, the in-depth interviews of the two selected YouTubers will be conducted separately from one another. Each of the YouTubers will be invited to join the researcher in a quiet coffee shop and have a face-to-face interview lasting around 60–90 minutes while being recorded. The purpose of these in-depth interviews is to gain insights from the influential YouTubers to answer the research question 1, 2, and 3: *how they establish their personal brand (what characteristics they define their personal brand with), how they communicate their personal brand, and how they develop and maintain relationships with their target audience.*

Using the conceptual framework devised in the previous chapter combined with the theories drawn from the literature reviews and the practical implications on the process of personal branding and personal branding strategies of influential YouTubers, the following general concepts (illustrated in Figure 10) will be used as a guide in an attempt to gain insights on their personal brand establishment, their personal brand communication, and personal brand relationship building. The guidelines of the in-depth interview questions are as follows:

Figure 10: General Concepts for Personal Branding Drawn from Chapter 2



Based on the list of guidelines above, the in-depth interviews will be divided into three parts. The questions will be mostly open-ended to stimulate response. The exact terminologies may not be implemented as all in-depth interviews will be conducted in Thai, thus the language barrier, and it will require a more natural style of interactions to gain the interviewees' insights. The key factors from the mentioned general framework (Figure 10) and their translations into in-depth interview questions, along with the rationale of each question, can be found in Appendix A. Nevertheless, the following scope of how the questions are intended to be used will still be in place.

Part I: How the influential YouTubers establish their personal brand

Under this part, the theoretical concepts under personal brand identity and personal brand positioning will be used to find out how the selected YouTubers establish their personal brand. The questions will seek to determine how define their personal brand and how they position themselves to be unique and superior to other YouTubers of the same channel category.

From the theoretical concepts of personal brand identity, the selected influential YouTubers will be asked how they came up with their personal brand and setting up a 'how to' channel that demonstrates both *specialization* and *leadership*. They will also be asked how they managed to stay their *authentic* self, *relatable*, *positive*, and *fallible* at the same time. Moreover, they will be asked how their *social capital* and *cultural capital* play any role in their personal brand identity. Then, they will be asked if they have any goodwill behind the creation of their personal brand and what level of integrity

they incorporate in their brand and channel. Finally, they will be asked of the common feedback they get from their viewers concerning how the viewers like them and listen to what they say. This will be used to determine the level of *credibility* and *likability* which are the results of all factors working hand-in-hand.

From the theoretical concepts of personal brand positioning, the selected influential YouTubers will be asked how they position their defined personal brand identity and its characteristics in the way that will give them *distinctiveness* to stand out from others. They will also be asked how they ensure that their personal brand identity is *consistent*. On a more personal note, they will be asked if and how they employ *impression management* to position their identity and whether they work on the *unity* of their personal brand in their everyday life as well. Lastly, they will be asked how *persistent* and *visible* they had to be in order to have accomplished what they have so far.

Part II: How the influential YouTubers communicate their personal brand

Under this part, the theoretical concepts under personal branded content and personal brand communication will be used to find out how the selected YouTubers communicate their personal brand—how they incorporate their brand into their videos and channel including their video content and delivery as well as other personal brand promotional techniques used on the YouTube channel.

From the theoretical concepts of personal branded content, the selected influential YouTubers will be asked what features of video content they include in their videos and how, starting with how they ensure the *authenticity*, *accuracy*, and *originality* of

their content. Then, the nature of their videos will be asked including how *interactive*, *vivid*, *entertaining*, *positive*, and *informative* they are. After that, they will be asked how they communicate their non-verbal cues in their videos that will ensure *clarity* and appropriate display of *face-to-face element*, *body language*, *facial expressions*, *tone of voice*, and *manner of speaking*.

From the theoretical concepts of personal brand communication, their uploading schedule, filming location, and channel *optimization* will be asked to determine the *consistency* and *constancy* of their personal brand communication. Lastly, they will be asked what equipment they use for filming and editing to deliver *high quality* videos.

Part III: How the influential YouTubers develop and maintain relationships with their target audience

Under this part, the theoretical concepts under personal brand image and personal brand relationship will be used to find out how the selected YouTubers develop and maintain relationships with their target audience in order to not only ensure the accurate translation of their intended personal brand but also to build a loyal community of supporters.

From the theoretical concepts of personal brand image, the selected influential YouTubers will be asked of what they do behind the scene to master their personal brand communication skills and how they do it. Starting with *reflexivity*, they will be asked how they take feedback from their viewers and improve accordingly. This goes toward the final step of the personal branding process this study suggests: *taking*

feedback from target audience and making improvements. Since a personal brand isn't built overnight, and persistence is needed, revising the brand and repeating the personal branding process is expected for most branded individuals. Moreover, they YouTubers will be asked if and how they use *presentation of self* to practice their personal brand communication skills in portraying their brand. Finally, they will be asked more about *impression management* toward how they select the target audience's feedback for improvement. In other words, how they select which impressions to act upon.

From the theoretical concepts of personal branded relationship, the selected influential YouTubers will be asked how they *build an engaged community* on YouTube and how they encourage *interactivity* between them and the viewers and among the viewers themselves. Then, they will be asked how they select the *comments to respond* to and if they have ever *initiated one*. Furthermore, they will be asked how they involve their viewers in the *co-creation of content* to build engagement and favorable relationships as well as using techniques like *calls to action*, *annotations*, and *shoutouts*. Lastly, they will be asked if, when, and how they decide to give back to their target audience by holding *giveaways* or *contests*.

Although all in-depth interviews will be Thai, the answers and interactions will be recorded, transcribed, and translated back to English in order to be proceeded to the next stage of the qualitative research: the content analysis.

Content Analysis

After the researcher has gained sufficient information from the literature reviews and the in-depth interviews with the influential YouTubers, and once the top five videos of each influential YouTuber have been identified, the researcher will conduct a full content analysis on each video by watching and reviewing all elements in the videos and in the YouTube channel while crosschecking with the list of coding schemes devised beforehand based on the theoretical framework drawn from the literature reviews in the previous chapter along with some insights from the in-depth interviews with the subjects. The researcher will be the only coder for this content analysis since the area requires a specific expertise and a deep understanding of what is being coded; thus, using the person most familiar with the field will most likely guarantee efficiency. Thus, the coding schemes used have been designed to facilitate the working of the researcher to be as convenient as possible to ensure maximum efficiency. It is important to note that the researcher does not require any more detailed descriptions and explanations on the guidelines used in the coding schemes since she is already familiar with all concepts in theories used in this study.

The whole coding procedure will focus on determining what personal brand characteristic, video features, and delivery method are present in the top five videos in order to collect more data and verify the initial findings gathered from the in-depth interviews so as to understand the influential YouTubers' personal branded content, personal brand communication, personal brand image, and personal brand relationship. Since any form of information and material is considered to be content (Cambridge Dictionary, 2017), the content analysis will cover texts, images, and videos on the

influential YouTubers' channel, including their profile on the home page and their use of any personal brand communication techniques or tools such as ads, tags, or banners to promote their personal brand and build relationships with their target audience.

It is important to note that in the characteristics and features from Figure 10 are present. Even though the data gained from content analysis may not provide the information on the process of personal branding, because such insights can only be gathered from the subjects' self, it can be crosschecked to provide valuable information on determining the characteristics and features that contribute to successful personal branding. It is also extremely beneficial to examine the effectiveness of the influential YouTubers' personal branding strategies based on the translation of influential YouTubers' intended personal brand and the displayed one.

Using the list of general concepts devised in the previous section for in-depth interview questions guidelines (Figure 10), the following coding schemes created to facilitate the process of this content analysis can be found in Appendix B. Nevertheless, the following scope of how each concept is intended to be analyzed will still be in place.

First, the top of each coding sheet requires the YouTuber's name, video title, and ranking number to be put down so as to avoid information mix-up. It also requires the number of views, likes, dislikes, comments, and length of the video to be indicated since the information will be used to determine the level of engagement and popularity of that particular video. The coding sheet is also divided into three parts. Each part includes the factors established and listed by the YouTuber's self as intended personal brand identity. Such information is gathered from the in-depth interviews. It also includes the theoretical concepts based on the devised guidelines (Figure 10).

Part I

Part I is on the visible characteristics of the influential YouTubers. This is where the videos will be reviewed to see if the relevant features are clearly seen in the videos as personal brand identity and personal brand positioning or not. Since these are the characteristics resulted from the YouTubers' personal branding effort, they can be used to validate its effectiveness. It can also be used to eliminate any irrelevant features and steps that, although intended by the YouTuber, failed to show through.

Part II

Part II is on the features of the influential YouTubers' video content, delivery, and other personal brand promotional techniques. This part is to determine if the stated personal branded content and personal brand communication are in practice or not. This is to determine how YouTubers communicate their personal brand and how much it actually comes across.

Part III

Finally, part III is on features of the influential YouTubers' techniques to build and maintain relationships with target audience. In this part, all elements of content will be reviewed: the video content, comments section, video description, and any other interactive features or additional promotional techniques. While concepts like *calls to action*, *annotations*, *shoutouts*, *giveaways*, and *contests* can be found on the videos,

others such as *interactivity, conversation initiation and response*, as well as any other effort the YouTube made to *build an engaged community* will be found in the comments section and the video description. Furthermore, reading up the comments will also allow the researcher to gain the audience's insights and feedback that are valuable to the research in determining how they perceive the influential YouTubers.

Nevertheless, for some theoretical concepts from personal brand communication that seeks to find *consistency*, all videos will be coded in conjunction with one another from the same YouTuber and their channel as a whole.

After the content analysis is complete, the acquired data will be further used as part of the elements in the next phase of the research: the quantitative research approach of online questionnaires.

Online Questionnaires

Because the respondents will not be coming from one source, there is a slight chance that the questionnaires may be sent to the same respondent. Thus, in the beginning of the questionnaire format, there is a disclaimer page with a question that asks whether each respondent has completed the questionnaire with the given title before. If they have, they will be led to a 'thank you' page in which their response will end, and their input from that participation will not be counted. This is to prevent the same respondents from completing two copies of the questionnaires as it may tamper with the results (screened through part I of the questionnaire). Both routes of the online questionnaire distribution process will take place simultaneously. Since the results

yielded from qualified respondents from either of the route will be equally acceptable, the input will be taken from the first 400 qualified respondents who have completed the online questionnaires.

Using online questionnaires serve many purposes as compared to the traditional methods as it is more cost-efficient, less time-consuming, more convenient, and allows for the hard-to-reach respondents, such as those who live in other provinces beyond Bangkok and metropolitan area, to be reached (Bryman & Bell, 2015). The questionnaire format will be composed in Thai through a paid subscription of Survey Monkey (www.surveymonkey.com). All of the respondents will gain access to the online questionnaires via one of these outlets:

1. From the web link, ‘<https://www.surveymonkey.com/r/thai-millennials>’ for icepadie’s viewers and/or subscribers
2. From the social media post, ‘<https://www.surveymonkey.com/r/thai-millennials2>’ for MOSSSTER’s viewers and/or subscribers
3. From this QR code below for the pilot test with 30 respondents



Upon opening the customized links or scanning the QR code, the respondents will be redirected to the Survey Monkey website to complete the questionnaire. The purpose

of this online questionnaires is to gather data from the target audience (Thai millennials), who are regular viewers and/or subscribers of the selected influential YouTubers, in order to answer the research question 4: *how Thai millennials perceive influential YouTubers and their personal brand*. The data gained from the respondents will also serve as a verification on how accurate the translation of the influential YouTubers' intended personal brand to the target audience is.

The online questionnaires will first focus on determining what characteristics—both from the conceptual framework and from the influential YouTubers' preferred characteristics learned from the in-depth interviews—the target audience believes to be associated with the selected influential YouTubers. Also, they will determine what features of video content and delivery the target audience favors and associates with the given YouTubers. Lastly, they will include what relationship building techniques the target audience finds effective.

Using the list of general concepts devised in the previous section for in-depth interview questions guidelines, the following questionnaire format is created to maximize the efficiency of this online questionnaire. The questionnaire consists of five sections—five pages—including with 19 questions in total. The questions are generated in multiple choice and checklist forms with the majority of the questions having the 'star' mark requiring the respondents to answer before moving on to the next part. The multiple-choice questions only allow the respondents to choose one answer. These are used for questions that require precise data to be gathered. On the other hand, the checklist forms allowing for multiple factors to be selected are used with questions that are more open to variety and flexibility. These checklist questions also include the

‘other’ option that requires the respondents to type in more answers other than the provided ones.

Part I

In part I, after the respondents click into the customized links provided or scan the QR code generated, the first part of the online questionnaire will show them the name of the title of the questionnaire which translates ‘Perceptions of Thai Millennials toward influential YouTubers: icepadie and MOSSSTER.’ Additionally, this questionnaire has included a logo of the selected influential YouTubers’ YouTube profile pictures and their channel names. Hence, right off the bat, it tells the respondents right away what this questionnaire will be about and allows the respondents, who don’t find the nature of this questionnaire to be in the scope of what they can provide, can choose to opt out from the questionnaire if they want to. This is to ensure that any data gained from completed questionnaire responses will be relevant. Additionally, on this page, there is a brief thank you message to show appreciation for their cooperation and a statement indicating how they are one of the chosen 400 millennials to be completing this questionnaire. This is to increase the likelihood of the respondents’ participation as it raises the relevance of the matter being studied. There is also another statement indicating that this questionnaire will only take four minutes in order to let the respondents know in advance how much time it will take them to complete it so that they can be prepared and not be frustrated by the anticipation later. Finally, this page serves as the first step in the screening process because the first answer-required question is asking whether the respondents may have already received this

questionnaire from other channels and already completed and turned in the result. If they click 'yes,' they will be led to the 'disqualification page' in disguise of a 'thank-you' page to say that their participation is appreciated, but only one input is more than enough. This is to prevent the same input to be sent in from the same individual. This screening question is also a mandatory question, so the respondents have no choice but to answer it before they can move on to the next step.

Part II

In part two of the questionnaire, the respondents will enter the next step of the screening process, which is to confirm if they are the Thai millennials this research sets out to gather insights from. The questions will use both nominal and ordinal scales. Based on the studies in the previous chapter and the conceptual framework of this study, nine factors have been identified to determine whether the respondents are Thai millennials: *Age, Tech-savvy, Sociable, Online Sharing, Connected, Updated, Confident, Opinionated, and Expressive*. The *age* factor is verified in the second question where the respondents have to identify their age range. Any completed responses from the respondents who have chosen 'younger than 15' or '36 or older' as their age range will not be taken into account when analyzing the results since it has been established in this study that only people between the age of 15 and 35 will be considered as the millennials whose perceptions are being tested. The *tech-savvy, sociable, and connected* factors are verified in the third question where the respondents have to answer if they have at least one social media account that is actively connected to the internet. The respondents whose answers will be taken into consideration will be the ones who

answer ‘yes.’ Next, the *online sharing* factor is verified through the question asking the respondents’ frequency in posting and sharing information online. Any completed responses by respondents who choose ‘never’ will be dismissed since they will not pass the criteria set in this research. After that, the *updated* factor is verified through the fifth question that asks about the respondents’ frequency in staying updated with others’ posts on social media. Again, any completed responses by respondents who choose ‘never’ will also be dismissed. Finally, the *confident*, *opinionated*, and *expressive* factors are verified in the last question of this part (question 6) asking whether the respondents are confident in making their decisions and expressing their opinions. Any respondents who select ‘not at all’ will be disqualified by default.

Part III

In part three of the questionnaire, the respondents will enter another step of the screening process, which seeks to confirm whether they regular viewers and/or subscribers of the selected influential YouTubers this research sets out to gather insights from. The questions will also use both nominal and ordinal scales. To be qualified as regular viewers or genuine subscribers who regularly watch the selected influential YouTubers’ videos, question 7 asks them whether they know either of the given YouTubers or not. If the respondents happen to know both, the direction under this question tells them to only think of one in their minds and refer to this one with all the questions to come. This is to prevent any confusion and complications in completing the questionnaire since the respondents who know both of these YouTubers will have to go back and forth with their recollection to draw out any details they need to answer

the questions. Any respondents who answer, ‘don’t know,’ however, will not have their results included in the analysis since they won’t meet the criteria. Now to verify if they are regular viewers, the respondents are asked how many of this particular YouTuber’s videos they have seen. If they answer ‘never’ or ‘1-2 videos,’ they will not be considered as regular viewers, and their results will, again, be dismissed.

After the screening process is complete, the respondents will begin answering questions that work toward the generation of their perceptions toward the selected influential YouTubers. Starting with question 9, the respondents are asked if they know which category the subject’s channel is. This is to find out whether the subject’s *Specialization* factor is known to the target audience since the theories drawn from the literature reviews revealed that successful branded individuals all have an area of expertise they are known to have in the eyes of their target audience. Next, in question 10, the respondents are asked to specify why they watch YouTube videos in general. This will not only be used to check the accuracy of the work done in the literature reviews on Thai millennials’ reasons to watch YouTube videos and what they perceive as good videos to watch, but it will also be used to crosscheck with the reasons for watching the given YouTubers’ videos to gain insights on the target audience’s perceptions on the subject—whether it’s a positive (if their expectations and what the YouTubers deliver match) or negative (if the factors do not match).

Part IV

In part four of the questionnaire, the respondents will be asked about their perceptions toward the selected influential YouTubers' visible characteristics, video content, delivery method, and promotion. The questions in this part are all in the checklist forms as these allow more than one answer to be selected as opposed to the multiple-choice forms which only allow one answer to be chosen. Starting with question 11, using the characteristics of successful branded individuals drawn from the literature reviews and the practical implications on YouTube, the list of factors in personal brand identity theories are translated and listed as characteristics that the respondents perceived to be most visible in the selected YouTubers. These perceived personal brand identity factors include: *Specialization, Leadership, Relatability, Fallibility, Positivity, Authenticity, Goodwill, Integrity, Social Capital, Cultural Capital, Credibility, and Likability*. Then, in question 12, using the features of successful YouTube videos' content drawn from the literature reviews in regard to personal branded content, the respondents are asked which features of video content they perceive to be most prominent in the selected YouTubers' videos. These perceived personal branded content features include: *Authenticity, Accuracy, Originality, Fallibility, Informative, Clarity, Interactive, Vivid/Rich, Entertaining, and Positivity*. Next, in question 13, using the other features of successful YouTube videos' content and delivery methods that both communicate the personal branded content and build and maintain relationships with the target audience, the respondents are asked to identify which features of the content delivery, communication, relationship building, and promotional techniques they perceive to be outstanding in their given YouTuber's videos. These factors for personal branded content, personal brand communication, and personal brand relationship include: *Face-*

to-Face Element, Body Language, Facial Expression, Tone of Voice, Manner of Speaking, Consistency, Constancy, Setup, High Quality, and some of the *Optimization* elements. Moreover, in question 14, more questions are asked on what the respondents perceive to be their selected YouTuber's most outstanding promotions on their channel. This aims to find out the target audience's perceptions on personal brand communication on the channel rather than the videos. The factors that could also be applied in this perception acquisition include: *Constancy, Consistency*, and the rest of the *Optimization* elements. Finally, the respondents are asked to reveal why they like the particular YouTuber to see if their usual reasons for watching YouTube videos will be the same reasons for watching the selected YouTuber or not. This helps to uncover what the target audience's perceptions toward the selected YouTubers will be like. Some of the elements listed as choices in this question are from the concept of Thai millennials' perceptions on influential YouTubers learned in the literature reviews and their implications on YouTube; others are from the initial findings provided by the YouTubers in the in-depth interviews as their preferred qualities. This question will help determine how accurate the influential YouTubers' intended personal brand will be translated to the target audience.

Part V

In the last part of the questionnaire, the respondents will be asked about their perceptions toward the relationships they have with the selected influential YouTubers and how those relationships could improve. The questions in this part are both in the checklist and multiple-choice forms including both nominal and ordinal format. In

question 16, the respondents are asked to check the factors that will increase their bond and watch time of their selected YouTuber—create stronger and longer-lasting relationships. The factors are derived from the theories learned in personal brand relationship as well as other personal brand promotion techniques that focus on increasing engagement and interactivity. These factors include: *Building an engaged community, Interactivity, Co-creation of Content, Conversation Initiation and Response, Calls to Action, Annotations, Shoutouts, Giveaways, and Contests*. Question 17 then asks if the respondents have met the selected YouTuber in real life. Since verifying the efforts YouTubers put into building their personal brand image cannot be asked of just any respondents as these efforts include what the YouTubers practice in their real life, only the respondents who answer ‘yes’ will have their question 18’s responses taken into consideration. Question 18 simply seeks to find out if the *presentation of self* and the *front and back region* theories are in place when it comes to what these YouTubers put out in front of the camera and in their everyday lives. Asking how differently the YouTubers appear, speak, or act in their videos and real life will be a good indication of the concept of *impression management* discussed in the previous chapter.

3.4 Credibility, Reliability, and Validity

In-depth interviews

First, the credibility of the in-depth interviews is established through the use of some structured interview questions which include all three forms of the questions: situational questions, behavioral questions, competency-based questions. This is to maximize the success and reliability of the interview questions. Moreover, a number of the interview questions are also unstructured to increase the validity of the research since it gives the interviewers the opportunity to be more flexible and gain deeper understanding when needed. Nonetheless, all questions will be written out and checked for spelling and other grammatical errors; then, the researcher will perform a “peer checking” (Creswell, 2012) by running the questions through with her fellow researchers for further assurance. According to Creswell (2009), the credibility of the interviews is hard to determine and that no interviewing study truly reports actual credible data. However, the researcher will take further steps to ensure adequate credibility including avoiding asking leading questions, taping the in-depth interviews, giving each interviewee the chance fully justify their answers, and conducting a pilot interview with an available YouTuber beforehand.

Content Analysis

Second, the credibility of the content analysis is determined right off the bat through the use of a single coder. This is to ensure that the mind behind coding all videos will be the same, thus eliminates any inconsistency in the coding procedures. Moreover, the

researcher assesses the intra-rater reliability by double coding the videos. According to Mackey and Gass (2015), to establish good credibility of the process of data coding and analysis, the researcher first needs to code all of the data. Then, after a few weeks or months, he or she will need to re-code the same set of data again to guarantee the credibility of that coding process. In this case, the research starts the first coding process in October 2017 which lasts a couple of weeks. After over a month of time lapse, she, then, performs the second coding process in December 2017 which also lasts a couple of weeks. As a result, the coding scores achieved by the same researcher but at different points of time—hence, "intra-rater" according to Mackey and Gass (2015)—are compared through the standard inter-rater reliability check procedures to guarantee the consistency of the scores and establish credibility.

Online Questionnaires

Finally, the reliability level of the questionnaires is checked via running a pilot test with 30 of the given YouTubers' regular and/or subscribers in order to operate a test run and determine the suitability of this certain questionnaire format. In order to measure the reliability, more than 75% of the respondents need to have completed the test with useable responses. After the researcher has operated the pilot test with 30 respondents, the successful response rate revealed to be 86%. Therefore, the questionnaires have passed the reliability and suitability test.

Since the research process involves the use of multiple qualitative and quantitative methods, the validity and utility of the results are typically higher than using a single-

strategy study. Taking three different measurements—in-depth interviews, content analysis, and online questionnaires—this methodological triangulation provides a larger degree of accuracy of the data gathered. To check the validity of the results, if the same or similar conclusions can be drawn from the findings of all three methods, then the validity has been established. As this methodological triangulation requires significantly more time, effort, and resources to gather data and analyze findings, it is able to fully check that the findings collected from all three research methods are credible, reliable, and valid.

3.5 Data Collection and Data Analysis

The data collection of this methodological triangulation takes place from August 1st, 2017 to March 31st, 2018. First, the in-depth interviews take place between August 2017 and September 2017. Next, the content analysis takes place between October 2017 and January 2018, where the first coding process is from October 2017 to November 2017 and the second coding process is from December 2017 to January 2018. Finally, the online questionnaires take place between February 2018 and March 2018. Then, the data analysis of this methodological triangulation takes place from April 1st, 2018 to June 30th, 2018.

In-depth interviews

As previously stated, each face-to-face interview with the selected influential YouTuber will take place in a quiet coffee shop and get recorded using an “Interview” function in

the Voice Recorder application on the researcher's smartphone. Then, the sound clips will be transcribed using the "Speech-to-Text" function in the same Voice Recorder application. During this process, it is important to note that the researcher will be going over the transcription and correct anything the software fails to transcribe correctly or misses. After that, the researcher will interpret the data and draw conclusions using Microsoft Word to keep track of the results. Finally, the researcher will translate the findings into English as the original interviews are in Thai. In this part of the process, the researcher will rely mainly on her knowledge on the English language and occasionally use Google Translate when needed.

Content Analysis

As the content analysis will take place in two separate coding processes, each time of the coding procedures will be done using the printed coding schemes generated from Microsoft Word to code the selected influential YouTubers' top five videos as she watches from her home computer. Then, the scores will be tallied using Microsoft Excel. Finally, the researcher will interpret the findings using Microsoft Word to document the results.

Online Questionnaires

As previously stated, the online questionnaires are devised using the paid version of Survey Monkey's survey tools from www.surveymonkey.com. Then, the surveys are

given out via the two customized links: <https://www.surveymonkey.com/r/thai-millennials> for icepadie's viewers and/or subscribers and <https://www.surveymonkey.com/r/thai-millennials2> for MOSSSTER's viewers and/or subscribers. Then, the research will use her paid subscription to Survey Monkey to analyze the results and transfer it to Microsoft Excel. Additionally, the SPSS (Statistical Package for the Social Science) program will be used to analyze the collected data.



CHAPTER 4

RESULTS & ANALYSIS

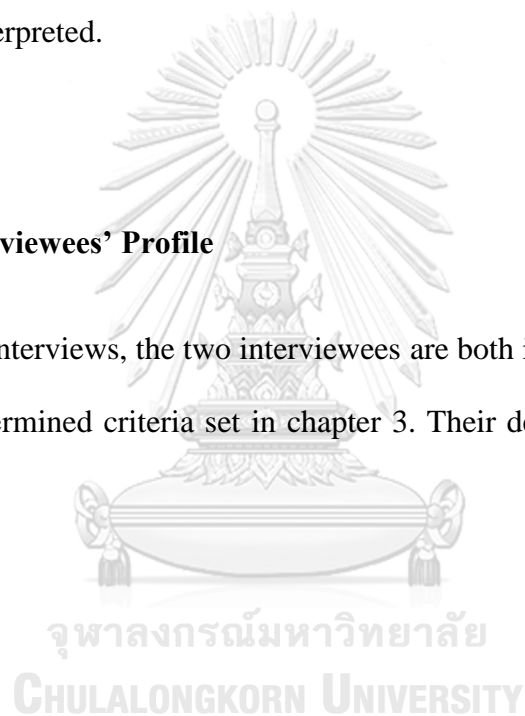
In this chapter, it first presents the data collected from the methodological triangulation using three research methods. It begins by providing the qualitative insights gained from the in-depth interviews of the selected influential YouTubers. Then, it presents the empirical findings from the qualitative content analysis of the selected YouTube videos. Finally, it reveals the quantitative results of the online questionnaires of the perceptions of Thai millennials toward the influential YouTubers.

4.1 In-depth Interviews

In order to reach the first three of the research objectives of this thesis study: *to learn how influential YouTubers establish their personal brand, to learn how influential YouTubers communicate their personal brand through the message (video content) and the channel (YouTube), and to learn how influential YouTubers develop and maintain relationships with their target audience*, the in-depth interviews are transcribed, translated, and interpreted.

4.1.1 Interviewees' Profile

In these in-depth interviews, the two interviewees are both influential YouTubers who passed the predetermined criteria set in chapter 3. Their demographic profiles are as follows:



1. icepadie

Figure 11: icepadie's Profile Picture



Source: Social Blade (2017)

Miss Phavida Pakviwat (nicknamed Ice) is a 27-year-old Thai female born in Korat, Thailand and now residing in Bangkok, Thailand. She is Chulalongkorn University graduate from the class of 2009. She is a former beauty writer at L'Officiel Thailand and former freelance makeup artist. Now, she is a full-time YouTuber and freelance beauty blogger. Her channel, icepadie, was created in December 2014 and now has over 430K subscribers and 540 uploaded videos accounted for 43.7 million total uploaded video views. Her channel features mainly beauty and how to videos as well as some product reviews. She has done a number of collaborations with fellow YouTubers and brands as well as product launches.

2. MOSSSTER

Figure 12: MOSSSTER's Profile Picture



Source: Social Blade (2017)

Miss Thanaporn Pollagoth (nicknamed Mos) is a 24-year-old Thai female born and residing in Bangkok, Thailand. She is Thammasat University graduate from the class of 2012. Now, she is a part-time YouTuber and freelance beauty blogger. Her channel, MOSSSTER, was created in March 2012 and now has over 173K subscribers and 215 uploaded videos accounted for 12.1 million total uploaded video views. Her channel features mainly beauty and how-to videos as well as some product reviews. She has done a number of collaborations with fellow YouTubers and brands.

4.1.2 In-depth Interview Results

Using the general framework on in-depth interview questions devised to answer research questions 1, 2, and 3, the questions are asked in the overall same manner with some exceptions of wording preferences and colloquial expressions. The answers from both of the selected influential YouTubers will be combined to form a uniform response

since the nature of this thesis research permits the message sender to be regarded as one source (any given influential YouTubers). The overall questions and combined answers from the influential YouTubers are as follows:

Part I: How the influential YouTubers establish their personal brand

From the theoretical concepts of personal brand identity

Overall, regarding the questions on personal brand identity, first, the selected influential YouTubers determine what they are good at and try to show that skills as their one prominent *specialization* because they know that there will be people who will appreciate their skills, associate that with them, and continue to watch their videos. They also added that when setting up the channel, they had to be sure that they were ready to call themselves ‘a guru.’ This was a big step and there was no going back because you can’t claim something so prominent and fall short. Setting up a ‘how to’ channel means their skills and abilities have to be met; otherwise, the viewers will lose faith in the integrity of their channel.

“I first decided on what kind of channel I want to create based on what I think I’m good at. I know I’ve always had a passion to do makeup and try on different looks, so I wanted to showcase my talent and see if other people appreciate what I do,” said

MOSSSTER.

Since their channel involves a lot of giving make up and tutorials along with other product reviews and demonstrations, it is inevitable that their *leadership* skills will be displayed. In every tutorial video, the YouTubers have to literally lead and show the viewers how different makeup looks and hair styles are achieved step-by-step so that the viewers can follow. Therefore, it forces them to have leadership skills by default, and their viewers know that. The reason why viewers watch any tutorial video is because they expect to learn how something is done in the simplest and clearest manner possible, hence watching a video rather than reading a book.

Nevertheless, having an area of expertise and leadership skills will not be adequate if the YouTubers don't have *relatability*. In this case, the more relatable they are, the more influential and successful they will get. It is essentially what connects the viewers to the YouTubers. No matter how great someone is, if there is no chemistry, the connection won't last. However, you cannot expect to have connections with everyone and be relatable to everyone, so choosing the right people to be relatable to is key. In this case, they chose to get the inspiration from other YouTubers who are in the same category and look for patterns in their content in order to learn what their target audience are interested in and find relatable at the moment. This works because their target audience is the same and learning in advance what attracts them is crucial for content planning. In studying others' videos, YouTubers can learn what topics are of interest with the target audience and work on it from there.

YouTubers know that part of their personal brand is associated with fun and laughter, and there are several moments where they intend to be funny or awkward. In Thai culture, comedy is really a common ground with most people, so featuring silly

moments really help them seem more *fallible*. However, the YouTubers said they never went overboard with it. They tried to keep it as minimal and natural since once you force yourself to be funny, your audience wouldn't laugh anymore.

Although they have gotten negative feedback, they still kept on trying to communicate their personal brand in the same fashion as they also know there are people who appreciate them and would love to see them keep going. The main way *positivity* is portrayed is with their resilient attitudes that no matter how bad or unmanageable everything is, they have to keep going. This isn't to say that every single thing they say is going to be positive. While audience loves positivity, they love authenticity more. Therefore, anything that seems too unrealistic will get people to turn away. Having said that, it means the YouTubers' message can be of negative manner as long as the overall vibe is still positive. For example, if there is a product that they really do not like and they express some negative features of the product, it does not mean they are spreading negativity in anyway.

Part of the reason why these influential YouTubers started their channel is because they want to express themselves on camera, meaning they want to be themselves and be known for who they are. This is really crucial as viewers love YouTubers who are real and *authentic*. This isn't to say that everything anyone sees on camera is an absolute truth. While staying true to one's personal brand is important, perfecting it before making the brand known is even more so. This is not to be confused with faking and manipulating. A person can have many personas and still be themselves. For example, people act one way around their funny, one way around their friends, and the other way at work. It's all their personalities just for different situations. In this case, it is found

that the authentic self that the influential YouTubers choose to portray themselves with is the one they use with their friends. It is what the viewers enjoy most, at least for YouTube.

“I’d like to say that I’m just being me when I film. If you be yourself, you don’t have to worry about having a personality because whatever you say or do will automatically be your true self. But sometimes, I have to try a little bit since it’s the camera we’re talking about. I wouldn’t say that I fake my personality or anything. If anything, I would say I bring more energy when I’m in front of the camera,” said icepadie.

These YouTubers also have a *goodwill* behind the reason they started their channel. It is the good intention to help people who may want to learn how to make themselves look good and gain confidence. When people see that you do things that benefit them, it helps your personal brand because they will favor it and be more forgiving toward it.

“I set up the channel because I want to help those who may not know as much about make up or certain products as I do. Plus, I want to help anyone who wants to achieve different makeup looks but may not possess the skills to do it. It’s also fun for me to film and show my videos to people,” said MOSSSTER.

On to the topic of *integrity*, this topic is still difficult to address since there are so many videos of the YouTubers that are sponsored. It truly puts them in a difficult spot as they feel obligated to make good reviews for sponsored videos but compelled to please their target audience at the same time. One insight is that it does get easier when they see that other YouTubers have done it before or doing the same campaign as they are doing. It gives them the sense of relief that they are part of the pack and that everything they do will still be accounted for. Though they did not say whether the reviews are deceptive or not, trying to sugarcoat it may seem that way for some subscribers who feel like these YouTubers owe it to them to be completely honest.

“I’m not gonna lie. I have been approached by brands to give positive reviews, and I understand it’s hard to completely cut ties with them since you may create yourself an unwanted enemy, and you may never get to establish this kind of connection with the company again. So what I do is I always make sure I give my viewers honest reviews but, at the same time, avoid being so overly negative. That way, I won’t be lying to my viewers and I also won’t upset the company. I think people can tell if someone is being honest in reviews or not,” said icepadie.

Moving on to the *social capital*, even though these YouTubers have a lot of friends, they don’t really get much chance to feature them on the channel, let alone to have their person brand associated with the friends. For *cultural capital*, it is even harder to feature that because even though they are proud of their educational background, they have

only mentioned in their social media a few times since they said it isn't something people are interested in. Once they can prove that their area of expertise is really out there and worthy of its claim, their personal brand is automatically associated with having full knowledge of that particular skill or degree. The YouTubers explained that having a good education may help lift their profile, but it is the skills they prove to have is what truly gives their personal brand a real boost. With time and constant display of specialization, the *credibility* will be established as part of their personal brand as well. No one can really expect to have credibility overnight. It has to be built and earned. Not only do YouTubers have to showcase their ability to excel in that particular skill and lead, but they also have to be seen as honest and trustworthy over a period of time. Otherwise, the credibility won't be there. In other words, the YouTubers have to prove themselves that they are worthy of the credibility.

“I think these things are really built over time. But the easiest way is to be sincere, period. If you have the intention to deceive, I think people will see right through it sooner or later. It's better to just be honest from the beginning and one day people will see that and you will gain more and more trustworthiness,” said icepadie.

Again, it takes time before the positive comments and likes to start pouring in. *Likability* is another factor that influential YouTubers have to earn over time. From the YouTubers' experience, viewers will like them if they find that they can relate to them or at least benefit from them in some way. People tend to like those who are like them,

so it isn't strange that relatability and relevance characteristics have to be established before likability. However, once that gap has been breached, it really brought things to the next level and the YouTubers truly started to get their personal brand known after that point.

“Getting positive feedback means a lot to me. It’s like getting good news or receiving gifts. I think all my subscribers have to like me or at least enjoy my presence one way or another because I’ve never bought my subscribers or views, so every person who subscribed is a fan. Most of the positive comments are people saying how they like my looks or that they can relate to my situations or that they really appreciate when I shed light on topics they are currently interested in,” said MOSSSTER.

From the theoretical concepts of personal brand positioning

The YouTubers do not just rely on one single factor to establish their *distinctiveness*. Instead, they use a combination of factors that make them who they are. Also, they stressed on the time factor that the longer they keep sticking to their looks and personalities, the more it will stay in the mind of the target audience and make them stand out. Even though there are many individuals who may be in the same channel category and doing the same kinds of videos, there will always be some something different about each individual that will only become more obvious over time.

“I know that many people probably do the same makeup look or hair as I do, but it’s the combination of my personalities that nobody has. When people look at me, it may not scream a beauty guru at once. That’s why I think it is important that you allow time for people to get to know who you really are, and that’s when you will stand out,” said icepadie.

For the most part, a successful personal brand is the one that gets carried out in every platform, whether it’s in front of the camera or in real life as *visibility* is what gets the YouTubers brand exposure.

“I always seek to do more than just what’s within YouTube. I seek for opportunities to do events and promote myself and what I do. And I always link all of my social media to wherever I’ve posted. For example, I link my YouTube channel to my instagram and facebook, just like I link my instagram and facebook on my YouTube. I think this gives me more exposure,” said icepadie.

YouTubers with successful personal brands are aware of the fact that now that people may recognize them off-camera, they need to make their looks, personalities, and overall behaviors aligned with what they portray on-camera in order to strengthen their personal brand and have *unity* in the brand.

“To be honest, I think I act better when I’m out now they more people recognize me. It’s not like I fake my camera personalities but like I’m more aware of how I appear. I think how I appear in front of the camera and outside is the same, but it didn’t use to. Now, everything is just more in line. That’s all,” said MOSSSTER.

Consistency in personal brand image is something that will help improve the unity in the long run. Nonetheless, consistency solely on YouTube is very crucial to have. The YouTubers with successful personal brands put in a lot of effort to make sure that their overall appearance and demeanor is the same in every single outlet that they use to promote their personal brand with: all videos, YouTube profile, other social media accounts, and even in real life. Once they establish their unique characteristics that their personal brand is associated with, they incorporate those in everything in order to have brand consistency and strengthen their personal brand as a whole.

Another one of the keys to a successful personal brand is *persistence*. The YouTubers mentioned many times that they put in a lot of effort to stick with the same personal brand and keep working on it for as long as they can. Not every favorable trait is credited overnight. Many have to be earned over time. All influential YouTubers have to spend years building up their image and reputation since it takes a lot of time for people to get to know them, become familiar with them, and think of them as their go-to YouTubers. It takes a lot of work, yet it has to be done. If the YouTubers don not have persistence, their personal brand won’t get established.

Not to confuse this with faking or manipulating their image, the YouTubers truly *try to be liked and impress others* because they want to gain likability, just like anyone else

for that matter. Nonetheless, everything is based on their true self and gets built on from there. Because YouTubers communicate through camera, if they just be their absolute normal self, their personalities will not come across like they would in person. This is why the YouTubers have to work on getting that extra energy in when making YouTube videos. If anything, the extra energy and bubbiness is what the YouTubers have to put in when exercising the impression management techniques. While some may only require that extra effort, others may require more, all entirely depending on the person's presence in front of the camera. If their stage presence is strong enough already, they might only need to add a little more energy and make a few adjustments. However, if their presence isn't quite there, meaning their personalities don't come across at all, they may need to try a lot more and make more adjustments. All in all, it isn't to say that they need to majorly fake their personalities and demeanors in order to be impressed by viewers; it is just that communicating through a camera requires more than normal effort put in communication in person.



Part II: How the influential YouTubers communicate their personal brand

From the theoretical concepts of personal branded content

Apart from coming up with *authentic* and *original* ideas for the videos themselves, YouTubers also use inspirations they get from other fellow YouTubers to base their videos on. A lot of times they are tagged by other YouTubers or challenged by them to make the same videos, so they create videos as a response. However, there are times that YouTubers actively look for the most talked about topics and build their content

from there. Other times, they just make videos based on what's happening with them at the time such as making haul videos from a shopping trip or making product review videos for PR. Nonetheless, they stay true to their personal brand and never give in to anything that is far off from their genre. This is to keep the *authentic* image of their personal brand and avoid confusing the target audience.

Mostly, if it's the sponsored videos they're making, YouTubers are obligated by the company to deliver *accurate* information; otherwise, they may breach the contract. However, for all of the product reviews they're doing, they always have to do some research before making each claim because they want their opinions to not only be factual but also *informative* and *clear* enough for viewers to gain a full understanding. This helps gain good reputation as viewers appreciate accuracy and honesty in any content, so it is very important that they keep this up. Not to mention, viewers have the power and the ability to judge for themselves whether they are being duped or not, so it is wise that influential YouTubers stay as honest as possible. There are many cases of influential YouTubers with years of personal brand building who lose their reputation overnight from giving a deceptive information. Viewers can be really good lie detectors; hence, lying in front of the camera isn't something any influential YouTubers want to do.

"I find that when I first started out, I had to keep a note sheet of what I'd have to say, especially if it's something out of my element. Otherwise, I might have to do many takes because I may mess up some parts of the information or the delivery. It's like you're still new to it, so you have to make sure everything gets conveyed clearly. And

even when I take notes, do many takes, and everything, I still have to edit the footage to make sure everything goes in the order that makes sense to the viewers. It's a lot of work to deliver a clear message really," said MOSSSTER.

Although coming up with video ideas themselves is important in order to show viewers they are capable of producing *relevant* and *entertaining* content, not every YouTuber can do that right away. It takes time to understand the viewers and what they are into, so in the beginning, it isn't uncommon to see many YouTubers making videos with the same video title using a similar thumbnail. In the YouTube community, producing relevant content is more important than making original content. Nevertheless, the YouTubers still have to be original in the way that they shouldn't copy anyone's video, meaning even if they are making the same video topic, the content, message, and especially the wording cannot be the same.

In terms of the amount of *non-verbal communication*, YouTubers like to make their body language interactive such as making funny faces, using high-pitched voice, or doing some funny dances and include blooper clips. This not only makes the videos *entertaining* but also engaging because there are surprise elements that grab the audience's attention every now and then. However, the YouTubers said that *speaking in a natural manner* isn't that easy. They usually have to prepare what they have to say in advance and make notes to look at while filming so as to ease their nerves and make the conversation flow. Another trick is that they don't use the first footage they shoot but a couple of the last ones. By then, they get their energy level up and seem much more comfortable in front of the camera.

“I put as much personality in my videos as possible. It’s funny how it’s actually the couple of last footages that I end up using. This could be because when the camera starts rolling, I’m not totally there yet, like I’m not all pumped up yet, but then after filming for a while, I get more and more natural and entertaining to watch. I notice that the more I’ve been filming, the more fun I have, thus the more entertaining it seems to the viewers,” said icepadie.

From the theoretical concepts of personal brand communication

For *consistency*, this is actually not very difficult to do. In terms of looks and personalities, because the YouTubers have already decided on their personal brand identity of how they want to be seen, appearing in the same manner in all videos isn’t hard to do. However, there may be some inconsistency in the video content as some of the videos are sponsored and have to be done a certain way, which may not resonate with their style. For example, when making a product review or endorsement, the YouTubers have to sacrifice their own brand a little and put the company’s brand first. This may undermine their identity to some degree, but as long as the majority of their videos are still the same, they think their personal brand won’t suffer.

“This is not hard to accomplish in my channel genre I think. Since I’m doing the beauty-related channel, I always make sure that all of the aesthetics of the videos are met like having proper background and making sure everything is all tidy and nice. But most importantly, I have to make sure that I, myself, look presentable. You can’t

really be a beauty guru if beauty isn't the word people associate you with at least. It just doesn't work like that, so I think after I have the exterior down, the rest just comes easy," said icepadie.

Likewise, when it comes to their filming location, one of the most commonly seen *setups* is inside their home, especially against a wall or installed background. This gives viewers minimal distraction so that the viewers can really focus on the YouTubers and what they have to say. It is also important that their videos are recorded in a quiet environment so that there is no noise in the background. Moreover, the filming equipment is also *high quality* to make the image super clear. They said having high-resolution videos and clear audio is what makes their videos seem profession.

Finally, they are very active on social media in general. They *constantly* update their profile and post pictures. On YouTube, they upload videos on a weekly basis. However, there are some weeks in which they upload a few times a week, and that week really boosted subscriber numbers and views. Another way they *optimize* their brand is through other social media channels such as facebook and instagram. They always link their YouTube channel to their other social media accounts, in the same way that they link those accounts to their YouTube account. Apart from that, they also do brand collaborations and join events. This gives them brand promotion in the off-line world as well.

“One of the things that help me gain exposure to my channel is using other social media. I think linking other social media accounts really help grow your channel. I also make sure that I have categorized playlists in my channel to make it easier for viewers to browse through my video selection. Also, I make myself available for PR contact to take on sponsors and whatnot. Finally, I promote my channel and my brand through other off-line outlets as well such as appearing on signage boards or at events,” said MOSSSTER.

Part III: How the influential YouTubers develop and maintain relationships with their target audience

From the theoretical concepts of personal brand image

When it comes to putting effort to make their views happy, the influential YouTubers said that they always look for room for improvement. Because they care about their viewers, the YouTubers listen to constructive criticism and adapt accordingly. They look back at their past performance and see what they did right and what they did wrong. Although they look for ways to *impress their viewers*, they believe it is best to be themselves and be comfortable with what they do. Also, they try to be the same person on and off-camera, but what they have noticed is that ever since they started making YouTube videos and having more fans, they started to care more about their everyday presence and make efforts to make their off-camera self more like their on-camera self.

“I do work toward making my viewers happy. Having said that, it isn’t my only goal. I also like to express myself in the way that I feel comfortable with. I think my viewers are impressed with who I am originally too. I think when you start faking your personality too much, people catch onto that and they just stop watching,” said icepadie.

From the theoretical concepts of personal branded relationship

These YouTubers revealed that they not only try to *interact* with their fans on YouTube, but they also set up a group chat for their fans as well. Not every subscriber is on this group though, just the ones who are very active and involved with everything they do. Thus, having a direct communication channel with their fans is like having an *engaged community* where they can stay in touch with the fans and maintain good relationships with them. However, they haven’t really thought much about encouraging *co-creation of content*, chatting through *comments*, or doing *giveaways*, and they haven’t given fans *shoutouts* in their videos. However, they do a few annotations when they introduce their accounts or mention product names, and they have replied to certain comments.

4.2 Content Analysis

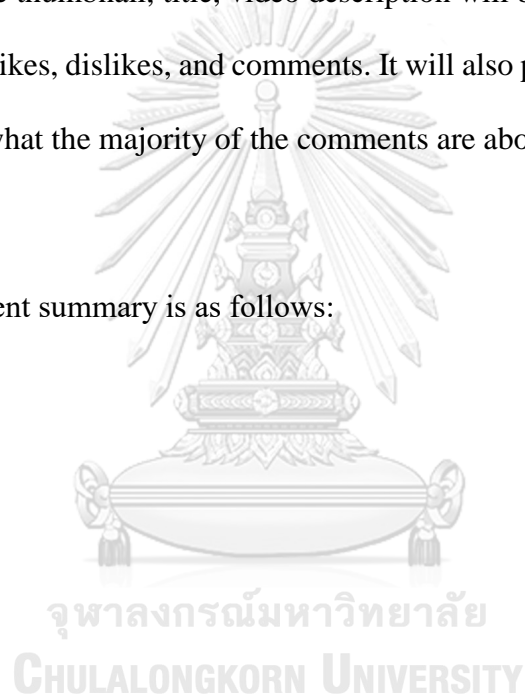
After each coding process is complete (coding the same videos in two separate occasions—approximately 6 weeks apart), the researcher then combined the findings from both of the selected influential YouTubers’ top five videos, analyzed them, and looked for common factors contributing to successful YouTube videos that reflect the

YouTubers' personal brand. However, it is important to note that the majority of details are drawn from the second coding process due to better retention on the more recent process.

4.2.1 Videos' Description and Comments

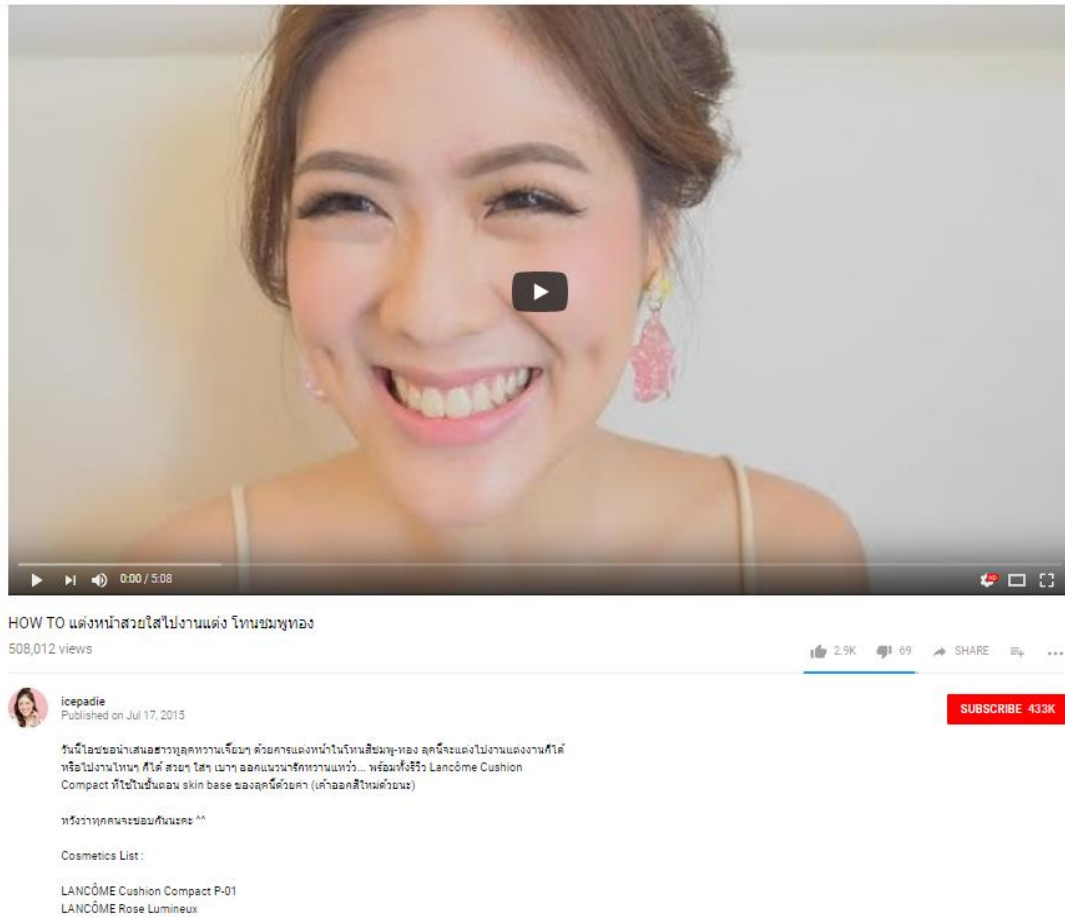
For each video, the thumbnail, title, video description will be provided, along with the number of views, likes, dislikes, and comments. It will also provide the summary of the video and reveal what the majority of the comments are about.

Each video's content summary is as follows:



icepadie's Video 1

Figure 13: icepadie's Video 1



CHULALONGKORN UNIVERSITY

Title: HOW TO beautiful rose gold makeup look for a wedding | icepadie

This is a makeup tutorial and a review and promotion of Lancôme Cushion Compact foundation. It has over 508K views, 75 comments, 2.9K likes, and 69 dislikes. It is 5:08 minutes long. In this video, icepadie teaches her viewers how to achieve the look from start to finish. Then, she gives a review of the product and promotes its new shade launch. A lot of the comments on this video are very positive because most people seemed to enjoy the tutorial. This video is the one she seems most authentic and laid-back in.

icepadie's Video 2

Figure 14: icepadie's Video 2



HAUL ช้อปปิ้ง ส้มละลายที่เกาหลี Korea Beauty Shopping | icepadie
438,627 views

4.7K 96 SHARE ...



icepadie

Published on Nov 7, 2016

มาแล้วจ้าาา ตามคำเรียกร้อง
คือเป้าหมายมากกกก ของเซอเวอเออร์
นี่แหละคือสิ่งที่เรียกว่า ความล้มละลาย และ ความโง่ดี 5555
ขาดดดดดด จะซื้อมาเยอะอะไรกินหาแม่เค็ณเนน ???
แต่ก็อานานะ อือจะว่าไม่ได้ไปเกาหลีทุกวัน ทั้ง
เจ้า เขี่ยชม ขอให้ enjoy ละ

☺

Product List :

FAITH IN FACE After Shower Look Soothing & Moisturizing Hydrogel Mask
FAITH IN FACE Prestige Platinum Mask
FAITH IN FACE Signature Gold Mask

จุฬาลงกรณ์มหาวิทยาลัย

Title: HAUL shopping and gone broke in Korea. Korea Beauty Shopping | icepadie

This is a shopping haul of beauty items and other cute gadgets icepadie got from her trip to Korea. It has over 438K views, 271 comments, 4.7K likes, and 96 dislikes. It is 19:22 minutes long. In this video, icepadie goes over everything she got which allegedly drove her into bankruptcy (figuratively). She also announces future *giveaways* she will be doing on some of the things she got since she got so many things, but she did not stated that it was for any particular occasion. Most of the comments were of people enjoying how massive and extravagant the haul is.

icepadie's Video 3

Figure 15: icepadie's Video 3



HOW TO ทำผมไปงานง่าย ๆ สวยแต่ไม่เสีย | icepadie
430,119 views

969 likes 77 dislikes SHARE



icepadie
Published on Oct 13, 2015

SUBSCRIBE 434K

สวัสดีค่าทุกคน วันนี้อยากทำผมให้ดูกันและ
ปกตินะทำผมง่ายแต่หน้าออกสวยและ
วันนี้มาทำผมแบบที่ไอชชอบทำไปงานให้ดูกัน
จะเรียกว่าเป็น signature look เลยก็ได้นะ เพราะทำตลอดเลย มันง่าย 5555

แต่บอกก่อนว่า สกิลผมมันผมในคิลบนี้ยังน้อยมาก
สัณฐานผมตัวจะมีคิลบนี้แล้ว

ถึงใจก็ลองวิธีการทำนะคะ ง่ายมากๆ เลย
และไอชก็ใช้ Dove Daily Hair Vitamin ปร่าก่อนทำผมด้วยนะคะ
(ปร่าประจำทุกเช้าเลย) จะได้นุ่มสวยๆ อยู่กับเราตลอดเลยค่า ^^

หวังว่าจะชอบกันนะคะ
อย่าลืมกด subscribe กันมา้าา

Title: HOW TO easy hairdo for events. Pretty and no damage | icepadie

This is a sponsored video by Dove. It has over 430K views, 12 comments, 969 likes, and 77 dislikes. It is 4:16 minutes long. In this video, icepadie promotes Dove's hair vitamin product and shows viewers how to apply. Then, she gives a tutorial on how to achieve the hairdo before wrapping up with a product endorsement. In this video, she seems least like herself. Her appearance and set up is also different including the more subtle manner of speaking.

icepadie's Video 4

Figure 16: icepadie's Video 4



HAUL เปิดกรุตุ้มหู ตามคำเรียกร้องงงงง !!! | icepadie

426,410 views

6.6K likes 90 dislikes SHARE



icepadie

Published on Apr 12, 2017

SUBSCRIBE 434K

ในที่สุด !!! ก็ได้มาเปิดให้ดูกันซึกทีนะค่าาา กรต่างหูในตำนาน 555
เรียกกรังกันเข้ามาเยอะมากกกกกก ที่สุดๆๆๆ
ไอชจัดให้แล้วนะคะ ต่างหู / ตุ้มหู ในกรของไอช
(มีหายไป 1 กระเป๋าสีใจมอกกก)
สำหรับร้านไหนที่ไม่ได้เอ่ยชื่อก็ขอตัดด้วยน้ำกำบบ
มาฝากร้านกันใต้คิลิปเยยน้าๆๆๆ

♡

แหล่งซื้อ :

legologelego (IG)

Title: HAUL earrings collection highly requested !!! | icepadie

This is an earrings collection and storage video. It has over 426K views, 606 comments, 6.6K likes, and 90 dislikes. It is 11:23 minutes long. In this video, icepadie goes over all of her earrings in her entire collection as well as how she stores them. A lot of comments really enjoy her large collection of earrings and love seeing where she gets everything from.

icepadie's Video 5

Figure 17: icepadie's Video 5



VLOG เที่ยวเกาหลีกับพาดี้ พร้อมบล็อกเกอร์อีก 10 คน !!!! #padiegokorea (part I)| icepadie

421,335 views

2.8K likes 69 dislikes SHARE



icepadie

Published on Oct 27, 2016

SUBSCRIBE 434K

พาดี้พาเที่ยวจ้าา one trip w/ padie
ตอน KOREA แสนรักกับเหล่าบล็อกเกอร์แสนสวย
#padiegokorea

ทริปนี้ไปเที่ยวคะ เที่ยวแบบเที่ยวเลย
เที่ยวเองทั้งหมดทั้งสิน หนูหุ

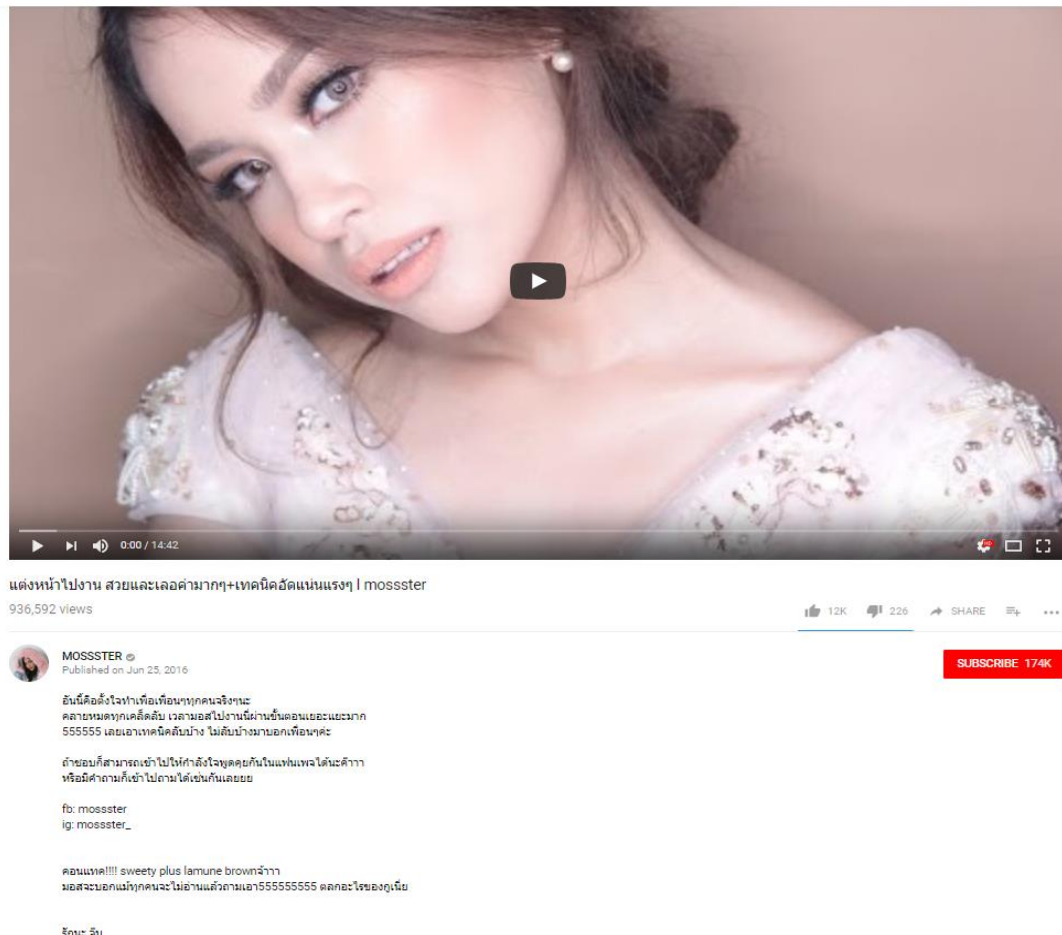
รายนามสาว ๆ ผู้ร่วมทริป (ชื่อ ig เค้อออ)
kirarista
nobluk

Title: VLOG going to Korea with padie and 10 bloggers !!!! (part I) | icepadie

This is vlog and travelling video. It has over 421K views, 176 comments, 2.8K likes, and 69 dislikes. It is 14:23 minutes long. In this video, icepadie films her entire trip to Korea with other YouTubers. She features different activities and places. Many comments are on the funny and silly moments in the videos, while some are on other YouTubers' presence. Overall, people really enjoy seeing the YouTuber gang hang out together.

MOSSSTER's Video 1

Figure 18: MOSSSTER's Video 1



แต่งหน้าไปงาน สวยและเลอค่ามากๆ+เทคนิคัดแน่นแรงๆ | mossster
936,592 views

MOSSSTER
Published on Jun 25, 2016

ฉันนี่คือตั้งใจทำเพื่อเพื่อนทุกคนจริงๆนะ
คล้ายหมดทุกเคิลดีลลิบ เวลาออกทำงานนี่ผ่านชั้นลอนแยะแยะมาก
555555 เลยเอาเทคนิคลับบ้าง ไม่ลับบ้างมาบอกเพื่อนๆละ

ถ้าชอบก็สามารถเข้าไปให้กำลังใจขุดคุยกันในแฟนเพจได้นะค่าา
หรือมีคำถามก็เข้าไปถาม ได้เช่นกันเลยยย

fb: mossster
ig: mossster_

คอนแทค!!!! sweety plus lamune brownjáa
มอสจะบอกแก่ทุกคนจะไม่อ่านแล้วถามเอา5555555555 คลอกะโหะของงูเนี่ย

รักษา ชิน


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Title: How to do makeup for night events. Pretty and Glam + Techniques | mossster

This is a makeup tutorial video. It has over 936K views, 859 comments, 12K likes, and 226 dislikes. It is 14:42 minutes long. In this video, MOSSSTER teaches viewers how to do a glamorous makeup look for night events using her own makeup items. She also gives tips and tricks with dresses and what to carry to the events. Many people say they really love her good looks and appreciated the work she put in. Some even said that they subscribed because of it.

MOSSSTER's Video 2

Figure 19: MOSSSTER's Video 2



แต่งหน้าด้วยเครื่องสำอางถูกและดี ให้ดูแพงแพง | mossster
504,963 views

MOSSSTER
Published on Oct 12, 2016

ดูและดี!! สีมม ทำอยู่ป็นานเนาน เหนิงจะมาแต่งแบบถูกและดี!!
หวังว่าจะดูใจใครหลายคนที่มมมมม

เครื่องสำอางที่ใช้
โพรเมอร์ wet n wild base de tent
รองพื้น loreal infallible
แะ สติก giffarine stick foundation s6
เบมิ่ง ZA glowing pink 01
ส้ว shiseido 02
มาสคาร่าคิ้ว heavy rotation 03
สีคิ้ว cezanne shading powder
ริ่งมาตา peripera jewel pot 08
อายแชโดว์ ค้า น้าฉ่า mti cake liner
คิ้วสลิคค้า mei linda oil proove
ไลเนอ์ค้ำ mistine maxi black
มาสคาร่า loreal miss manga
ชมนอน messy choice 3d05
ตาสองชั้น hello eye tape size L
แป้งเบมิ่ง babalah powder
ไฮไลท์ catrice glow
ปาก wet n wild 902 bare it all


ถ้าใครชอบคลิปนี้ กดไลค์ กดsubscribeกดแชร์ในคอมเมนต์บ้างใจดีนะค้าาาาาาาาาาาา ขอขอบคุณค้าา
สามารถติดตามมอสใหม่ได้ที่นี่

Title: How to do makeup using affordable makeup and look glam | mossster

This is a makeup tutorial video. It has over 504K views, 523 comments, 7.3K likes, and 129 dislikes. It is 15:18 minutes long. In this video, MOSSSTER teaches viewers how to do a glamorous makeup look using her own favorite makeup items that are affordable and good. A lot of people in the comments section like what she does and some said they would try the products she recommended because of how beautiful she looks in them.

MOSSSTER's Video 3

Figure 20: MOSSSTER's Video 3



รวมรวม สารพัดเทคนิค จัดการกับหัวหยอย ผมหยิก หยักศก | mossster
368,043 views

MOSSSTER @
Published on Sep 28, 2017

เพื่อนมิตรหมี่ ทำไมชีวิตเราต้องยุ่งยากกว่าคนอื่นเค้าบ้างนี่ ฮือฮาๆ
พระนิลสเจ้าใจ จนกว่าจะมาเป็นเส้นเท่ๆมาทำในอุทธรณ์
เรามาสู้ไปด้วยกันนะ

ที่หมี่หมี่จ๊ว
Pocket Mini Flat Iron
<http://thaicharis.com/mossster/236>

ที่หมี่หมี่จ๊ว
Glamwave Curling Iron
<http://thaicharis.com/mossster/23H>

Paul Mitchell awapuhi treatment styling oil
Line : @ojhair

มีดผมจี้จ้านชื่อ มด อดุจด่านของมาแป

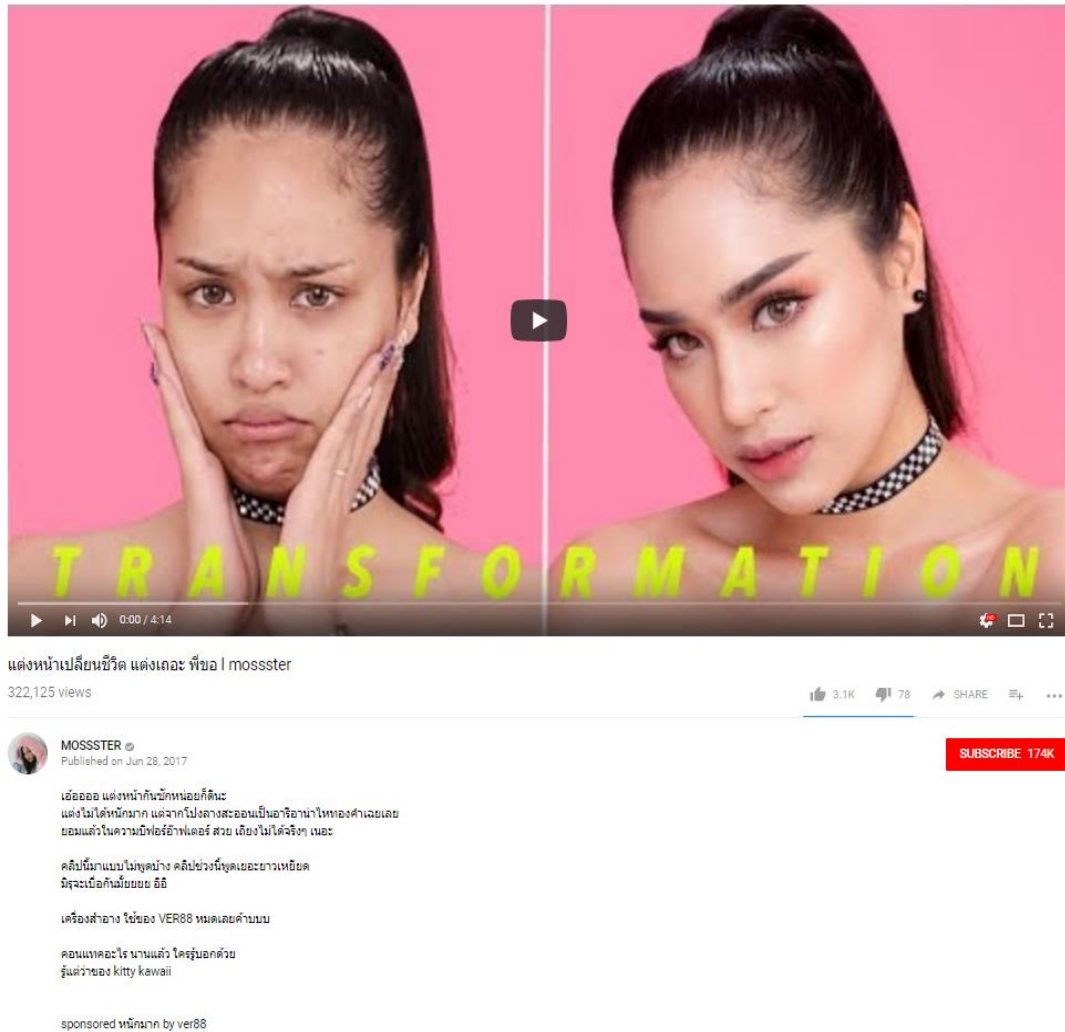
Follow me!
<https://www.facebook.com/mossster/>
https://www.instagram.com/mossster_/
<http://www.mossster.com>

Title: How to tackle frizzy and wavy hair | mossster

This is a hair tutorial video. It has over 368K views, 340 comments, 4.5K likes, and 153 dislikes. It is 11:15 minutes long. In this video, MOSSSTER teaches her viewers how to deal with unruly hair that is wavy and frizzy. She also reveals her favorite products to get the job done. Many people in the comments actually thanked her for understanding their struggle and gave them such practical tips and trick. They also like that she's so relatable.

MOSSSTER's Video 4

Figure 21: MOSSSTER's Video 4

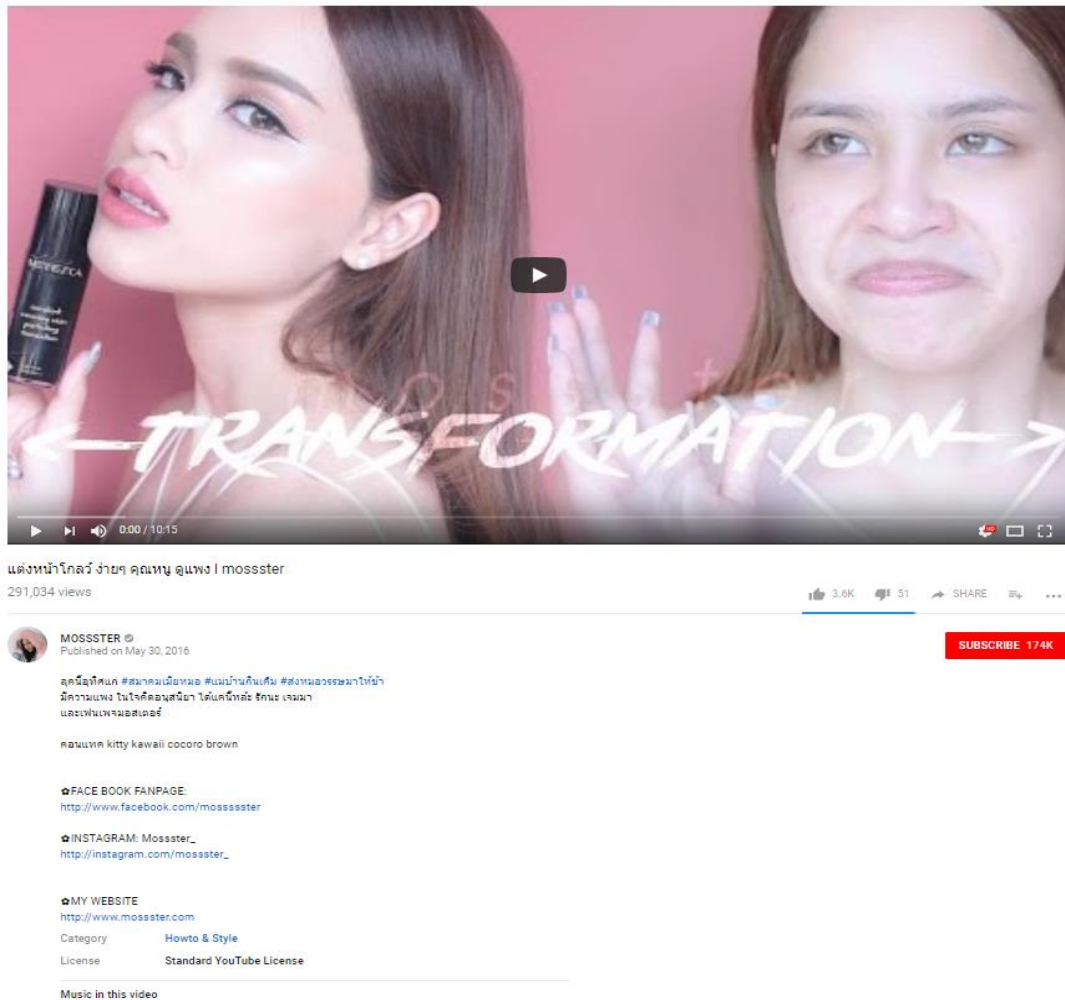


Title: How to do life-changing makeup | mossster

This is a sponsored video by VER88. It has over 322K views, 150 comments, 3.1K likes, and 78 dislikes. It is 4:14 minutes long. In this video, MOSSSTER shows her viewers how she creates a makeup look using all VER88 products from start to finish. However, this video only features background music and does not include any talking, but it still featured her personal brand identity and included her quirky personalities with her silly dances at the end.

MOSSSTER's Video 5

Figure 22: MOSSSTER's Video 5



Title: How to do glowy makeup. Easy but Glam | mossster

This is a sponsored video by MERREZ'CA. It has over 291K views, 214 comments, 3.6K likes, and 51 dislikes. It is 10:15 minutes long. In this video, MOSSSTER teaches her viewers how to do glamorous makeup look using all products from MERREZ'CA. She also gives mini reviews of the products she uses as well as reveals which ones she likes. Though it's a sponsored video, she still made it seem like it was one of the videos she created herself.

4.2.2 Videos’ Coding Results

Each of the coding sheets below combines all of the YouTubers’ top five videos and projects the overall performance, along with some notes taken during both times of the coding process combined. However, it is important to note that the majority of the results are based on the second coding process due to a better understanding and familiarity the research has with both of the selected influential YouTubers.

Icepadie



Figure 23: icepadie’s Coding Sheet

	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
1. Specialization	1		1			1. Authenticity	1	1		1	1	1. Building an engaged community				1	1
2. Leadership	1		1		1	2. Accuracy		1		1	1	2. Interactivity					1
3. Relatability	1	1	1	1	1	3. Originality	1	1		1	1	3. Co-creation of Content					
4. Fallibility	1	1	1	1	1	4. Fallibility	1	1	1	1	1	4. Conversation Initiation and Response	1	1		1	1
5. Positivity	1	1	1	1	1	5. Informative	1	1	1	1	1	5. Calls to Action			1		
6. Authenticity	1	1		1	1	6. Clarity	1	1	1	1	1	6. Annotations	1	1		1	1
7. Goodwill	1	1	1	1	1	7. Interactive	1	1	1	1	1	7. Shoutouts				1	
8. Integrity		1		1	1	8. Vivid/Rich	1	1	1	1	1	8. Giveaways		1			
9. Social Capital		1			1	9. Entertaining		1		1	1	9. Contest					
10. Cultural Capital					1	10. Positivity	1	1	1	1	1						
11. Credibility	1	1	1	1	1	11. Face-to-Face	1	1	1	1	1						
12. Likability	1	1	1	1	1	12. Body Language	1	1	1	1	1						
						13. Facial Expression	1	1	1	1	1						
13. Distinctiveness	1	1	1	1	1	14. Tone of Voice	1	1	1	1	1						
14. Visibility	1	1	1	1	1	15. Manner of Speaking	1	1	1	1	1						
15. Unity	N/A	N/A	N/A	N/A	N/A	16. Consistency	1	1		1	1						
16. Consistency	1	1		1	1	17. Constancy	N/A	N/A	N/A	N/A	N/A						
17. Persistence	N/A	N/A	N/A	N/A	N/A	18. Setup	1	1	1	1	1						
18. Impression Management	N/A	N/A	N/A	N/A	N/A	19. High Quality	1	1	1	1	1						
						20. Optimization	1	1		1	1						

For icepadie, it is apparent that, for part one on personal brand identity and personal brand positioning, her ‘how to’ videos (video 1 and 3) score well on specialization and

leadership while others do not. However, most of her videos do not do well on social capital and cultural capital except for the group vlog in Korea (video 5). Nonetheless, she got full scores on relatability, fallibility, positivity, goodwill, credibility, and likeability, with the exception that only one video (video 3, a heavily sponsored video) did not get the marks for authenticity and consistency. Video 3 is also one of the two videos—with video 1—that failed to get the marks for integrity as well.

For part two on personal branded content and personal brand communication, video 2, 4, and 5 got full scores on everything. Other videos managed to get almost full score as well with the exception of video 1 and 3 failing to gain points in entertaining, originality, and accuracy. The last point to note is that video 3 is the only one that did not get points in authenticity, consistency, and optimization. For the last part on personal brand relationship, most of her videos did not go well in general at all. In all 5 videos, there were no evidence of co-creation of content and contests, and other scales are very sparsely filled.

MOSSSTER

Figure 24: MOSSSTER’s Coding Sheet

	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
1. Specialization	1	1	1	1	1	1. Authenticity	1	1	1	1	1	1. Building an engaged community				1	1
2. Leadership	1	1	1	1	1	2. Accuracy	1	1	1		1	2. Interactivity	1	1	1		1
3. Relatability	1	1	1	1	1	3. Originality	1	1	1	1		3. Co-creation of Content	1	1	1		1
4. Fallibility	1	1	1	1	1	4. Fallibility	1	1	1	1	1	4. Conversation Initiation and Response	1	1		1	1
5. Positivity	1	1	1	1	1	5. Informative	1	1	1	1	1	5. Calls to Action	1	1	1		1
6. Authenticity	1	1	1	1	1	6. Clarity	1	1	1		1	6. Annotations					
7. Goodwill	1	1	1	1	1	7. Interactive	1	1	1		1	7. Shoutouts					
8. Integrity	1	1	1	1	1	8. Vivid/Rich	1	1	1		1	8. Giveaways					
9. Social Capital						9. Entertaining	1	1	1	1	1	9. Contest					
10. Cultural Capital						10. Positivity	1	1	1		1						
11. Credibility	1	1	1	1	1	11. Face-to-Face	1	1	1	1	1						
12. Likability	1	1	1	1	1	12. Body Language	1	1	1	1	1						
						13. Facial Expression	1	1	1	1	1						
13. Distinctiveness	1	1	1	1	1	14. Tone of Voice	1	1	1		1						
14. Visibility	1	1	1	1	1	15. Manner of Speaking	1	1	1		1						
15. Unity	N/A	N/A	N/A	N/A	N/A	16. Consistency	1	1	1	1	1						
16. Consistency	1	1	1	1	1	17. Constancy	N/A	N/A	N/A	N/A	N/A						
17. Persistence	N/A	N/A	N/A	N/A	N/A	18. Setup	1	1	1	1	1						
18. Impression Management	N/A	N/A	N/A	N/A	N/A	19. High Quality	1	1	1	1	1						
						20. Optimization				1	1	1					

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For MOSSSTER, her videos in general did exceptionally in part one and two, with the exception of video 4 (a sponsored video) missing quite a few points in personal branded content and personal brand communication. For part three of personal brand relationship, half of the elements are missing while the other half excel.

As there were some additional characteristics and features gathered from both in-depth interviews and content analysis for both of the influential YouTubers, the online

questionnaires took those into account and included them in the question forms so that the results can be as beneficial to the study as possible.

4.3 Online Questionnaires

For the online questionnaires titled ‘Perceptions of Thai millennials toward influential YouTubers: icepadie and MOSSSTER,’ the total number of respondents is 510, in which 208 are from the MOSSSTER’s fan base and 302 are from the icepadie’s.

However, as mentioned in the previous chapter (chapter 3), the respondents will have to pass the screening process of proving they are Thai millennials and proving they are truly regular viewers and/or subscribers of the selected influential YouTubers. As a result, as soon as the desired number of qualified respondents completed the questionnaire, both links to the questionnaire is closed, and the results are finalized using only the answers of 400 qualified respondents. Thus, the results mentioned from this point forward will be from the 400 qualified respondents.

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4.3.1 Respondents’ Profile

This part uses the established Thai millennial characteristics to screen for qualified respondents. Based on the 400 qualified respondents, the majority of the respondents are from the age group of 21-25 years old (39%), followed by 26-30 years old (31.25%), 15-20 years old (25.25%), and 31-35 years old (4.5%).

Table 1: Respondents' Age

Age (years old)	N	%
15-20	101	25.25
21-25	156	39.00
26-30	125	31.25
31-35	18	4.50
Total	400	100

From the nature of the qualification process of screening for Thai millennial, apart from passing the *age* factor, all qualified respondents must have at least one social media account that is connected to the internet (100%, N=400) to pass the *tech-savvy*, *sociable*, and *connected* factors.

Table 2: Respondents' Social Media Account

Social Media Account	N	%
Yes	400	100
No	0	0
Total	400	100

Additionally, the respondents are asked how much they share or post on their social media to pass the *online sharing* factor. This revealed that the majority of them share

or post pictures or videos on their social media account over 7 times a month (75.25%, N=301), followed by those who do it 1-3 times a month (16.25%, N=65) and those who do it 4-6 times a month (8.50%, N=34).

Table 3: Respondents' Sharing and Posting on Social Media

Online Sharing	N	%
1-3 times/month	65	16.25
4-6 times/month	34	8.50
More than 7 times/month	301	75.25
Total	400	100

Then, to verify their *updated* factor, they are asked how often they check on and stay updated with others' text, photo, or video posts. The results should that almost all of the Thai millennial respondents check on new feeds of others more than 7 times a week (84.50%, N=338), while the rest do so 1-3 times a week (7.75%, N=31) and 4-6 times a week equally (7.75%, N=31).

Table 4: Respondents' Habits of Keeping up with Others' Posts

Updated	N	%
1-3 times/week	31	7.75

4-6 times/week	31	7.75
More than 7 times/week	338	84.50
Total	400	100

Finally, the respondents are checked for their *confident*, *opinionated*, and *expressive* factors. The results are that most Thai millennial respondents are very confident in expressing their thoughts and opinions (58%, N=232). A good number are confident (29.75%, N=119), and a few are not that confident (12.25%, N=49). Note that the ones who aren't confident at all have already been removed from the qualified group.

Table 5: Respondents' Confidence

Confident	N	%
Very confident	232	58.00
Confident	119	29.75
Not that confident	49	12.25
Total	400	100

4.3.2 Respondents' Behavior on YouTube and Expectations from YouTubers

This part uses the established set of Thai millennials' behaviors on YouTube and their expectations and perceptions toward the YouTubers to screen for qualified respondents. To start with, the respondents are asked if they know icepadie or MOSSSTER; without a doubt, the ones qualified for this questionnaire are the ones who know at least one of them (100%, N=400).

Table 6: Respondents' Familiarity with the YouTubers

Social Media Account	N	%
Yes	400	100
No	0	0
Total	400	100

Next, the respondents are asked to specify how often they watch the YouTubers' videos, and the result is that almost all of them watch more than 7 videos a month (83.25%, N=333), while the rest watch around 4-6 videos a month (8.25%, N=33) and 1-3 videos a month (8.50, N=34), which is to be expected since they are all the YouTubers' fans.

Table 7: Respondents' Familiarity with the YouTubers' Videos

Social Media Account	N	%
1-3 videos a month	34	8.50
4-6 videos a month	33	8.25
More than 7 videos a month	333	83.25
Total	400	100

Finally, they are asked to specify the reasons why they enjoy watching any YouTuber in general. It is unanimous that these Thai millennials watch YouTubers because they want to be *entertained* (95.25%, N=381). Also, over half of the respondents said they do so because they want to be *informed* (57%, N=228) and *feel good* (54%, N=216). Then, about a third said they do so because they feel *relatable* to the YouTuber (33%, N=132) and feel *inspired* by the YouTuber (32.75%, N=131).

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4.3.3 Respondents' Perceptions toward YouTubers and Their Personal Brand

When asked about the selected influential YouTubers' characteristics that they think are associated with them, over half of them said *authenticity* (57.50%, N=230) and *relatability* (56.75, N=227), and just under half of them said *specialization* (48%, N=192) and *uniqueness* (43.50%, N=174). In addition, when asked what features in the YouTubers' video content that they think are most outstanding, more than half of the

respondents said that it is *entertaining* (60%, N=240). Only around a third of people said that the content is *relevant* and *informative*. However, only a few people were concerned that the content is *original* (13.75%, N=55) and *accurate* (55%, N=22). Nevertheless, well over two thirds of the people liked how the YouTubers' way of communication is very *clear* (71%, N=284), followed by *natural* (63.25%, N=253). On the contrary, only a few people thought that the channel has *consistency in the message* (15.25%, N=61), but in terms of the channel consistency, almost half of them agreed that they liked the *uploading schedule* to be frequent (48.5%, N=194). However, an overwhelming number of respondents said that they enjoyed channels that they can watch over a period of time (*constancy*) (70.75%, N=283). In the end, when asked about the most influential factor of following YouTubers, the highest rated factor is *entertainment* (90.75%, N=363) followed closely by *good looks* (82.50%, N=330).

As for how the relationships between the YouTubers and the respondents can improve and how it can increase the chance of following the channel, around half of the respondents said they would be more involved with the channel if the YouTubers *interact* with them and *respond to their comments* (51%, N=204), while about one third said that would happen if they got *involved more in the channel* (33.75%, N=135), if they *gained something back* (33.50%, N=134), and if they were *valued more* (33%, N=132). Lastly, of the 146 people who have seen the YouTubers in real life, most said that their *on and off-camera presence are not different* (63.01%, N=92), and some said maybe *a little different* (26.03%, N=38), while a few said that there is a *big difference* (10.96%, N=16).

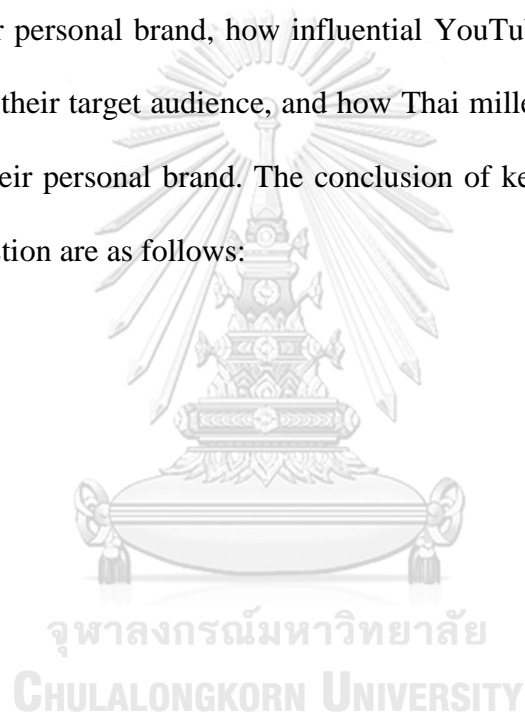
CHAPTER 5

CONCLUSION, DISCUSSION, & RECOMMENDATIONS

In this chapter, it summarizes the major findings of this thesis study from all three research methods and provides the answers to all research questions. It also introduces the researcher's proposed original model on the more appropriate process of personal branding that is applicable to YouTubers, drawn from this study's findings. Additionally, it discusses the ethical implications and provides recommendations. Lastly, potential areas of future research are proposed.

5.1 Conclusion

This thesis has uncovered personal branding strategies of influential YouTubers and the perceptions of Thai millennials toward them. Through the methodological triangulation using both qualitative and quantitative research methods—in-depth interviews, content analysis, and online questionnaires—the researcher was able to determine how influential YouTubers establish their personal brand, how influential YouTubers communicate their personal brand, how influential YouTubers develop and maintain relationships with their target audience, and how Thai millennials perceive influential YouTubers and their personal brand. The conclusion of key findings and answers to each research question are as follows:



RQ 1: How do influential YouTubers establish their personal brand?

Overall, both of the selected influential YouTubers had similar ideal personal brands that they want to portray to their viewers. Being ‘beauty’ gurus, both want to be known for their passion for makeup and talent in creating beautiful makeup looks (*specialization*). They also want to be the viewers’ go-to source for beauty-related inquiries (*leadership*). Before starting out, although they did think about what they wanted their channel to look like, planning out their personal brand thoroughly was not something they had in mind.

Another thing they were big on advocating is *authenticity*. It is clear that no one wants to be labeled as ‘fake’ or dishonest. Thus, whenever possible, these YouTubers always try to relate to their viewers by establishing their position as a close friend who shares common interests such as wanting the same things or facing similar problems. Although this wasn’t easy, it could, without a doubt, be achieved. *Relatability* isn’t something YouTubers have to naturally have, but it is something they can work hard to create. As revealed by the YouTubers, they actually use *impression management* techniques to act and speak in the manner that will impress their target audience and establish *likability* and *relatability*. When asked how they knew which manner of speaking or conducting would resonate with their viewers, the YouTubers simply said, ‘the friendly way.’ If one were to think about it, people do get along with those who are friendly, more than they do with those who aren’t. Therefore, the easiest way to be friends with someone and make them like you—whether it’s in person or online—is to be friendly with them. Moreover, in achieving *relatability*, the techniques in the *presentation of self* also helps as it allows the YouTubers to practice their on-camera manner in their everyday life in

order to perfect their desired personal brand execution when in front of the camera. The YouTubers have to practice how to speak and act naturally when filming, and they do so by imagining there are cameras in real life and thinking about the possibility that they may run into their viewers at any moment. This makes them become aware of what they say and do at all times. As revealed in the interviews, the YouTubers have noticed how their appearance and demeanor is now different (improved) from before they started their channel. Instead of implementing how they are in real life in their videos, they carry out what they do in front of the camera to real life. This technique is indeed very helpful with the *unity* of their private and public personas.

All in all, from the YouTubers' perspectives, the most important characteristics to establish when creating a personal brand of an influential YouTuber are *specialization* (to showcase their talent), *leadership* (to be the advice giver and product recommender), and *authenticity* by means of *relatability* (to be friendly and real). In return, displaying these key qualities consistently over time will help them gain *likability* and *credibility*.

RQ 2: How do influential YouTubers communicate their personal brand?

Upon completing the content analysis, it appears that while some features of the theories regarding personal brand identity, personal positioning, and personal branded content are consistently present (*clarity, vivid, and filled with nonverbal cues*), others regarding the theories on personal brand relationship are not as visible in the videos as well as the YouTube channel in general (*building an engaged community, interactivity, co-creation of content, and giving back to the viewers*).

In terms of the YouTubers' personal brand communication, these top viewed videos revealed that a message that is delivered with *clarity* (clear voice, overstressing words, high pitch, HD quality, and good volume) and *nonverbal cues* (variety of facial expressions and 'extra' use of body language) is what viewers appreciate and will likely watch to the end. When a video is in a higher quality, it is regarded as better and more reliable. *Consistency* in looks and message is also another factor that contributes to the video views. Being a beauty guru, MOSSSTER always uses an aesthetically pleasing thumbnail for every video that conveys exactly what she does to the viewers, even before they click on the video. Likewise, icepadie also uses the same style of thumbnail frames for every video she posted which set her apart from others and allow her fans to recognize them right away. Both of them also incorporate their personal brand into their channel banners that depict their image, channel name, and some personalized drawings showing the nature of their expertise and channel category. This feature really makes their profile page stand out since it is on top of the page, and it is likely the first thing viewers see after clicking on the channel. Compared to other YouTubers from the same

channel category who use the default YouTube banner, these selected YouTubers' channels look more professional and reliable.

However, when it comes to *authenticity*, though claimed to be important in the in-depth interviews, this feature did not consistently show through in the YouTubers' videos. Subsequently, this caused the *specialization* and *leadership* to suffer because whenever the YouTubers lose their sense of self in the content, their expertise and ability to lead and influence slips. However, because they show their *fallibility* in the videos, they were able to restore their *relatability*, even in the face of unauthentic and unoriginal content. From the comments, most people enjoy when YouTubers display *fallibility* in the forms of *humor* and *silliness* to interact with them. It appears that most Thai millennials are keen on content that makes them laugh or puts them in a good mood. Moreover, viewers take fallibility for relatability because they associate these qualities with those of an ordinary person whom they can identify with. YouTubers can almost guarantee that their presence will be relatable if they show fallibility because as humans, we fall and show unfavorable traits sometimes. From the studies reviewed in chapter two, nobody really likes someone who is perfect in every way because it gives off a sense of unauthenticity, and that turns people away.

As it has been established that people, especially millennials, prefer some YouTubers over movie stars on TV because they actually enjoy the down-to-earth vibe of the person, this is also true with the nature of the YouTube videos. People watch YouTube videos because there are some '*realness*' and '*amateurism*' to them. If the video looks too much like it is made by a production team or heavily edited like the ones on TV, then people will turn away to something more casual and less overdone. This is part of

the reason why some home videos have more views than the professionally produced ones. Therefore, featuring some quirks and silliness will indeed increase the relatability and *likability*.

Nonetheless, the content analysis shows that lacking *authenticity* in the video content can really hurt the YouTubers' personal brand and likability. This means they must establish their personal brand as a genuine and true-to-self brand. Even though their brand will be carefully planned out and executed, it cannot appear so. YouTube viewers, the more experience they have watching YouTube videos, the better they become at detecting deceptions. This is part of the reason why famous and successful YouTubers, who, according to the YouTube community, 'sell out' meaning they lose the sense of who they were when they first started their channel and gave in to fame and fortune (selling out to brands and companies), start losing subscribers and viewers. If the viewers feel that the YouTubers aren't who they say they are and that their videos are deceptive, they will likely end their loyalty and turn to other more authentic YouTubers. Hence, the YouTubers must remain authentic at all times, even when they are being paid to review products. They mustn't lose touch of who they are.

The concept can also be linked with *integrity*. Successful and influential YouTubers must always keep their integrity. Viewers know that YouTubers make money via product reviews, sponsors, and advertisements accordingly to their video views and their channel engagement. Hence, they also know that a lot of what some YouTubers say have to be taken with the grain of salt. In most cases, viewers give YouTubers the benefit of the doubt and will continue to listen to them until their brand gets tainted with deception. A YouTuber's personal brand may suffer overnight if he or she is

proven to have lied to the viewers in any way. Given this insight, it is imperative that YouTubers not only possess moral codes in giving truthful reviews but also display those moral codes to viewers so that they know the YouTubers are trustworthy and have integrity in their work. An illustration of this can be seen in icepadie's Video 1, the one with the highest views, where she did a product review but subtly incorporated it into a makeup tutorial video. The viewers did not think she lost authenticity and integrity; therefore, this video still remained many people's favorites, judging from thousands of likes and least number of dislikes compared to all of her top videos that were being studied. Moreover, based on the content analysis conducted in the comments section of this video, a lot of people really appreciated her putting the sponsored product at bay and not overselling the product or the brand, while most did not even seem to know that this was a sponsored video. Conversely, icepadie's Video 3, which is another sponsored tutorial video. Although she still displayed the same characteristics that she displayed in the first sponsored tutorial video (Video 1)—specialization, leadership, relatability, and fallibility—she lacked authenticity and integrity since she overly promoted the product and lost a sense of who she was. This makes Video 3 the only one without the presence of both authenticity and integrity. Upon reading the comments section, many people did not like how she changed her conduct in the video to be more relevant to the brand. Even though she displayed specialization from showing her specialty in hairdos, leadership from teaching people to follow her in the tutorial step-by-step, relatability from admitting that she, too, has dry and damaged hair like everyone else, and fallibility from showing her unruly hair before the hairdo, this video did not score in authenticity and integrity since she promoted the product's brand more than her own personal brand and lost a sense of who she was. As a result, compared to other of her videos in the

study with the number of likes ranging from 2.8K likes to 6.6K likes, this one got only 969 likes, which made it lowest in number of likes. From this, it can be concluded that even though the videos are sponsored and giving favorable product reviews are inevitable, viewers are still open to all of that as long as the YouTubers stay true to their personal brand and not being swayed by the company to conduct themselves any differently than they normally do.

Another characteristic that can help with the channel's integrity and credibility is *goodwill*. By itself, the nature of uploading videos on YouTube is a work of goodwill already since it doesn't guarantee payments or anything in return. However, influential YouTubers—the more influential, the better the benefits—can earn a living from making sponsored videos, placing ads on their videos, being affiliated with brands, etc. This is why YouTubers should reveal their good intentions behind starting the channel or making certain videos as it can earn them favorable feedback. Although this isn't the factor that determines the success of the channel, establishing a personal brand with goodwill can really help the branded individual grow, evidently from MOSSSTER's case. In all of MOSSSTER's videos, she always states how she hopes her videos will be of good use for the viewers and that she's only making such videos for them. This really made viewers appreciate her. For example, in her Video 1, MOSSSTER stated in her video and in the video description that she has been putting a lot work into making this video and that she's there to help if anyone needs her. Upon reviewing the comments, many people really appreciated her goodwill and stated they had subscribed to her just for that. Even though MOSSSTER has half the subscribers that icepadie does (at the time of the research), her number one video has double the views of icepadie's

number one video (at the time of the research), showing how important personalized content is over the number of subscribers.

Additionally, *social capital* has proven to be a very valuable feature to be included from time to time in the videos. It is notable that Thai millennials are interested in the YouTubers' *personal matters* and appreciate when they get to be a part of one, even if the matters are irrelevant to the content they originally seek for. It is similar to how most people are with their close friends when they feel so comfortable that they don't mind getting personal and learning more about that person. For Thais, sharing personal details brings them closer together and tightens the relationships. Social cultural provides one opportunity for YouTubers to get personal with the viewers. Because our friends and connections are regarded as part of who we are, viewers enjoy seeing the YouTubers' friends as it helps them learn a personal thing or two about the YouTubers. Thus, featuring friends and connections in videos is can be as personal as introducing them to the audience. Moreover, the friends' image and reputation can also contribute to the YouTubers' image and reputation. If the YouTubers associate themselves with reputable fellow YouTubers, they will respectively gain the same credibility and likability as well. For instance, in icepadie's Video 2 where she does a Korea shopping haul, she often mentions her YouTuber friends and features their channel or instagram name along with their profile pictures on the screen whenever she talks about any products recommended by them. Even though this factor did not prove to be of much interest during the in-depth interviews, it can be seen that it is executed quite often, and this prompted comments from the viewers on the subject as well. Many commented that they, too, knew that particular YouTuber or that they actually came from that other

YouTuber's channel. Some even get excited for their friendship or just the fact that they know each other.

Nevertheless, *cultural capital* did not prove to be as important in the videos. Though the insights from in-depth interviews revealed that having good education is something the YouTubers are proud of, not one of all ten videos in the study had anything that mentioned their education background, yet the videos still gained popularity. This shows that an actual degree of education does not play a bigger role than the specialization displayed by the branded individuals. However, *credibility* and *likability* are not the characteristics that one can choose to set up, they have to be earned as byproducts of other factors combined (Mikuláš & Chalányová, 2016; Montoya & Vandehey, 2002; Rampersad, 2009). It can be concluded that all of the mentioned essential characteristics are more than adequate to gain the branded YouTubers credibility and likability. In this case, credibility comes from the establishment of specialization and reliability including consistency (Montoya & Vandehey, 2002; Rampersad, 2009), while likability comes from the establishment of relatability and authenticity (Mikuláš & Chalányová, 2016).

Overall, the data gained from content analysis indicated that featuring a YouTuber's *humor, relatability, fallibility, authenticity, and integrity* will make his or her personal brand strong and stand out from others; nonetheless, having *goodwill* and *social capital* can help tremendously for the branded individuals to gain favorable feedback and brand exposure.

RQ3: How do influential YouTubers develop and maintain relationships with their target audience?

After completing the in-depth interviews, the selected influential YouTubers stated that this was something they were not as keen on establishing since they did not see how this would essentially benefit their personal brand, so they did not work as hard to make sure all of their videos and channel profile exhibit a large degree of some of the factors in personal brand image and personal brand relationship. This proved to be a mistake YouTubers should avoid. Even though some factors are present in a small degree in the content analysis, the overall missing or inadequate features are *building an engaged community, interactivity, co-creation of content, conversation initiation and response, shoutouts, and giving back to the viewers.*

Interestingly, upon looking at the online questionnaire results, these factors are highly rated by the respondents as something they think will improve the relationships with the YouTubers and make them continue to be loyal viewers. Around half of the respondents find that responding to their comments or interacting with them will increase the likability of that YouTuber and encourage them to keep watching her videos. Moreover, around a third of the respondents revealed that seeing that the YouTubers display goodwill and interactivity in the videos with them is something they think lead them to have favorable relationships with and increase the likelihood of being loyal followers.

RQ4: How do Thai millennials perceive influential YouTubers and their personal brand?

Overall, the influential YouTubers' personal branding efforts paid off, having their ideal personal brands communicated to the target audience. Most of the expected variables are reflected in the questionnaire results. However, certain findings have revealed a great deal of insights toward the target audience' expectations on building relationships with the YouTubers. These findings are truly valuable since they, according to the target audience, can increase the audience's liking in the YouTubers and encourage them to watch more videos from the YouTubers.

Based on the results of the online questionnaires, the most important quality that influential YouTubers must have to attract Thai millennials is to be *an entertainer*. It has been proven that regardless of what prompted an individual's search on YouTube, the number one thing they are looking for is to be entertained. Even if Thai millennials are searching for answers to their questions or something they actually need to learn, they still expect to be entertained in the process. The era where people accepted non-stimulating and passive way of content consumption is far gone. Having said that, Thai millennials still expect YouTubers' videos to be *informative*. They want to gain solutions to their problems as well as learn something new that they can use to *benefit their lives*. On another note, watching YouTube videos can give psychological benefits to the audience as it lifts their spirits and makes them *feel good* in the process.

However, the information that they receive may mean as little as nothing if they do not feel that the person delivering the information is *a credible guru*. For Thai millennials, it seems to be all about perspectives, where the actual proof of *cultural capital*

(possessing knowledge or degree) does not mean as much to them as the perception of it. This means they value those with the *guru traits* more than those with actual credentials. The gurus must appear to be skilled or specialized in certain areas (*specialization*) and able to show them how things are done (*leadership*). The same figure can be seen in how authentic the YouTubers are as well. Over half of the respondents also prefer the YouTubers to be someone *real and authentic*. Lastly, a number of the respondents said they enjoyed the YouTubers for their *uniqueness*. This goes in line with the findings from the literature reviews and what the influential YouTubers intended. However, it isn't the number one factor like my studies claim it to be. In its defense, it may have to do, again, with the culture in which Thai people only like a certain degree of uniqueness. Anything that is perceived as too different or out of the ordinary may get turned away from instead.

The second most important thing that Thai millennials like in a YouTuber is their *good looks*. Although attractiveness was proven in the past studies in the literature reviews to be not important, in fact, the leading work on personal branding did not include this factor to be of essence at all, yet for Thai millennials, it is of imminent importance. One may link this to a cultural factor or a lack of open-mindedness or even an overly confident trait in the millennial generation. However, a simple explanation may be that we find good-looking people good to look at. Whatever the explanation may be, if an individual possesses good looks, it will definitely help to attract audience. This factor was, in fact, suggested by the selected influential YouTubers themselves as an intended personal brand identity, a very reasonable trait to have for beauty gurus. Upon including it in the online questionnaires, this factor proved to be one of the accurately translated factors from the YouTuber to the target audience.

As a result, combining what the influential YouTubers intend to convey as their personal brand, what is present in the content analysis, and what Thai millennials expect to gain from the influential YouTubers and perceive to be their predominant traits, the characteristics for a strong personal brand are *entertaining, captivating to watch, good looks, informative, credible, relatable, and authentic-looking*.

However, what claimed to be significant (*authenticity and originality*) in the literature reviews is not reflected in the findings. While people think being truthful in what the YouTubers say is important, they do not stress much about the origin of that source of content as they don't mind if the videos aren't original being sponsored by brands or taken after other YouTubers as long as the videos are still entertaining to watch and relevant to them.

5.2 Discussion

Drawn from all three research methods, it is clear that in order to be an influential YouTuber, one must possess distinct expertise and leadership, at least in the eyes of the audience. Upon my personal observations combined with the research findings, I have come up with an original model of personal branding process and strategies for an influential YouTuber. This model addresses the need to include the target audience's feedback into the personal branding process as the audience plays an important role in determining the success of the personal brand and its applications.

5.2.1 Original Model of 4 C's

For successful personal branding strategies of influential YouTubers, there are four C's to consider:

1. Craft

First and foremost, it is important to note that the first step in achieving a successful personal branding is to craft an ideal personal brand one wishes to have. This model suggests the possibility that a personal brand can be completely crafted to fit with the brand owner's needs. Another point to keep in mind is that this step should occur *before* the individual makes his or her debut as a branded individual in attempt to promote their personal brand in front of the target audience. At this stage, all of the visualization and preparation need to be done on finalizing who the individual wants to be known as—who they wish to be in the eyes of the target audience. For any aspiring branded individual, it is better to hold out on any and all social media appearances than to engage unprepared. Partially, it is undeniable that those first encounters do last long in the minds of impressionable audience. However, the main reason you must take great precautions is because once you put something out, it is branded with you forever. There will always be those people who will dig through every piece of your online past and make sure no one ever forgets it. Sadly, we now live in a society where things are accessible, and privacy is at the mercy of any internet user. Therefore, it is better to

without the launch of one's personal brand until a thoroughly planned ideal personal brand has been established.

To craft their personal brand, YouTubers have to find what they are good at and build their channel around it. It is the tools of their trade that will be featured in all videos to come, something that they do it well and want to be known for. However, keep in mind that it is already more to do with how one *appears* to be good at something, not how they actually are.

2. Communicate

Once the ideal personal brand has been crafted, YouTubers should set up their channel under the “guru” selection as this will make their personal brand more prominent and influential. Also, they should carry out this specialization to all forums. This means they should redesign their profile page and incorporate a glimpse of their personal brand specialization into everything: profile picture, banners, home page, playlists, channel description, video themes, etc.

Not that all platforms are aligned, YouTubers are ready to communicate their personal brand to their viewers. They can do so by sharing their knowledge and skills. People love learning useful things on YouTube; many even seek for videos that provide solutions to their problems. This is why they appreciate individuals who can take the lead, rid them of

any uncertainty, and help them make informed decisions. Therefore, influential YouTubers must learn to be articulate so that they can clearly communicate with their audience and effectively guide them through the learning process. Tutorials and ‘how to’ videos are key for establishing specialization and leadership because teaching someone how to accomplish something step-by-step and guiding them is a psychological trick that naturally puts the audience in the follower position and the YouTuber in the leader position. Once the link has been formed, the audience will be more likely to follow not just that particular tutorial video but also the YouTuber’s channel. Regardless of the YouTuber’s area of expertise may be, there are always tutorials on the related topics people are looking for. For example, if your craft is beauty, then, as a YouTuber, you have to make beauty-related topics such as makeup tutorials and beauty product recommendations. Another example is if you are an inspirational speaker on YouTube, you can make videos selling ideas to people that will inspire them to better their lives. When you can influence someone, that’s when you become influential. When people appreciate you for what you’ve done for them, your personal brand as an influential YouTuber will grow along with your channel, all because you work around your area of expertise and share it to people.

It is also important to be real and be flawed. YouTubers should portray as authentic looks and personalities as possible when appearing in videos and in real life. They have to relate to their target audience

(relatability) in the way that they feel like they are listening to their own stories and problems. Because different people prefer different things, it is crucial to be “human” because that is the attribute everyone has in common. Other than being relatable, you can make sure that you show them your flaws (fallibility). Because nobody truly likes a perfect individual, being too made up and too flawless will turn people away. Thus, no matter how big of a perfectionist you are, you need to show your audience a couple of flaws so that they can better relate to you and give you credits for not being afraid to look foolish in front of them—what “real” person would do. Nonetheless, regardless of how well everything may have been planned out, the YouTubers’ personalities, actions, and reactions must appear authentic and sincere; otherwise, they may lose credibility. Lastly, they have to start dressing, speaking, and acting in accordance with their ideal personal brand at all times. They simply cannot afford to be seen with inconsistent identity and undermine their personal brand.

3. Collect

In the meantime, YouTubers have to put efforts into finding out what their viewers expect and how to relate to them. This is the step missing from many existing theories on personal branding. What YouTubers need to do is look for the feedback of their target audience in the comments sections and response to them. Keep in mind that they should always be humble regardless of how big they make it. They should also

never sell out to brands and disregard their viewers, especially the ones who've helped them perfect their personal brand.

To facilitate the contribution of the audience's feedback, they need to honor high-value viewers and include them in any and all collaborative activities. Listening to the feedback of one's direct target audience is the best thing they can do to improve their personal brand image and personal brand relationship with their audience.

If things prove to be difficult, having a failsafe will make people more forgiving toward them. To do this, they must show goodwill because when people have good intentions, others tend to look past their flaws and mistakes. Using the good intentions YouTubers have to benefit the viewers, they can actively encourage viewers to provide their feedback and requests, along with asking them questions in every video. This will increase the audience's engagement with the YouTubers.

4. Correspond

After the feedback has been collected, it is now time to correspond to it. This means the YouTubers have to recraft and recommunicate their improved personal brand to their target audience. It has been established that personal branding is an ongoing and strategic process, so it needs to constantly be worked on to achieve continuous success.

Another failsafe to suggest when relaunching the personal brand is using guaranteed attributes that will increase the YouTubers' likability. This includes the incorporation of social capital and entertaining elements. Whenever YouTubers have the opportunity to, they should feature their friends and networks on their channel whom they think possess the similar personal brand to the one the YouTubers want to achieve. Most viewers really like to be a part of the YouTubers' personal lives and tend to identify their friends with them, and vice versa. Moreover, after closely studying a series of videos, it is of note that most of the videos Thai millennials enjoy and find entertaining is, in a way, funny. All videos in the study with large number of views exhibit some sort of humor, being silly on purpose, or even mild sarcasm. It is interesting to see that this factor was not present in any of the studies done in the literature reviews. It is now clear that Thai culture really does appreciate when people are funny. Therefore, to be entertaining, one has to have a great sense of humor or, at least, fun to watch. It is surprising to know that being an entertainer was not something the selected YouTubers said to be one of their personal brand strengths at all. Nonetheless, more than half of the respondents ranked the entertaining factor number one in why they watch these YouTubers' videos. The bottom line is although not every branded YouTuber would like to be directly known as an entertainer, having the ability to entertain the target audience in some way is definitely a benefit.

5.3 Recommendations

As personal branding is still a relatively new body of knowledge for many individuals, there are many fields of research to be investigated on. First, personal branding strategies for an everyday brand management can be drawn to benefit most people who may not have to have a public persona or an online one.

5.4 Limitations

As this thesis study has taken over a year to complete, during the first and second process of coding videos for content analysis, the researcher noticed that there is a change in attitude and coding results that may come from personal bias. As the researcher is more familiar with the YouTubers, it affected the decision and judgement and made the researcher less critical and ruthless when coding the videos the second time around.

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
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Appendix A

In-depth Interview Questions

Part I: How the influential YouTubers establish their personal brand

From the theoretical concepts of personal brand identity

- i.) For *Specialization* – How did you come about setting up a ‘how to’ channel showcasing your expertise in beauty and makeup?

As the goal is to find out how they show their expertise to the viewers, it is good to start asking about setting a ‘how to’ channel since that is a teaching and tutorial channel by nature. This way, they will explain how they come about wanting to be a guru on YouTube.

- ii.) For *Leadership* – Do you ever make any suggestions or give your viewers any guidelines on something?

As the goal is to find out if they have leadership skills and how they use such skills to persuade their viewers to watch their videos or buy the products they’re reviewing, it is good to start with a less intrusive question such as this.

- iii.) For *Relatability* – How do you come up with what to talk about? How do you know that’s what your viewers are interested in?

As the goal is to find out how they find the right topic of interest to make videos and appeal to their viewers, asking them how they come up with video ideas will reveal how they manage to appeal relatable to their audience.

- iv.) For *Fallibility* – What are some of the quirks and awkward moments you feature in your videos? Do you ever include any bloopers or do anything silly on camera?

As the goal is to find out what “human” qualities and imperfections influential YouTubers let show through in the videos, it is good to ask about the imperfections they may include.

- v.) For *Positivity* – Have you ever got a negative comment from your viewer, what did you do?

As the goal is to find out if they promote positivity and liveliness on their channel even under a negative situation, asking to see how they response a negative feedback is a good start.

- vi.) For *Authenticity* – How did develop your ‘true personality’ to speak in front of the camera?

As the goal is to find out if their personality on camera is their genuine personality, asking if they had to plan their personality and their acting on camera can be a good

indication whether they plan had to create their personality or just hit record and let everything be naturally.

vii.) For *Goodwill* – What is your goal in setting up a how to channel?

As the goal is to find out if they display goodwill, it is better to ask about their goal in setting up a channel aiming to teach people how to do something and see if their answer involves, for instance, wanting to help someone look good or learn how to do a particular eye makeup look. This way, the question wouldn't be as leading as: *Did you set up this channel to help people?*

viii.) For *Integrity* – I see that you have done a lot of product reviews and sponsored videos, how does that work?

As the goal is to find out if they have a moral code and trustworthiness, it is better to have them be the one explaining the process of making product-review videos to feel comfortable with the topic of the conversation and then gradually work up to whether they've ever had to lie or act overly excited about a product in order to promote it. This will be a good indication of their integrity and morals.

ix.) For *Social Capital* – Why do you do these 'collaborations' with other YouTubers?

As the goal is to find out if they promote their social connections with other fellow YouTubers, asking about doing a ‘collab’ video is a good start to find out the intentions and reasons behind it.

- x.) For *Cultural Capital* – Having gone to a reputable high school and university, have you ever talked about it with your viewers?

As the goal is to find out if they mention having a good educational background on their videos to establish their brand, asking about their place of studies is a good way.

- xi.) For *Credibility* – How do you make your viewers believe what you say and suggest? How did you build their trust?

As the goal is to find out if the influential YouTubers are trustworthy in what they say and how they’ve earn that trust, it is good to ask them so.

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- xii.) For *Likability* – Tell me about some of the positive comments you have received from someone who’s indicated that they like you or your videos.

As the goal is to find out if and how the viewers like the influential YouTubers and their videos, asking about the positive comments they leave in the comments section will give more details into what about the YouTubers or their videos that the viewers like and why.

From the theoretical concepts of personal brand positioning

- xiii.) For *Distinctiveness* – Even though your identity may seem similar to other YouTubers, how do you manage to show your uniqueness in terms of your looks and personalities?

As the goal is to find out how these influential YouTubers position themselves differently from other YouTubers, it is wise to ask them exactly how they do it.

- xiv.) For *Visibility* – How do you make your channel stand out from other channels?

As the goal is to find out how these YouTubers manage to position their channel to be on the top-of-mind list of the target audience, it is important to ask how they come about promoting their channel to accomplish such success.

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- xv.) For *Unity* – How do you act or behave any differently when you are out and about in real life as supposed to when you are in front of the camera?

As the goal is to find out if these YouTubers conduct themselves any differently when they are not being filmed, asking them to give examples of how different their personalities and behaviors may be off-camera is a good start.

- xvi.) For *Consistency* – Do you portray yourself in the same manner every time you record your videos?

As the goal is to find out if the YouTubers maintain certain characteristics in every video such as their appearance and personalities, asking them this question will give more insights into whether they work to keep certain looks or not.

- xvii.) For *Persistence* – How long have you been following the same protocols when filming your videos and uploading them? Did you ever change the way you do things or give up on some practice?

As the goal is to find out if these YouTubers had to stick to the same personal brand identity and for how long, it is good to ask them about the changes they've made and the things they have been sticking to.

- xviii.) For *Impression Management* – Do you ever try to speak, act, or do anything that you think your viewers will enjoy?

As the goal is to find out if they manage their appearance, personalities, and behaviors to impress the target audience, it is essential to ask them if there is anything they had to make adjustments toward in order to please their viewers.

Part II: How the influential YouTubers communicate their personal brand

From the theoretical concepts of personal branded content

- i.) For *Authenticity* – When you choose the topic for you videos, did you come up with it yourself? How did you choose what you want to talk about?

As the goal is to find out if the influential YouTubers feature real and genuine content that reflects their personal brand, asking this open-ended question and slowly narrowing into the more specific areas is a good idea.

- ii.) For *Accuracy* – When you make your videos, how do you make sure it's the right information? Do you check your facts and how?

As the goal is to find out if they feature factual and non-deceptive content in their videos, asking how they make sure their content is legit can provide the answer.

- iii.) For *Originality* – Did you ever take a video inspiration or ideas from other YouTubers? How did you look for video ideas?

As the goal is to find out if they mainly make original content or get the idea from others, it is good to ask if they have taken the ideas form other channels before.

- iv.) For *Fallibility* – Taking about when you include any quirks or what seem to be errors in your videos, were any of them intentional? How did you decide what bloopers to include in your videos?

As the goal is to find out if they show the less perfect sides of their image in their video content to convey human-like characteristics, asking about any planned silly moments can help get the idea.

- v.) For *Informative* – How do you make sure that the content you produce will be useful to the target audience and will be what they want to watch?

As the goal is to find out how they manage to produce an informative content, asking them how they came about doing so is a good idea.

- vi.) For *Clarity* – How do you make sure what you say and try to convey in your videos is clear?

As the goal is to find out how they manage to get their message across in the clearest possible way, they should be asked exactly how they do that.

- vii.) For *Interactive* – How do you engage your target audience in your videos?

As the goal is to find out how they ensure the interactivity in their content, such question should be asked of them.

- viii.) For *Vivid/Rich* – How do you include both audio and visual content in your videos? What special effects of such features do you use and how?

As the goal is to find out if the use of rich media and vivid message leads to a more effective message, it is good to ask how they equip their videos with both audio and visual content.

- ix.) For *Entertaining* – How do you make your videos entertaining to watch?

As the goal is to find out if videos that are entertaining attract more viewers and how they are created, asking them how they accomplish that is useful.

- x.) For *Positivity* – What kind of message do you like to promote in your channel?

As the goal is to find out what kind of message the YouTubers feature in their videos, asking this open-ended question can narrowing into more specific details will help provide such insights.

xi.) For *Face-to-Face Element* – How do you film yourself in most videos?

Do you always make sure you're in the shot?

As the goal is to find out if they include their face and body as well as their manner of speaking in most of their videos, asking this question will be useful.

xii.) For *Body Language* – What kind of hand gestures or body movements do you mostly use in your videos?

As the goal is to find out if their body language is interactive and effective to accompany the message, it is a good idea to ask them to describe different body moments they use.

xiii.) For *Facial Expression* – What kind of face do you make when talking in general? What kind of face do you make when reacting to something shocking? Do you use different facial expressions for different messages?

As the goal is to find out if they use appropriate and overall lively facial expressions, it is good to ask them for a couple of examples of the faces they make during their videos.

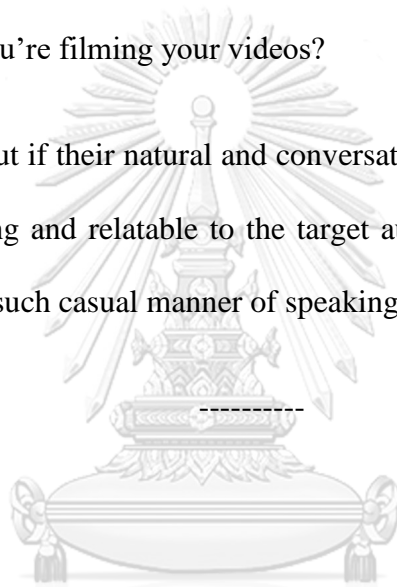
xiv.) For *Tone of Voice* – How do you normally talk in your videos?

What kind of voice do you normally use?

As the goal is to find out if they use a clear and lively tone of voice, it is good to ask them about that. Also, it will good to find out if they use other techniques with how they talk such as overstressing certain words or if they speak loud enough.

- xv.) For *Manner of Speaking* – How do you make yourself talk in the natural way or sound like you’re having a conversation with friends when you’re filming your videos?

As the goal is to find out if their natural and conversation style of speaking makes the message more appealing and relatable to the target audience, asking them how they manage to accomplish such casual manner of speaking is helpful.



From the theoretical concepts of personal brand communication

- xvi.) For *Consistency* – How do you make sure that your videos are aligned with your personal brand identity? How do you apply the same theme to all of the elements of your channel as well?

As the goal is to find out if these influential YouTubers’ personal brand identity is present in all elements, asking them how they manage to tie in everything and make it have one shared theme is a good idea.

- xvii.) For *Constancy* – What is your uploading schedule? What is your other message release schedule (posting updates in other platforms)?

As the goal is find out how they promote their channel and increase their personal brand visibility using constant message releases, it is good to ask them if they follow any specific schedules.

- xviii.) For *Setup* – What is your usual filming location? Is what we see in the background of most of your videos something you meant to set up that way? Do you use the same filming setup a lot?

As the goal is to find out about the consistency in the filming location, it is good to ask them for that input.

- xix.) For *High Quality* – What kind of filming and editing equipment do you use? How do you manage your video sounds and image quality to be exceptional?

As the goal is to find out what kind of high quality sound and camera equipment they use, as well as their editing software, it is good to ask about the entire process of making and delivery good quality videos.

- xx.) For *Optimization* – How else do you increase the visibility of your channel? How do you promote your channel in the YouTube site? What kind of tools and techniques do you use?

As the goal is to find out how they communicate and spread their personal brand to a wider range of audience, asking them how they do it can reveal insights about the special features used to promote their brand such as adding tags and placing advertisements.

Part III: How the influential YouTubers develop and maintain relationships with their target audience

From the theoretical concepts of personal brand image

- i.) For *Reflexivity* – Do you ever look back on your performance in your past videos? How do you make sure to improve along this whole YouTubing process?

As the goal is to find out if they evaluate their past and on-going performance and improve their personal brand execution as they go, it is good to ask them what they look back on and what they take from it.

- ii.) For *Impression Management* – Is impressing your target audience part of your goals when making videos? How do you make sure what you put out will impress your viewers? Do you ever speak or act in the way that you know your audience will like?

As the goal is to find out if they purposely try to impress their viewers and act toward it, it is good to ask if they ever try altering their speech or actions in any way to accommodate it.

- iii.) For *Presentation of Self* – How do you practice portraying you intended personal brand image? Have you ever incorporated it to your everyday life?

As the goal is to find out if they work on portraying an accurate personal brand image and improving their skills of filming in the intended way in front of the camera by practicing in their everyday life, it is good to ask them if their personalities and actions in everyday life have been altered to accommodate that in any way.

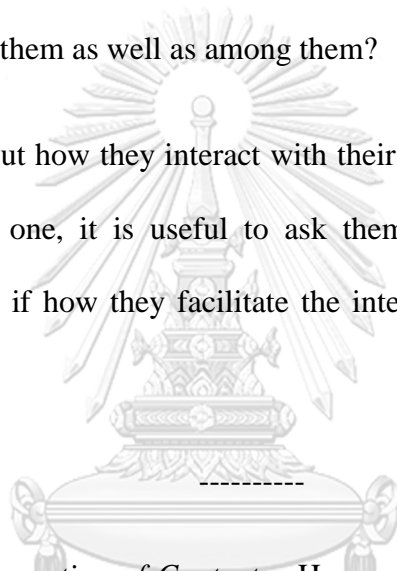
From the theoretical concepts of personal branded relationship

- iv.) For *Building an Engaged Community* – How do you create a good supportive YouTube community? Does your community include just the viewers and the subscribers or the fellow YouTubers as well?

As the goal is to find out how these influential YouTubers build an engaged community, it is good to ask what that community consists of and how they manage to engage with it and sustain it long-term.

- v.) For *Interactivity* – How do you encourage two-way communications with your target audience? How do you stimulate interactions between you and them as well as among them?

As the goal is to find out how they interact with their target audience and make their channel an interactive one, it is useful to ask them about fostering the two-way communications to see if how they facilitate the interactions between them and the audience.



- vi.) For *Co-creation of Content* – Have you ever encouraged your target audience to be a part of your content creation or to contribute to your video ideas? How do you do that? What about collaborations with other fellow YouTubers? Why do you make such co-videos?

As the goal is to find out if they involve their target audience in the creation process, it is good to ask them how they do that and why. Also, it is good to ask about co-creating with other YouTubers to get more insights on why and how they do collaborations.

- vii.) For *Conversation Initiation and Response* – How often do you response to comments? How often do you post a comment in your videos? How do you choose which comments to response to?

As the goal is to find out how they initiate the comments and responding to them, it is useful to ask about how often they do it and what factors drive them to do so.

- viii.) For *Calls to Action* – When you ask or tell your viewers to do something, when do you usually do it and how?

As the goal is to find out how they use these calls to action in your videos and channel, asking them about what they do when requesting their viewers to do something is useful.

- ix.) For *Annotations* – How do you use the text and visual interactive features with your target audience in your videos? Are these annotations just statements? Or are they questions? Are they clickable?

As the goal is to find out how they connect to their audience and engage with them using annotations, it is crucial to ask full details on different features of annotations and how those are used.

- x.) For *Shoutouts* – Have you ever addressed any viewers on your channel?
How do you choose which viewers to address? What is your reason for doing so?

As the goal is to find out if they address anyone in their videos and/or in the comments section, it is important to ask them how they do that and for what purpose?

- xi.) For *Giveaways* – How often do you hold giveaways? Have you ever given any special treats to your viewers and/or subscribers? What were they? Why?

AS the goal is to find out if they give back to their target audience as a way to maintain the relationships, it is useful to ask what they give them and how they manage the giveaways.

- xii.) For *Contests* – Have you ever held any contests on your channel?
How often and for what occasions were they held?

As the goal is to find out if they have other ways of giving back to their target audience, asking about having contests on their channels and the details of such events is useful.

Appendix B

Coding Schemes

Name of YouTuber: _____ Ranking of the video's popularity: _____

Title of the video: _____ Length of the video: _____

Number of views: _____ Number of Comments: _____

Number of Likes: _____ Number of Dislikes: _____

Part I: Visible characteristics of the influential YouTubers (tick the with the characteristic present in the video and take notes on any relevant information)

Characteristics established and listed by the YouTuber's self as intended characteristics of her personal brand (from in-depth interviews):

_____ _____ _____

_____ _____ _____

_____ _____ _____

Notes: _____

For personal brand identity (from conceptual framework):

- | | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> Specialization | <input type="checkbox"/> Leadership | <input type="checkbox"/> Relatability |
| <input type="checkbox"/> Fallibility | <input type="checkbox"/> Positivity | <input type="checkbox"/> Authenticity |
| <input type="checkbox"/> Goodwill | <input type="checkbox"/> Integrity | <input type="checkbox"/> Social Capital |
| <input type="checkbox"/> Cultural Capital | <input type="checkbox"/> Credibility | <input type="checkbox"/> Likability |

Notes: _____

For personal brand positioning (from conceptual framework):

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> Distinctiveness | <input type="checkbox"/> Visibility | <input type="checkbox"/> Unity |
| <input type="checkbox"/> Consistency | <input type="checkbox"/> Persistence | <input type="checkbox"/> Impression Management |

Notes: _____

Part II: Features of the influential YouTubers' video content, delivery, and other personal brand promotional techniques (tick the with the features present in the video as well as in the video description and take notes on any relevant information)

Features defined and listed by the YouTuber's self as intended personal branded content and personal brand communication (from in-depth interviews):

<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

Notes: _____

For personal branded content (from conceptual framework):

<input type="checkbox"/> Authenticity	<input type="checkbox"/> Accuracy	<input type="checkbox"/> Originality
<input type="checkbox"/> Fallibility	<input type="checkbox"/> Informative	<input type="checkbox"/> Clarity
<input type="checkbox"/> Interactive	<input type="checkbox"/> Vivid/Rich	<input type="checkbox"/> Entertaining
<input type="checkbox"/> Positivity	<input type="checkbox"/> Face-to-Face Element	<input type="checkbox"/> Body Language
<input type="checkbox"/> Facial Expression	<input type="checkbox"/> Tone of Voice	<input type="checkbox"/> Manner of Speaking

*For personal brand communication including other personal brand promotional techniques
(from conceptual framework):*

**This part can be coded in conjunction with other videos from the same YouTuber and their
channel as a whole*

Theme Consistency

Setup Consistency

Uploaded on Schedule

High Quality

Optimization

Notes: _____

Part III: Features of the influential YouTubers' techniques to build relationships with target audience (tick the with the features present in the video, the video description, and the comments section and take notes on any relevant information)

Features established and listed by the YouTuber's self as intended personal brand relationship building techniques (from in-depth interviews):

<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

Notes: _____

For personal brand relationship (from conceptual framework):

<input type="checkbox"/> Building an engaged community	<input type="checkbox"/> Interactivity	<input type="checkbox"/> Co-creation of Content
<input type="checkbox"/> Conversation Initiation and Response	<input type="checkbox"/> Calls to Action	<input type="checkbox"/> Annotations
<input type="checkbox"/> Shoutouts	<input type="checkbox"/> Giveaways	<input type="checkbox"/> Contests

Notes: _____

Appendix C

Coding Sheet

	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
1. Specialization						1. Authenticity						1. Building an engaged community					
2. Leadership						2. Accuracy						2. Interactivity					
3. Relatability						3. Originality						3. Co-creation of Content					
4. Fallibility						4. Fallibility						4. Conversation Initiation and Response					
5. Positivity						5. Informative						5. Calls to Action					
6. Authenticity						6. Clarity						6. Annotations					
7. Goodwill						7. Interactive						7. Shoutouts					
8. Integrity						8. Vivid/Rich						8. Giveaways					
9. Social Capital						9. Entertaining						9. Contest					
10. Cultural Capital						10. Positivity											
11. Credibility						11. Face-to-Face						YouTuber:					
12. Likability						12. Body Language						Views:					
						13. Facial Expression						Comments:					
13. Distinctiveness						14. Tone of Voice						Likes:					
14. Visibility						15. Manner of Speaking						Dislikes:					
15. Unity																	
16. Consistency						16. Consistency											
17. Persistence						17. Constancy											
18. Impression Management						18. Setup											
						19. High Quality											
						20. Optimization											



Appendix D

On-line Questionnaires

Part I

icepadie MOSSSTER

มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูบเบอร์ชื่อดัง:
icepadie และ MOSSSTER

1. ขอขอบคุณที่ให้ความร่วมมือกับเรานะคะ

คุณคือหนึ่งใน 400 คนจากกลุ่มคนรุ่นใหม่ยุคมิลเลนเนียลที่ได้รับเลือกให้ทำแบบสอบถามนี้ค่ะ

เราขอรบกวนเวลา 4 นาทีของคุณในการตอบแบบสอบถามนี้ค่ะ

* 1. คุณเคยได้ทำและส่งแบบสอบถามที่มีชื่อ 'มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูบเบอร์ชื่อดัง: icepadie และ MOSSSTER' ไปแล้วหรือยังคะ?

ยังไม่เคย

เคยแล้ว

20%

หน้าถัดไป

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[Privacy & Cookie Policy](#)

Disqualification Page

The image shows a screenshot of a social media post. At the top left, there are two profile pictures: one of a woman with the name 'icepadie' and another with 'MOSSSTER'. To the right of these is the text: 'มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูบเบอร์ชื่อดัง: icepadie และ MOSSSTER'. Below this is a large white text area with the following Thai text: 'ขอขอบพระคุณท่านมากนะคะที่สละเวลาให้กับการทำแบบสอบถามของเรา' and 'แต่ข้อมูลการตอบคำถามจากท่านเพียงชุดเดียวก็เพียงพอแล้วค่ะ ขอคุณมากนะคะ'. At the bottom center of the white area is a grey button with the text 'ส่งคำตอบ'.



Part II




มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูปเบอร์ชื่อดัง:
icepadie และ MOSSSTER

2. มาเริ่มกันเลยนะคะ

เกี่ยวกับกลุ่มคนรุ่นใหม่ยุคมิลเลนเนียล

* 2. คุณอายุเท่าไรคะ

ต่ำกว่า 15 ปี

15-20 ปี

21-25 ปี

26-30 ปี

31-35 ปี

36 ปีขึ้นไป

* 3. คุณมีบัญชีโซเชียลมีเดียอย่างน้อยหนึ่งบัญชีที่เชื่อมอินเตอร์เน็ตมั๊ยคะ เช่น เฟสบุ๊ค ทวิตเตอร์ ยูทูป

มี

ไม่มี

* 4. คุณเคยแชร์หรือโพสต์อะไรลงบนโซเชียลมีเดียของคุณบ่อยแค่ไหนคะ

ไม่เคยเลย

1-2 ครั้งต่อเดือน

3-5 ครั้งต่อเดือน

มากกว่า 6 ครั้งต่อเดือน

* 5. คุณเคยติดตามการอัปเดตโพสต์ หรือการลงรูป/วิดีโอของผู้อื่นบ่อยแค่ไหนคะ

ไม่เคยเลย

1-2 ครั้งต่อสัปดาห์

3-5 ครั้งต่อสัปดาห์

มากกว่า 6 ครั้งต่อสัปดาห์

* 6. โดยรวมแล้ว คุณมีความมั่นใจในการแสดงความคิดเห็นและตัดสินใจมากน้อยแค่ไหนคะ

มั่นใจมาก

มั่นใจ

ไม่ค่อยมั่นใจ

ไม่มั่นใจเลย

40%

กลับไป

หน้าถัดไป

Part III




มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูปเบอร์ชื่อดัง: icepadie และ MOSSSTER

3. ครึ่งทางแล้วค่ะ

เกี่ยวกับยูทูปและยูทูปเบอร์

* 7. คุณหรือจ๊ก icepadie (ไอซ์) หรือ MOSSSTER (มอส) ในฐานะยูทูปเบอร์มั้ยคะ (แค่คนเดียว คนไหนก็ได้ค่ะ ถ้ารู้จักทั้งคู่ให้เลือก1คนแล้วเก็บคนนี้ไว้ในใจนะคะ ต่อไปคำถามที่ถามถึงยูทูปเบอร์ก็จะหมายถึงคนนี้นี่คะ)

รู้จัก

ไม่รู้จัก

* 8. เคยดูวิดีโอในยูทูปของยูทูปเบอร์คนนี้มีบ่อยแค่ไหนคะ

ไม่เคยเลย

เคยดูมา 1-2 คลิป

เคยดูมา 3-5 คลิป

เคยดูมากกว่า 6 คลิป

* 9. จากที่เคยดูมา วิดีโอของยูทูปเบอร์คนนี้ส่วนใหญ่แล้วเกี่ยวกับอะไรคะ (เลือกกี่ข้อก็ได้ค่ะ)

How To (สารพัด-บอกวิธีการทำบางอย่าง)

DIY (สอนประดิษฐ์ของบางอย่างด้วยตัวเอง)

Beauty (แต่งหน้า-ทาสี-ความสวยงามต่างๆ)

Review (รีวิวผลิตภัณฑ์หรือบริการต่างๆ)

Vlog (ติดตามเรื่องราวในชีวิตประจำวันทั่วไป)

ไม่ทราบ

เพิ่มเติม/อื่นๆ (รบกวนระบุนะคะ)

* 10. ปกติแล้วเวลาดูวิดีโอในยูทูปทัวๆไป ดูเพราะอะไรคะ (เลือกกี่ข้อก็ได้ค่ะ)

ให้ความบันเทิง

ให้ความรู้

ทำให้รู้สึกดี

รู้สึกเข้าถึงได้กับคนในวิดีโอ

ได้รับการช่วยเหลือ หรือการสนับสนุนที่ต้องการ

ให้นแรงบันดาลใจ



มีส่วนช่วยนำไปสู่การพัฒนาชีวิตให้ดีขึ้น

เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

60%

กลับไป
หน้าถัดไป

Part IV

มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูปเบอร์ชื่อดัง: icepadie และ MOSSSTER

4. ใกล้เสร็จแล้วนะคะ

เกี่ยวกับยูทูปเบอร์ที่ได้เลือกไว้ในใจ

* 11. ยูทูปเบอร์คนนี้มีภาพลักษณ์ที่เป็นจุดเด่นอะไรบ้างคะ (เลือกกี่ข้อก็ได้ค่ะ)

- มีความเก่งและเชี่ยวชาญในสิ่งที่ทำ
- ความเป็นผู้นำ
- ความเป็นกันเอง
- มีทัศนคติที่ดี
- ความเป็นตัวของตัวเอง
- มีเจตนาในการช่วยเหลือผู้อื่น
- มีความจริงจังซื่อสัตย์
- เป็นคนมีเพื่อนฝูงเยอะ
- เป็นคนมีการศึกษาสูง
- มีความน่าเชื่อถือ
- เห็นแล้วชอบ
- มีเอกลักษณ์
- ไม่เสแสร้ง
- เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

* 12. เนื้อหาในวิดีโอของยูทูปเบอร์คนนี้มีจุดเด่นอะไรบ้างคะ (เลือกกี่ข้อก็ได้ค่ะ)

- ข้อมูลถูกต้อง
- ข้อมูลแน่น
- เนื้อหาชัดเจน
- มีการโต้ตอบหรือชักจูงให้มีส่วนร่วม
- ให้ความบันเทิง
- ให้ความรู้
- ทำให้รู้สึกดี
- เนื้อหาด้านบวก
- เนื้อหาเกี่ยวข้องกับคุณ หรือเป็นสิ่งที่คุณสนใจ
- เนื้อหาไม่เลียนแบบใคร
- เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

* 13. การสื่อสารและการถ่ายทำของยูทูปเบอร์คนนี้มีจุดเด่นอะไรบ้างคะ
(เลือกกี่ข้อก็ได้ค่ะ)

- พุดจาฉะฉาน เสียงดัง หึงชัด
- พุดจาเป็นธรรมชาติ
- แสดงท่าทางที่หลากหลายและเหมาะสม
- แสดงสีหน้าที่หลากหลายและเหมาะสม
- มีการใช้ภาพ แสง สี เสียง เอฟเฟกต์ต่างๆ
- วิดีโอมีคุณภาพของเสียงและภาพที่ดี
- มีความสม่ำเสมอเรื่องภาพลักษณ์
- มีความสม่ำเสมอเรื่องเนื้อหา
- มีความสม่ำเสมอเรื่องสถานที่ถ่าย
- มีการให้ข้อมูลด้านรางวัลดีไอ
- มีการใช้แฮ็ค
- มีการลงวิดีโอที่สม่ำเสมอ
- มีการลงวิดีโอที่บ่อย
- เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

* 14. โดยรวมแล้ว การโปรโมทช่องของยูทูปเบอร์คนนี้มีจุดเด่นอะไรบ้างคะ
(เลือกกี่ข้อก็ได้ค่ะ)

- เคยเห็นยูทูปเบอร์คนนี้มีมานาน
- เคยเห็นยูทูปเบอร์คนนี้อยู่บ่อยๆ
- เคยเห็นหน้าตางวีดีโอของยูทูปเบอร์คนนี้ขึ้นตามจุดต่างๆในยูทูป
- เคยเห็นการลงโฆษณาของยูทูปเบอร์คนนี้
- เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

* 15. โดยรวมแล้ว ทำไมถึงชอบดูยูทูปเบอร์คนนี้คะ
(เลือกกี่ข้อก็ได้ค่ะ)



- สวยหรือน่ารัก
- ชื่นชมเป็นการส่วนตัว
- อยากรู้จักเป็นการส่วนตัว
- ให้ความบันเทิง
- ให้ความรู้
- ทำให้รู้สึกดี
- รู้สึกเข้าถึงได้กับคนในวิดีโอ
- ได้รับการช่วยเหลือ หรือการสนับสนุนที่ต้องการ
- ให้แรงบันดาลใจ
- มีส่วนช่วยนำไปสู่การพัฒนาชีวิตให้ดีขึ้น
- เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

80%

กลับไป

หน้าถัดไป

Part V

มุมมองของคนไทยยุคมิลเลนเนียลที่มีต่อยูทูปเบอร์ชื่อดัง: icepadie และ MOSSSTER

5. หน้าสุดท้ายแล้วค่ะ

ความสัมพันธ์ที่มีกับยูทูปเบอร์คนนี้

* 16. ในความคิดของคุณ ข้อใดต่อไปนี้จะมีส่วนเพิ่มความชอบในด้วยยูทูปเบอร์คนนี้ หรือเพิ่มการดูและติดตามวิดีโอของยูทูปเบอร์คนนี้ได้บ้างคะ (เลือกกี่ข้อก็ได้ค่ะ)

- เมื่อมีการโต้ตอบหรือสนทนากับคุณทางคอมเมนต์
- เมื่อมีการพูดถึงคุณในวิดีโอ
- เมื่อคุณได้มีส่วนร่วมในการออกความคิดเห็น
- เมื่อคุณได้มีส่วนร่วมในการให้โอเดียสำหรับทาวีดีโอ
- เมื่อคุณได้รับสิทธิประโยชน์จากยูทูปเบอร์คนนี้
- เมื่อคุณได้รับสิทธิประโยชน์ที่มาจากผู้ติดตามคนอื่น
- เมื่อมีการเข้าร่วมกิจกรรมลุ้นรับของฟรี
- เมื่อมีการเข้าร่วมกิจกรรมพบปะตัวจริง
- เมื่อคุณได้เห็นถึงความใส่ใจที่ยูทูปเบอร์นี้มีกับผู้อื่น
- เพิ่มเติม/ อื่นๆ (รบกวนระบุนะคะ)

17. คุณเคยเห็นยูทูปเบอร์คนนี้ตัวจริงมั๊ยคะ

เคย

ไม่เคย

18. สำหรับคนที่เคยเจอยูทูปเบอร์คนนี้ตัวจริงนะคะ คุณคิดว่าตัวจริงกับในวิดีโอ ภาพลักษณ์ การพูดจา และการกระทำของยูทูปเบอร์คนนี้ต่างกันขนาดไหนคะ

ต่างมาก

ต่างบ้าง

แทบไม่ต่าง

ไม่ต่างเลย

ขอขอบพระคุณชาวมิลเลนเนียลทุกท่านนะคะที่ร่วมทำแบบสอบถามให้กับเรา ข้อมูลที่ได้มานี้เราจะนำไปใช้ให้เกิดประโยชน์ที่สุดเลยคะ

100%

กลับไป

ส่งคำตอบ

VITA

NAME	Miss Chanamon Phansab
DATE OF BIRTH	9 December 1991
PLACE OF BIRTH	Bangkok, Thailand
INSTITUTIONS ATTENDED	Rajinibon School Triamudomsuksa School Chulalongkorn University
HOME ADDRESS	Bangkok, Thailand



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY