



Mateusz Grzesiak

Department of Management
Faculty of Management
WSB University
mgrzesiak@wsb.edu.pl

PROFILING OF YOUTUBE USERS AS A BASIS FOR CREATING THE STRATEGY FOR A PERSONAL BRAND OF CELEBRITIES

Summary: Social media services are currently the primary tool for building a personal brand by young people. The following objectives were adopted in the article: the characteristics of the personal branding concept and the YouTube service, as well as recognition of the scale of shaping personal branding by young Poles and Americans through the YouTube service. The author formulates the research hypothesis that the YouTube service is one of the major media platforms and tool for shaping personal brand and exerting social influence by young people. A professionally created personal brand transforms its author from an enthusiast to a celebrity, who gets the chance of appearing in the traditional media and receiving attractive cooperation proposals from leading advertising agencies. The article presents the cluster analysis method used for the classification of research objects. The Ward method was adopted as the agglomeration method, while percentage discrepancy was used as the measure of proximity between objects.

Keywords: personal branding, YouTube, YouTube users, celebrities personal brand strategy, profiling YouTube users, YouTubers.

JEL Classification: M20, M31.

Introduction

Created in 2005, the YouTube service [www 1] made the personal branding tools (brand shaping) are currently available for every Internet user free of charge [Neher, 2013, p. 16; Schawbel, 2014, p. 34].

From year to year, not only the audience of content published on YouTube significantly increases, but also the number of users actively using the service to communicate with recipients in order to shape their personal and professional

brand. More and more people run their own channels on YouTube, distributing not only entertainment videos. Popular channels are currently a tool for exerting influence, conducting political, advertising, fundraising, social, recruitment, and personal activities. Along with this trend, we observe an increasing number of people knowingly giving up on traditional media – television, radio, press [www 1]. The viewership of the most popular YouTube channels many times exceeds the results achieved by well-known TV stations [www 2]. YouTube is becoming the dominant medium for publishing and viewing music and films.

With the development and universality of social media, we also notice increased scientific interest in their entertainment, social, business, and educational potential. The new phenomenon, YouTube, encourages research and analyses, also in the area of building a personal brand and exerting social influence. We still encounter a lack of materials documenting the research results in this area. The author of the article hopes that not only his scientific activity will fill this gap, but also other researchers will contribute to the exploration of such a young field as social media. This text presents the basic issues related to the creation of personal branding and presents the results of own research.

The research hypothesis of the author assumes that YouTube is currently one of the most effective tools for building a personal brand and exerting social influence by representatives of the young generation. Attractively, a consistently and professionally shaped personal brand today becomes a pass for its creator to join the group of celebrities. The paper will present the results of the author's research carried out in 2016 in Poland and the United States.

The possibilities of creating and reaching content with the YouTube service are currently unlimited territorially or financially, mainly thanks to:

- constantly growing popularity of the service,
- significant and growing number of users,
- international range,
- free opportunity to publish content [Malinowska-Parzydło, 2015, p. 74],
- free access to materials published on the service,
- ease of use of the service and its tools,
- no emission and distribution restrictions [Schawbel, 2014, p. 34],
- measurability of reaching and distribution of content.

1. YouTube service – characteristics

YouTube social network appeared on the Internet in May 2005 thanks to Chad Hurley, Steve Chen, and Jaweda Karim, former employees of PayPal. Initially, it served to distribute entertainment content, but over time we observed increased interest in the service as a virtual space for shaping the tastes of recipients, exerting influence or transferring knowledge and opinions. Thanks to this, YouTube, according to the author of the article, grows into a powerful international medium used to build and shape personal image of the authors of the channels created on the service. There is a growing trend towards the use of YouTube by professionals for the purposes of creating a personal brand, creating an attractive image of the services, products, or organisation to which they belong. Thanks to this, it is a great place and tool for creating a personal and professional brand of creators of the most-visited author's channels to such an extent that they become celebrities with no less recognition and popularity as those formed by traditional media. The stated thesis is confirmed by Polish celebrities who act exclusively on the basis of YouTube (Red Lipstick Monster, Sylwester Wardęga). This phenomenon is confirmed by the research results of the Think Kong agency, which shows that more and more young people are giving up television and radio for modern media, in particular, YouTube [www 3]. This is due to the widespread use of video technology currently available to any user of digital mobile devices, which – thanks to the combination of storytelling and visual creation – provides unlimited potential for creating a personal brand in a professional manner. Researchers point to the high involvement of video-content viewers – 65% of people watch at least 75% of the video being played, which means a very high rate of video conversion and the attention of viewers on the Internet [DeMers, 2015]. The author of this text carried out the research in 2016 on the phenomenon of the personal brand in the USA and Poland in order to show a close relationship between the possibilities of increasing popularity and obtaining attractive income, provided by a high-profile channel and the personal image created through this channel on YouTube. As a result, a research hypothesis was put forth that YouTube is currently one of the most effective tools for creating personal branding, and a professionally created personal brand naturally leads to the presence of its author in traditional media and benefits from cooperation with advertisers. The undeniable role in the growth of YouTube's popularity is its reach and availability. Only in 2015 in the United States, as many as 66.4% of Internet users used the service at least once a week. This result puts YouTube in the second place of popularity among social media (topped by Facebook with

76.8% of Internet users in the USA) [www 4]. YouTube enjoys the greatest audience among the youngest group of recipients – the generation that is already shaping or will soon affect the public's tastes. In the same period in Poland, YouTube took third place considering the monthly number of viewers. In 2015, 72% of all Internet users used the service. These data confirm the research thesis that the YouTube social network is an attractive and effective tool for building personal branding, and its continuous increase in popularity has a direct impact on shaping the image of channel makers to become opinion-forming and desirable public figures – Julia Kuczyńska (aka Maffashion) was called by WWD the most influential fashion blogger in terms of revenue generation [www 5].

The author of the article assumed that the YouTube channel is one of the most effective tools for shaping a personal brand among the young generation Y (born in 1980-1996) and generation Z (born after 1996). Y, also called the Millennials, is the first generation growing up in the new millennium and has knowledge about marketing and advertising. As generation Y is accompanied by media from the very birth, it is quite resistant to advertising content. New technologies are of great importance to Millennials [van den Bergh, Behrer, 2011, p. 22]. In turn, generation Y is often called “mobile”, it includes people growing up with computer games. The basis for the thinking of generation Y is the personalisation of the message [van den Bergh, Behrer, 2011, p. 24]. Generation Z is distinguished by the phenomenon of domestication of technologies; for them they are something ordinary and common, because they accompany them in life from the very birth. Their attitude to life is realistic and materialistic, but at the same time they happen to be creative and ambitious. They want to have everything and achieve it immediately [Bilińska-Reformat, Stefańska, 2016].

Young people around the world, including in Poland and the USA, are constantly using the Internet – their percentage ranges from 95% to 97% [www 6].

2. Personal branding – phenomenon's characteristics

The term “personal branding” means creating a personal brand through intentional, consistent, and conscious management of one's own image. This is confirmed by the research literature [McNally, Speak, 2003, p. 4; Montoya, Vandehey, 2005, pp. 11-12; Rampersad, 2008, pp. 34-37; Schawbel, 2014, p. 18, Wojtaszczyk, Maszewski, 2014, p. 456; Malinowska-Parzydło, 2015, pp. 19, 74; Trzeciak, 2015, p. 21]. Personal branding is the practise of marketing oneself to society [Gehl, 2011; Brooks, Anumudu, 2016].

The term and the phenomenon of personal branding have their roots in the United States. Already, in the 19th century, it was noticed that, similarly to commercial brands created by companies and corporations, the value of a given personal brand has not only a direct impact on the profits of particular people, including celebrities, politicians or scientists, but also affects the level of their credibility in the eyes of recipients. The strength of this brand is based on the reputation, popularity, and credibility of a person, and the personalisation of the image is based on the assumption that a person as a result of a specific sequence of actions becomes a brand itself.

Self presentation is the mechanism that makes an individual to distribute information to the world to influence perception [Chen, 2013; Khedher, 2015]. Personal branding in social media is the process of taking control of the impressions one is making in the virtual world [Schau, Gilly, 2003].

It's worth to note, that social media in contemporary economy can be used to increase social capital of someone's personal brand [Hearn, 2008; Gehl, 2011; Khedher, 2014]. The power of the brand is based on reputation, popularity, and reliability of a given person [Lair, Sullivan, Cheney, 2005]. The business world is starting to underline the importance of controlling personal brands and offering strategic recommendations about how to project needed personal brand identity by using different social media [Labreque, Markos, Milne, 2011]. We can suppose that, there is not enough scientific papers regarding personal branding phenomena and that there is a scientific gap in these area.

3. YouTube as a tool to achieve celebrity status

The methods applied to achieve the goals of the paper include the critical analysis of the literature of the subject, direct study of social media users in Poland concerning their preferences in the sphere of used kinds of social media, and profound case study indicating developing of personal brand with use of social media. The application of case study method is justified in management sciences because it allows to study quantitative phenomena, however to obtain a full image of reality the method was complemented with results of direct study of young social media users in Poland. The author used both desk research and field research methods.

Qualitative research of Polish YouTubers conducted in 2015 by the author of this article indicates that the main factor determining the success of the authors of popular YouTube channels is consistently and professionally built per-

sonal branding. This is observed in the activities of celebrities who act exclusively on the basis of YouTube (e.g. Red Lipstick Monster, Sylwester Wardęga, Radosław Kotarski). Compared to the highest TV viewing results, the number of views of the Sylwester Wardęga's recording "Mutant Giant Spider Dog" – nearly 147 million as at 9th August, 2015 – shows both the scale of differences and the possibilities and scope of YouTube. For comparison, the episode of the "Klan" soap opera on 22nd February, 2012, in which the popular character – Rysiek – died, has been watched by a record audience of 4.2 million people [www 7], TVP1 news on 13rd March, 2013 reporting on the election of a new pope – 9.86 million viewers [www 8], and the final match of the Euro 2012 between Spain and Italy, broadcasted on 1st July, 2012 in TVP1 reached 10.984.652 viewers [www 9].

Another phenomenon shaping new online celebrities is the migration to traditional media. The effect of YouTube's scale and the huge popularity of channels not only allows them to derive attractive profits from their productions, but also to reach beyond the Internet. Thanks to the popularity of fashion, YouTubers become an object of interest in traditional media (television channels, radio stations, and widely read magazines). The use of good practices by YouTubers in building a personal brand on the service makes YouTube a strong and opinion-forming medium shaping popular creators of video materials to such an extent that the nationwide traditional media become interested in them. Thus, we observe the phenomenon of YouTubers migration into the media space that so far was only available for people who built their popularity inside traditional structures. The interest of brand owners and television stations resulting in the YouTubers migration to television is related to the popularity of the YouTube channel, which translates into a certain level of coverage and channel promotion: the higher the popularity of a YouTuber, measured by the number of subscribers (channel trackers), the greater the content distribution possibilities, including advertising. An example is a career path of: Łukasz Jakóbiak – author of the online talk-show "20m2 Łukasza", the abovementioned Sylwester Wardęga – creator of the channel "SA Wardęga", Radosław Kotarski – author of the channel "Polimaty", Jacek Walkiewicz – author of a 20-minute lecture "Pełna moc możliwości" for TEDx, creator of the channel "5 Sposobów na...", and Emil Rau – author of a series of movies "Emil łowca foradarów" on YouTube channel "TVBigos".

We can state, that the case shows successful use of You Tube service in the process of personal branding. It ensures the access to the YouTubers, gives possibilities to develop relationships with them.

4. Profiling YouTube users – aims and objectives of methodical research

The author of this article designed and implemented an empirical study consisting of two parts – qualitative and quantitative. The qualitative study was based on case studies, which included three in-depth interviews with Polish YouTubers. Due to the fact that the article concerns the profiling of YouTube users in the context of creating personal branding strategy based on a comparative analysis of the treatment of personal branding in the USA and Poland, profiling results presented here (understood as operations on data sets that result in assigning certain properties to a given person or predicting its behaviour) are based on data obtained in a quantitative study.

4.1. Method, data gathering, sample

The research was carried out using the online questionnaire method (Computer Assisted Web Interview – CAWI). The questionnaire consisted of 37 questions in the USA and 36 questions in Poland (an additional question in the USA was a question about race). 20 respondents took part in the pilot study in both countries, while the main study was attended by 504 people from Poland and 500 people from the United States. The study carried out on the Polish and American sample set the quota so that the demographic structure of the sample reflects as accurately as possible the population of young Internet users in terms of age cohorts, gender, and place of residence in both countries. The conditions necessary to qualify for the study were also: knowledge of at least three social media and the use of YouTube at least three times a week. The questionnaire mainly consisted of closed questions, including: questions using scales (mainly the five-point Likert scale), disjunctive and conjunctive closed cafeteria, and alternatives. Thanks to several open questions, the respondents could express themselves freely, often deeply. The analytical tool was a cluster analysis method for objects' classification. As the agglomeration method, the Ward method was adopted, while as a measure of the distance between objects – a measure of percent discrepancy, as variables are measured on categorical measuring scales: nominal and ordinal.

4.2. Goals of the study

The goals of the study were defined as follows: creating a profile of Polish and American YouTuber and obtaining data allowing to develop the principles of creating a personal brand for celebrities based on data regarding such information as:

- 1) age of subjects,
- 2) gender,
- 3) current occupational situation of subjects, building a personal brand in accordance with the definition presented in order to recognise the knowledge of the term “personal brand” and the association with this term,
- 4) verifying which tools the subjects use to achieve selected goals related to personal branding – to identify the best tool for personal brand building,
- 5) impact of the personal brand on different areas of the subject’s life,
- 6) popular themes on YouTube,
- 7) preferred actions on YouTube,
- 8) compliance with various statements regarding YouTube.

The analysis gave the five clusters, each describing a YouTuber’s profile. Each profile was named in accordance to its characteristics to differentiate one cluster from other clusters:

- Cluster 1 – young smart YouTubers,
- Cluster 2 – personal branding unconscious YouTubers,
- Cluster 3 – personal branding conscious YouTubers,
- Cluster 4 – non-YouTubers,
- Cluster 5 – adult employed YouTubers.

5. Profiling YouTube users – study results

First criterion taking into consideration in research was age. In Poland, the first cluster is dominated by respondents aged 25-29, nearly 1/3 are also the youngest respondents – 18-24, the dominant group in this cluster in the USA (84.2%). The second surveyed group in Poland and the USA consists mainly of people aged 30-34 (42.0% and 44.3%), but its significant part are also people aged 25-29 (39.3% and 34.0%). The third analysed group of respondents in Poland is represented above all by persons aged 18-24 (65.0%), while in the USA, the result in this and the next age group 25-29 is equally distributed (38.1% each). The fourth surveyed group is dominated by Poles aged 30-34 (49.1%) and

Americans aged 18-24 (62.8%). In the fifth group, the age distribution of respondents from both countries is fairly steady, with a majority of people aged 30-34 (Poland 38.1% and USA 38.4%).

As we can see in the Table 1, there are five clusters to distinguish taking into consideration age criterion.

Table 1. YouTube users profiling by age

Age	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
18-24 years	31.6%	84.2%	16.4%	24.0%	65.0%	38.1%	25.0%	62.8%	30.9%	29.7%
25-29 years	47.4%	7.9%	39.3%	34.0%	22.3%	38.1%	25.9%	24.4%	30.9%	31.9%
30-34 years	21.1%	7.9%	44.3%	42.0%	12.6%	23.7%	49.1%	12.8%	38.1%	38.4%

Source: Own study.

Next criterion used by profiling was gender. In Poland and the USA, men constitute the majority of the first group (81.6% each). The situation is similar in the second (74.0%) and in the third analysed group of Americans (60.8%). The distribution of respondents by gender is similar in the second and fifth groups in both countries and in the fourth group in Poland, with a slight predominance of men in Poland (56.5%) and a similar majority of women in the USA (55.5%). In turn, Polish women dominated the third group (67.0%), and American women – the fourth one (75.6%).

Table 2. YouTube users profiling by gender

Gender	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
Female	18.4%	18.4%	47.5%	26.0%	67.0%	39.2%	43.5%	75.6%	49.5%	55.5%
Male	81.6%	81.6%	52.5%	74.0%	33.0%	60.8%	56.5%	24.4%	50.5%	44.5%

Source: Own study.

Another criterion was current occupational situation. Both in Poland (60%) and in the USA (52.6%), the highest percentage of respondents are employed individuals. 23% of Polish respondents and 35% of Americans are still educating. A small percentage of respondents run their own business (Poland – 6.3% and the USA – 2.7%), and also have the status of an unemployed person (USA – 5.0% and Poland – 3.5%).

Table 3. YouTube users profiling by current occupational situation

Current occupational situation	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
I go to school/ study	26.3%	73.7%	4.9%	12.0%	50.5%	26.8%	17.6%	44.2%	23.7%	18.8%
I work full-time (employment contract/ other forms of contract)	65.8%	2.6%	70.5%	80.0%	35.0%	72.2%	71.3%	40.7%	57.2%	67.7%
I work part-time/ casually	5.3%	18.4%	9.8%	8.0%	20.4%	10.3%	8.3%	32.6%	9.8%	12.7%
I run my own business	7.9%	2.6%	11.5%	4.0%	3.9%	5.2%	1.9%	0.0%	6.2%	1.7%
I am on maternity leave/ parental leave/ I run the household	2.6%	0.0%	6.6%	0.0%	8.7%	6.2%	4.6%	3.5%	7.2%	6.6%
I am unemployed	0.0%	15.8%	1.6%	0.0%	6.8%	2.1%	4.6%	1.2%	4.6%	5.7%
Other situation	0.0%	0.0%	1.6%	0.0%	1.0%	0.0%	1.9%	0.0%	2.6%	0.9%

Source: Own study.

Building a personal brand in accordance with the definition adopted, was also the profiling criterion. Respondents from both countries presented the following definition of a personal brand: “Personal brand is your image – how you are perceived by others”. It is created by a set of coherent actions that serve to build a reputation and increase the measurable value of the personal brand in a given group of recipients. Building a brand involves, among others “conscious communication of certain content in social media”. Respondents were asked about the knowledge of this issue in such approach. The author developed the definition based on the subject literature, own opinion, and the results of the qualitative research. On the basis of the results, it can be concluded that half of Poles (50.0%) and more than half of Americans (60.0%) build a personal brand in accordance with the given definition, including 45.6% of Americans and 35.4% of Poles build it consciously. The others replied that they were building their brand according to the given definition, but without being aware that they were doing it.

Table 4. YouTube users profiling by definition adoption

Building a personal brand in accordance with the definition adopted	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
Yes, I do it consciously	28.9%	0.0%	47.5%	34.0%	35.9%	68.0%	29.6%	34.9%	0.0%	0.0%
Yes, but I did not know until now that it was building a personal brand	71.1%	0.0%	52.5%	66.0%	64.1%	32.0%	70.4%	65.1%	0.0%	0.0%
No (I may use social media, but I do it for reasons other than building personal brand)	0.0%	81.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	78.4%	89.5%
It is difficult to say	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.6%	10.5%

Source: Own study.

Criterion 5 for profiling was the opinion about the best tool for building a personal brand, due to the set of the following features:

- easy reaching of a selected group of recipients,
- ease of use,
- large range,
- low service costs,
- efficiency,
- positive correlation of time devoted and profit gained.

We find out from the survey that regardless of the above feature, Polish respondents usually indicate two tools used to build a personal brand: first Facebook (52.1%), secondly – YouTube (28.6%). Other media are less used to build the brand, due to the features presented. On the other hand, the Americans' answers indicate that due to the analysed features, Facebook (36.1%) and YouTube (21.3%) are the best tools for building a personal brand, but there is also Twitter (13.5%) and LinkedIn (10.7%).

Also criterion 6 – the influence of the personal brand on different areas of the respondent's life – was considered in research:

- succeeding in professional life,
- succeeding in school/university,
- finding a job,
- meeting new people,
- finding a boyfriend/girlfriend/partner,
- financial success.

Polish respondents most often indicate that a well-built personal brand has a large (35.2%) or very large impact on the analysed issue (33.1%). Slightly fewer people indicate a moderate impact (22.8%), while a negligible percentage indicates no impact (2.2%). The aggregate results of American respondents do not differ from the opinion of Poles that a well-built personal brand usually has a very large (28.1%), large (31.8%) or moderate (26.6%) impact on the analysed areas of the respondent's life. Only in the case of achieving success at school or at university, a moderate impact was observed.

Criterion 7 was "popular themes on YouTube". Respondents from both countries indicate various interests in the topics of YouTube channels. The vast majority of people are interested in music and entertainment. Interest in sport is demonstrated by a moderate number of respondents (about 20%), with a clear deviation from one group of Poles declaring watching sports materials as much as 86.8%. Poles are also more interested in topics related to personal development (35.4%) than Americans (18.5%), as well as professional development

(22.4% vs. 13.2%). A large difference between the two countries can be seen in the activity related to games and gaming on YouTube (Americans 38.8% and Poles – only 18.5%). About 25% of users in both countries are looking for fashion and beauty topics, as well as videos about cooking.

Table 5. YouTube users profiling by interest in themes on YouTube

Popular themes on YouTube	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
Fashion & beauty	2.6%	2.6%	18.0%	14.0%	53.4%	17.5%	25.0%	54.7%	28.9%	32.8%
Games/gaming	26.3%	92.1%	18.0%	32.0%	18.4%	27.8%	9.3%	18.6%	20.6%	23.6%
Entertainment and music	60.5%	86.8%	54.1%	72.0%	81.6%	74.2%	50.9%	80.2%	77.8%	74.7%
Sports	86.8%	23.7%	18.0%	26.0%	12.6%	24.7%	22.2%	15.1%	27.8%	21.0%
Lifestyle	23.7%	5.3%	21.3%	22.0%	33.0%	38.1%	29.6%	31.4%	23.2%	32.8%
Cooking	31.6%	15.8%	23.0%	18.0%	32.0%	16.5%	26.9%	39.5%	27.8%	30.6%
Personal development	34.2%	13.2%	60.7%	10.0%	24.3%	35.1%	39.8%	20.9%	18.0%	13.5%
Professional development	21.1%	10.5%	36.1%	8.0%	18.4%	27.8%	25.0%	5.8%	11.3%	14.0%
Other	2.6%	26.3%	11.5%	22.0%	7.8%	14.4%	9.3%	3.5%	17.5%	15.7%

Source: Own study.

Criterion 8 was “preferred activities on YouTube”. In the studied groups, we observe significant disproportions in the declared activities on YouTube. The largest percentage of users include film, music, and entertainment channels in both countries – 70% in Poland and 80% in the USA. The second largest group of service recipients watches YouTubers (nearly 60% in both countries). The results also point to a similarly high percentage of people educating themselves on YouTube and watching YouTubers – 55.3% of all respondents in Poland and 56.9% in the USA.

In the United States, just as in criterion 7, there was a small and half lower than in Poland interest in sports subjects (18% vs. 36.2%). There are much more reviews watchers (over 50.0%) in both countries. The percentage of people watching interviews on YouTube is only slightly lower (Poland – 45.9%, USA – 42.2%).

Table 6. YouTube users profiling by preferred activities

Preferred activities on YouTube	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
I watch YouTubers (that is, the people who publish videos on YouTube)	65.8%	84.2%	59.0%	30.0%	68.9%	59.8%	39.8%	72.1%	57.7%	50.2%
I watch videos	89.5%	97.4%	73.8%	68.0%	72.8%	81.4%	53.7%	75.6%	57.2%	80.3%
I watch reviews (e.g. of games, products, etc.)	76.3%	81.6%	55.7%	36.0%	54.4%	59.8%	25.0%	46.5%	46.9%	35.8%
I listen to music/ watch video clips	84.2%	84.2%	80.3%	54.0%	87.4%	76.3%	57.4%	90.7%	90.2%	81.2%
I am learning/ using tutorials, guides	57.9%	60.5%	52.5%	20.0%	71.8%	62.9%	38.9%	81.4%	55.2%	59.8%
I watch interviews	65.8%	52.6%	52.5%	28.0%	42.7%	48.5%	25.9%	43.0%	42.8%	38.9%
I watch sport	92.1%	13.2%	31.1%	26.0%	14.6%	21.6%	17.6%	10.5%	25.8%	18.8%
I upload videos	31.6%	13.2%	21.3%	6.0%	19.4%	26.8%	12.0%	10.5%	10.3%	8.7%
I add comments	39.5%	34.2%	39.3%	6.0%	23.3%	20.6%	19.4%	9.3%	19.1%	7.9%
I create playlists	21.1%	28.9%	24.6%	8.0%	29.1%	23.7%	17.6%	19.8%	20.1%	14.8%
Other	7.9%	7.9%	8.2%	6.0%	6.8%	7.2%	8.3%	2.3%	8.2%	7.0%

Source: Own study.

Criterion 9 referred to compliance with various statements on YouTube:

- Statement 1: I have more confidence in YouTube than television and other traditional media,
- Statement 2: I care more about the opinion of famous YouTubers than TV celebrities,
- Statement 3: YouTube is one of the most effective tools for shaping a personal brand by young people,
- Statement 4: I want to be a YouTuber.

About one-third of Polish respondents largely agree or rather agree with the first three statements, and a slightly lower percentage does not have opinions on these. The results of research on American users of the service show that slightly less than in Poland, around 25% of all respondents, agree or rather agree with the first three statements, and over 30% have no opinion. As for willingness to be a YouTuber, however, they indicate that they agree with the statement, it is difficult for them to say or they rather not want to. Only about 12% of respondents in both countries show willingness to become a YouTuber.

The table below presents averaged assessments of compliance with the above statements in the respondents from both Poland and the USA. The weighted average was used, where the grades: I strongly disagree (-2), ..., I strongly agree (2), were weighted with the percentage of respondents in each cluster.

Table 7. YouTube users profiling by compliance with various statements

Compliance with the statement	Poland	USA
I have more confidence in YouTube than television and other traditional media	0.65	0.08
I care more about the opinion of famous YouTubers than TV celebrities	0.44	-0.11
YouTube is one of the most effective tools for shaping a personal brand by young people	0.86	0.56
I want to be a YouTuber	-0.35	-0.45

Source: Own study.

The results of the average assessment show that there are differences in opinions regarding each statement depending on the respondent's country of origin. In the case of the first three statements, Poles agree with their content more than the Americans. In the case of the third statement, the answers are averagely negative, regardless of the respondent's country.

Table 8. YouTube users profiling by statement 1

I have more confidence in YouTube than television and other traditional media	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
I strongly disagree	0.0%	2.6%	0.0%	14.0%	1.0%	9.3%	10.2%	15.1%	5.7%	19.2%
I rather disagree	15.8%	7.9%	6.6%	10.0%	10.7%	16.5%	7.4%	23.3%	10.8%	20.1%
It is difficult to say	18.4%	55.3%	19.7%	44.0%	25.2%	24.7%	40.7%	29.1%	37.1%	31.0%
I rather agree	57.9%	23.7%	19.7%	24.0%	38.8%	23.7%	28.7%	27.9%	25.3%	20.5%
I strongly agree	7.9%	10.5%	54.1%	8.0%	24.3%	25.8%	13.0%	4.7%	21.1%	9.2%

Source: Own study.

Table 9. YouTube users profiling by statement 2

I care more about the opinion of famous YouTubers than TV celebrities	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
I strongly disagree	5.3%	7.9%	4.9%	18.0%	3.9%	18.6%	10.2%	18.6%	12.9%	24.9%
I rather disagree	7.9%	2.6%	6.6%	18.0%	21.4%	14.4%	10.2%	29.1%	10.8%	21.4%
It is difficult to say	28.9%	63.2%	19.7%	34.0%	34.0%	18.6%	40.7%	27.9%	35.6%	30.1%
I rather agree	42.1%	23.7%	21.3%	26.0%	27.2%	18.6%	26.9%	18.6%	24.7%	13.1%
I strongly agree	15.8%	2.6%	47.5%	4.0%	13.6%	29.9%	12.0%	5.8%	16.0%	10.5%

Source: Own study.

Table 10. YouTube users profiling by statement 3

YouTube is one of the most effective tools for shaping a personal brand by young people	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
I strongly disagree	0.0%	2.6%	0.0%	10.0%	1.0%	2.1%	4.6%	5.8%	4.1%	5.2%
I rather disagree	0.0%	2.6%	3.3%	14.0%	5.8%	6.2%	8.3%	14.0%	6.2%	13.1%
It is difficult to say	34.2%	44.7%	18.0%	44.0%	18.4%	13.4%	34.3%	22.1%	28.4%	31.4%
I rather agree	47.4%	34.2%	26.2%	20.0%	52.4%	35.1%	32.4%	34.9%	35.6%	30.1%
I strongly agree	18.4%	15.8%	52.5%	12.0%	22.3%	43.3%	20.4%	23.3%	25.8%	20.1%

Source: Own study.

Table 11. YouTube users profiling by statement 4

I want to be a YouTuber	Cluster 1		Cluster 2		Cluster 3		Cluster 4		Cluster 5	
	Poland	USA								
I strongly disagree	13.2%	28.9%	19.7%	20.0%	40.8%	25.8%	21.3%	31.4%	51.5%	46.7%
I rather disagree	34.2%	5.3%	11.5%	26.0%	19.4%	11.3%	8.3%	32.6%	13.9%	17.0%
It is difficult to say	26.3%	47.4%	24.6%	38.0%	17.5%	23.7%	32.4%	16.3%	19.1%	17.0%
I rather agree	21.1%	13.2%	19.7%	10.0%	13.6%	10.3%	23.1%	9.3%	8.8%	10.5%
I strongly agree	5.3%	5.3%	24.6%	6.0%	8.7%	28.9%	14.8%	10.5%	6.7%	8.7%

Source: Own study.

Summing up we can distinguish following clusters of YouTubers characterized in the Table 12; we can see 5 different clusters that are named while taking into consideration characteristics.

Table 12. YouTube users general profiling

Characteristics	Profile I – young smart YouTubers (N= 38, 7.6%)	Profile II – personal branding unconscious YouTubers (N=50, 10.0%)	Profile III – Personal branding conscious YouTubers (N=97, 19.4%)	Profile IV – non-YouTubers (N=86, 17.2%)	Profile V – adult employed YouTubers (N=229, 45.8%)
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
Age group	dominant age group between 18-24 years old	dominant age group 30-34 years old, including the critical group of people between 25-29 years old	dominant age group between 18-24 and 25-29 years old	dominant age group between 18-24 years old	fairly regular age distribution with a dominance of people between 30-34 years old
Gender	dominance of men	dominance of men	dominance of men	dominance of women	fairly regular gender distribution with a dominance of women
Occupation	students	full-time employed individuals	full-time employed individuals, less often studying	students or full-time employed individuals, less often part-time workers	full-time employed individuals
Creating a personal brand in accordance to the chosen definition	individuals not creating a personal brand in accordance to the chosen definition	individuals unconsciously creating a personal brand in accordance to the chosen definition	individuals consciously creating a personal brand in accordance to the chosen definition	individuals unconsciously creating a personal brand in accordance to the chosen definition	individuals not creating a personal brand in accordance to the chosen definition
The best tools for building a personal brand based on presented features	no answer	Facebook, YouTube, Twitter	Facebook, YouTube, LinkedIn, Twitter	YouTube, Instagram, Facebook, Twitter	no answer

Table 12 cont.

1	2	3	4	5	6
The impact of a well-built personal brand on selected areas of the respondent's life	moderate or high impact	high impact	very high impact	high or very high impact	high or very high impact, less often moderate impact
Popular topics on YouTube	games, entertainment, and music	entertainment and music	entertainment and music	entertainment, music, fashion, and beauty	entertainment and music
Preferred activities on YouTube	watching videos, viewing YouTuber's shows, listening to music and watching reviews	watching videos and listening to music	watching videos and listening to music	listening to music, studying, least often watching videos and YouTuber's shows	listening to music and watching videos
Compatibility with various statements about YouTube	It's hard to say or rather agree	It's hard to say or rather agree	rather agree or definitely agree	diversified opinion, ranging between "I rather disagree" and, "rather agree", oscillating around the variant of indecision; for the opinions about being a YouTuber, negation	diversified opinion; in the first three cases „hard to say”; for the opinions about being a YouTuber, negation

Conclusions

According to 65% of young Poles and 55% of young Americans, YouTube is the most effective tool for building a personal brand. It is also recognised as a place enabling financial and social success, and, in the further consequence, the popularity allowing to become a celebrity. Some respondents declare their willingness to take steps towards achieving professional success and gaining popularity by building self-recognition as a brand. Research results and examples of specific YouTubers, whose activities on the site have brought success, high media recognition and celebrity status prove that YouTube is not only an effective tool for creating own brand, but also it can help exerting social influence and reach popularity, formerly reserved only for traditional media.

This work is merely an introduction to the further exploration of a social media supporting personal brand development. Personal branding means aware development of personal brand by managing own image. In that process the assumption is made, that the person is the brand itself. Personal brand that is recognized in social media supports financial success of celebrities. That was shown on example of Łukasz Jakóbiak channel.

From academic point of view, the research examines some relevant questions in field of personal branding. Among them it is important to point out the role of YouTube service in developing personal brand. From managerial perspective, presented study brings several contributions to marketing professionals. Findings of this study indicate that using of YouTube can lead to successful personal branding effects.

We should remember that this research have some limitations, which can be opportunities for future research. Key limitation of this study is describing social media where the changes take place very rapidly. Secondly, it was only considered limited aspects of developing personal brand.

Currently, it is the YouTube website, thanks to the worldwide free availability, constantly increasing viewership and interactivity unavailable to traditional media that is the right medium for creating a personal brand of celebrities.

Based on the presented research results, the following main conclusions can be formulated from the paper:

1. According to respondents, YouTube takes the second place (after Facebook) among social tools in terms of building a personal brand.
2. The main activity, in this case, is recording and publishing films on the author's channels on the service.
3. Many people point to YouTube as a source of knowledge and inspiration, as well as a medium for achieving professional success, finding a partner or meeting new friends.
4. The respondents also point to the service as a place where financial success can be achieved, directly related to the popularity of channels and a chance to increase popularity, recognition and, in a natural consequence, the status of a celebrity.
5. This proves that the service can be successfully used to create own image. The basic limitation of the conducted research is the potential volatility of the market situation related to the development of this market sector. The author identifies future research directions: an exploration of business models used in social media, examining the detailed relationships between the time needed to shape a professional personal brand and gaining profits in an individual perspective.

References

- Bergh J. van den, Behrer M. (2011), *Jak kreować marki, które pokocha pokolenie Y*, Kogan Page, London.
- Bilińska-Reformat K., Stefańska M. (2016), *Young Consumer's Behaviours on Retail Market and Their Impact on Activities of Retail Chains*, "Business Excellence", No. 2, pp. 123-137.
- Brooks A.K., Anumudu Ch. (2016), *Identity Development in Personal Branding Instruction*, "Adult Learning", Vol. 27 (1), pp. 23-29.
- Chen Ch.-P. (2013), *Exploring Personal Branding on YouTube*, "Journal of Internet Commerce", Vol. 12 (4), pp. 332-347.
- DeMers J. (2015), *10 Reasons Your Brand Needs to Be On YouTube*, <https://www.forbes.com/sites/jaysondemers/2015/07/23/10-reasons-your-brand-needs-to-be-on-youtube/> (accessed: 11.04.2016).
- Gehl R.W. (2011), *Ladders, Samurai and Blue Collars: Personal Brand in Web 2.0*, "First Monday", Vol. 16 (9), pp. 3-24.
- Hearn A. (2008), *Meat, Masks, Burden: Probing the Contours of the Branded Self*, "Journal of Consumer Culture", Vol. 8 (2), pp. 197-217.
- Khedher M. (2014), *Personal Branding Phenomenon*, "International Journal of Information, Business and Management", Vol. 6 (2), pp. 29-40.
- Khedher M. (2015), *An Inspiring Resource for Developing Personal Branding Phenomena*, "Marketing Review", Vol. 15 (1), pp. 117-131.
- Labreque L.I., Markos E., Milne G.R. (2011), *Online Personal Branding: Processes, Challenges, and Implications*, "Journal of Interactive Marketing", Vol. 25, Iss. 1, pp. 37-50.
- Lair D.J., Sullivan K., Cheney G. (2005), *Marketization and the Recasting of the Professional Self*, "Management Communication Quarterly", Vol. 18 (3), pp. 307-343.
- Malinowska-Parzydło J. (2015), *Jesteś marką. Jak odnieść sukces i pozostać sobą*, Wydawnictwo Onepress, Gliwice.
- McNally D., Speak D.K. (2003), *Be Your Own Brand*, Berrett-Koehler Publishers, San Francisco.
- Montoya P., Vandehey T. (2005), *The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand*, Peter Montoya Publishers, New York.
- Neher K. (2013), *Social Media Field Guide: Discover the Strategies, Tactics and Tools for Successful Social Media Marketing*, Boot Camp Digital, Cincinnati.
- Rampersad H.K. (2008), *A New Blueprint for Powerful and Authentic Personal Branding*, "Performance Improvement", Vol. 47 (6), pp. 34-37.
- Schau H.J., Gilly M.C. (2003), *We Are What We Post? Self-Presentation in Personal Web Space*, "Journal of Consumer Research", Vol. 30 (3), pp. 385-404.

- Schawbel D. (2014), *Personal Branding 2.0. Cztery kroki do zbudowania osobistej marki*, Wydawnictwo Onepress, Gliwice.
- Trzeciak S. (2015), *Wizerunek publiczny w internecie. Kim jesteś w sieci?* Helion, Gliwice.
- Wojtaszczyk K., Maszewski F. (2014), *Różnorodność metod zarządzania marką osobistą*, „Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu”, nr 349, pp. 454-462.
- [www 1] http://www.brief.pl/artykul,2330,youtube_w_polsce_w_2014_roku.html (accessed: 13.08.2015).
- [www 2] <https://www.youtube.com/yt/press/pl/statistics.html> (accessed: 11.04.2016).
- [www 3] http://www.brief.pl/artykul,2330,youtube_w_polsce_w_2014_roku.html (accessed: 13.08.2015).
- [www 4] <http://www.emarketer.com/Article.aspx?R=1011335> (accessed: 11.04.2016).
- [www 5] <http://wwd.com/business-news/media/20-most-influential-bloggers-10759942/> (accessed: 11.04.2016).
- [www 6] www.cbos.pl, www.pewinternet.org (accessed 11.04.2016).
- [www 7] <https://wiadomosci.onet.pl/kraj/najwieksze-hity-telewizji-zobacz-programy-ktore-mialy-rekordowa-ogladalnosc/nb4yz> (accessed: 13.08.2015).
- [www 8] www.wirtualnemedi.pl/artykul/najwieksza-chwilowa-widownie-notuja-transmisje-sportowe-i-seriale (accessed: 13.08.2015).
- [www 9] www.agbnelsen.pl/files/doc/final_01.07.2012.pdf (accessed: 13.08.2015).

PROFILOWANIE UŻYTKOWNIKÓW SERWISU YOUTUBE JAKO PODSTAWA BUDOWANIA STRATEGII MARKI OSOBISTEJ CELEBRYTÓW

Streszczenie: Media społecznościowe stanowią bardzo ważny instrument wykorzystywany do budowania marki osobistej. W artykule przyjęto do realizacji następujące cele: scharakteryzowanie koncepcji marki osobistej oraz serwisu YouTube jako środowiska jej tworzenia, a także rozpoznanie skali i zakresu wykorzystywania serwisu YouTube na potrzeby budowania marki osobistej przez reprezentantów młodego pokolenia. Przyjęto założenie, że serwis YouTube stanowi bardzo ważną platformę, pozwalając na skuteczne kreowanie marki osobistej celebrytów, którzy koncentrują się na młodych odbiorcach. W artykule wykorzystano metodę skupień dla dokonania klasyfikacji badanych obiektów. Zastosowano metodę Warda.

Słowa kluczowe: marka osobista, serwis YouTube, użytkownicy serwisu YouTube, strategię marki osobistej, celebryci, profilowanie użytkowników serwisu YouTube, YouTuberzy.