

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

**The Role of the Youtuber in Consumer Decision Making
Process**

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BACHELOR THESIS ASSIGNMENT

Ekaterina Lebedeva

Economics and Management
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Thesis title

The Role of YouTuber in the Consumer Decision Making Process

Objectives of thesis

The objective of the thesis is to identify the main consumer behaviour characteristics of the YouTube viewers in the chosen market segment and propose an implementation of these findings in the marketing communication on the selected market segment.

Methodology

The thesis will consist of two parts. The first part will provide the elementary theoretical overview, which should deal with consumer behaviour theory, including principles, models, and evaluation in general and regarding the influencer role. The theoretical part of the thesis will be based on the critical review of the information gained from the study and the comparison of relevant resources. The fundamental empirical part will be focused on specific YouTube videos from a selected YouTuber. Data for the empirical part will be gained using appropriate data collection techniques. Based on the research, the relevant conclusions of the thesis must be drawn.

Recommended structure of the thesis:

1. Introduction – an explanation of the topic importance.
2. Thesis objectives and methodology – the main objective of the thesis will be divided into partial objectives based on the knowledge gained from the study of the consumer behaviour theory. Appropriate methods of data collection and processing will be explained in detail in the methodology of the thesis.
3. Literature review – a critical review of current knowledge in the field of consumer behaviour and decision-making process, its models and tools. The role of an influencer in the individual stages of consumer behaviour and the decision-making process will be studied.
4. Specification of the selected industry – profile of the given market segment and YouTuber.
5. Practical part – analysis of data gained from own research according to the methodology.

6. Results and recommendation – formulation of own proposal of improvements.
7. Conclusion – review of main results and evaluation of the contribution of the theses.
8. References
9. Appendices



The proposed extent of the thesis

30-40 pages

Keywords

YouTube, consumer decision making, consumer behaviour, decision making process, online consumer behaviour

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Declaration

I declare that I have worked on my bachelor thesis titled “The Role of the Youtuber in Consumer Decision Making Process” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15th March 2022

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The Role of Youtuber in Consumer Decision-Making Process

Abstract

YouTube is a modern social network that competes in popularity with television. A company can find its target audience on YouTube and use marketing tactics to promote its products and services. In this work, attention is focused on the role of YouTuber as a person who can influence the perception and attitudes of consumers. The aim of this work is to evaluate the effects of communication of a selected YouTuber (Yurii Dud', channel "vDud'") on the decision-making process of consumers. The content analysis of the vDud' channel is performed and the communication tools used by the selected YouTuber are described. Part of the work is an analysis of the results of a questionnaire survey conducted among Czech and Russian consumers of YouTube content. The benefit of the work will be the definition of ways to effectively promote the content on YouTube and influence consumer behavior through the promotion of YouTuber.

Keywords: YouTube, consumer decision making, consumer behaviour, decision making process, online consumer behaviour

Role YouTuberu v rozhodovacím procesu spotřebitele

Abstrakt

YouTube je moderní sociální síť, která soutěží v popularitě s televizí. Firma může najít své cílové publikum na YouTube a využít marketingové taktiky k propagaci svých produktů a služeb. V této práci je pozornost zaměřena na roli YouTuberu jako člověka, který může ovlivnit vnímání a postoje spotřebitele. Cílem této práce je vyhodnotit dopady komunikace vybraného YouTuberu (Yurii Dud', kanál „vDud'“) na rozhodovací proces spotřebitelů. Je provedena obsahová analýza kanálu vDud' a jsou popsány komunikační nástroje, které používá vybraný YouTuber. Součástí práce je analýza výsledků dotazníkového šetření, provedeného mezi českými a ruskými spotřebiteli YouTube obsahu. Přínosem práce bude definice způsobů, jak efektivně propagovat obsah na YouTube a ovlivnit chování spotřebitele prostřednictvím propagace YouTuberu.

Klíčová slova: YouTube, spotřebitelské rozhodování, spotřebitelské chování, rozhodovací proces, online spotřebitelské chování

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1 Introduction

Today's consumers are sceptical about many of the initiatives of marketing specialists, so it is quite difficult to attract and retain consumer interest in any type of product. Nowadays, in order to ensure a successful sale of a product, a company needs to do more than just ensure its excellent quality, set the lowest price on it, or simply place the product in the best possible way on store shelves. The company should sell its products with original, informative and attractive messages that would convince those products to meet the needs and desires of consumers. Communication is a key factor in modern marketing. And the volumes of sales and profits depend on the effectiveness of the marketing communication.

A marketer has a huge arsenal of marketing communications tools at his disposal. Many of them appeared due to the modern development of technologies, and some, on the contrary, lost their significance due to their low efficiency of impact on the consumer.

The ability to use social media and its innovative functions helps brands find new ways to drive sales and influence purchasing decisions. With the growth of the use of social networks around the world, the market of potential customers is becoming available for sellers. The interactive features of social networks and acting through all the senses on the recipient of communication create opportunities for effective marketing. Also, another feature of social networks – two-way communication helps to increase a dialogue with potential buyers and build a brand community.

YouTube is one of the most popular social networks in the world. The reach of YouTube videos is increasing. YouTube can be viewed not only from home (like television), but basically from anywhere – with the help of a mobile phone or tablet on the street, at school, in the subway, etc. Millions of views and "likes" of popular videos confirm the true meaning of this medium. Today, YouTube is one of the default applications, set on a modern TVsets. Marketing professionals are aware of the importance of YouTube, so it is appropriate to perceive it as one of the modern media or marketing communication tools.

2 Objectives and Methodology

The work will focus on the analysis of the content of the selected YouTuber and marketing communication tools used by the YouTuber.

2.1 Objectives

The aim of this work is to evaluate the effects of communication of the selected YouTuber on the decision-making process of consumers.

The partial goals of the work are to describe the communication tools that are used on the channel of the selected YouTuber and to create recommendations for effective marketing communication on the YouTube channel.

The chosen YouTuber is an influencer from the Russian environment – Yurii Dud’ (YouTube channel “vDud’”). The Russian content is perfectly understandable for the author, so it is possible to capture and understand the small details of speech and communication, humour, the mentality of the influencer and its auditorium (followers). The obtained results and general recommendations on the effects of communication of the selected YouTuber can already be used in the Czech Republic and abroad.

Research question: What tools can be used to influence the auditorium and its customer behaviour on YouTube?

2.2 Methodology

The work is processing in the following methodological steps:

- literary research in order to describe and evaluate the theoretical basis of the work, analysis of professional resources devoted to the topic of modern marketing communication and especially the use of YouTube to influence the consumer's decision-making process,
- description of the selected influencer and its YouTube channel, characteristics of channel development according to the number of followers,
- analysis of the content of the selected YouTube channel (detailed description is given below),

- conducting the own questionnaire survey on a sample of respondents from Czech republic and Russian Federation in order to find out their attitudes and perceptions of YouTuber communication (detailed description is given below),
- discuss the tools and methods that the selected YouTuber uses to influence his audience and make recommendations for other YouTubers.

Content analysis is a method of qualitative and quantitative analysis of content in order to identify or measure various facts and trends. Analysis of the content of the selected YouTube channel is made on the sample of 6 videos, that include diverse heroes and are arranged according the date of their publication on the channel – from earliest (7.2.2017) to later (3.1.2020). It helps to find out, how the channel was changing. The structure of each video is defined (according to the thematic blocks they contain). Then the analysis of each video was made, taking into account the following criteria:

- duration of the video,
- number of views,
- brief description of main interesting facts, relating to the life of the author and the respondent in the video,
- visual component (location),
- provocations, “uncomfortable” questions in the video,
- number of photo and video inserts,
- number of text boxes,
- explicit methods of emotional impact,
- presentation style (use of humour, cynicism, irony, obscene language).

Furthermore, based on monitoring changes in these characteristics of videos from 2017 to 2020, changes in the content of the selected YouTuber were identified. An attempt was made to guess how the channel's author was trying to influence his audience.

Based on the analysis of information from the media, the advertising budgets of the selected YouTuber were determined. Furthermore, the communication tools used by the selected YouTuber in their videos were identified and described.

The own questionnaire survey was conducted in order to find out the audience's opinions on YouTube content and especially on the impact of promotion in this medium on consumer behavior. The questionnaire begins with general questions about the use of YouTube. It also focuses on the experience of respondents with the vDud 'channel. The questionnaire also includes identification questions, enabling the characterization of the sample. The questions are listed in the Appendix A of this thesis.

The method of online survey was used. Vypnto portal helped to conduct answers of 117 respondents (Czech group) in the period of 8.9.-20.9.2021. Online questionnaire forms were send to the potential respondents from Russian Federation via social networks (Vk.com and Facebook). A total of 89 completed questionnaires were obtained from this second group of respondents (Russian group). Due to the limited possibilities of the job author, this is not a representative selection of respondents, so the results cannot be applied to the whole society. However, the results are useful for this work and may serve as a basis for future research.

The obtained data were transferred to an excel file and subsequently analyzed using simple mathematical and statistical methods. The results are presented using tables and graphs.

3 Literature Review

At the beginning of this part of the work, therefore, attention is paid to the theory of marketing communication. Marketing communication is one of the elements of the marketing mix (Kotler et al., 2007). It is important to keep in mind that not only marketing communication affects the customer. Customers are also influenced by other elements of the marketing mix, such as the product, the environment in which the product is sold, or the price at which it is sold. Nevertheless, marketing communication influences the largest part. For this reason, I will deal with it in this chapter, where I will describe in more detail the general definition of the concept of marketing communication, its goals and tools.

Then follows a section dedicated to YouTube – its brief history, description of basic functions and uses.

Since the topic of the work is devoted to the role of YouTube in the decision-making process, the topic of the consumer purchasing process is needed. The main steps in this process and the factors influencing certain consumer behavior are described. Knowledge of the theory of consumer purchasing decisions is essential for the subsequent creation of recommendations for marketing communication on YouTube.

3.1 Modern marketing communication

Kotler and Keller (2013) state very simply but concisely that in a sense, marketing communication is actually the voice of the company and its brands.

The main role of marketing communication is to communicate the benefits of a product and persuade target customers to buy it (Kotler et al., 2007). Through marketing communication, companies can address both their existing customers and other people – potential customers, partners, suppliers, the general public, etc. Kašík and Havlíček (2009) state that individual communication tools are suitable for addressing different groups of people: eg advertising – for addressing customers on the B2C (business-to-customer) market, direct marketing – for communication on the B2B (business-to-business) market, PR – for internal communication and communication focused on the media, creditors, state authorities and other interested parties.

Morris, Pitt and Honeycutt (2001) point out that, in addition to buyers and consumers (users) of products, the target groups of marketing communication include purchasing

initiators, influencers, deciders and gatekeepers. The definition of these categories of people is linked to consumers' purchasing decision-making process, in particular to social environment factors that may influence the buyer's final decision. This is discussed in detail in chapter 3.3. The main purpose of focusing marketing communication on influencers or initiators of purchasing is that these groups can effectively stimulate the buyer to buy (eg child – its parents, wife – her partner, bloggers or celebrities – their fans). Understanding these links and the possibilities of focusing marketing communication is very important for the influence marketing, blogging, marketing on social networks.

Marketing communications is a concept by which a company must plan and implement the work of multiple channels through which it can establish and maintain communication with the end consumer. Marketing communications help to develop a compelling and consistent view of an enterprise and its products, as well as gain feedback from users (Romanov, 2019).

From a professional point of view, marketing communication can be described as controlled information and persuasion of target groups, through which companies and other institutions fulfill their marketing goals (Karlíček & Král, 2011).

Marketing goals are shaped to support the achievement of overall business goals (Pelsmacker, Geuens, Bergh, 2003). Here you can see how all goals in the company are linked into one system: corporate goals – marketing goals – communication goals.

3.1.1 Marketing communication goals

Companies can follow various communication goals. Various classifications of marketing communication goals can also be found in the literature.

Pelsmacker, Geuens, Bergh (2003) divides marketing communication goals into three categories:

- reach: to occupy the target group in the most efficient and effective way,
- processes: concerning the creation of such conditions that communication can be effective – eg that communication activities attract the attention of the target group, are appreciated and remembered by it,

- effectiveness: measurable targets that focus on the current or future purchasing process rather than the immediate sales effect. The required communication effects are described by the DAGMAR model (see Table 1).

The DAGMAR model illustrates a sequence of goals that can be achieved with the help of effective marketing communication. There is also a link with the consumer purchasing process, which will be given more attention in Chapter 3.3. At the beginning of the process, communication can be focused on evoking the need for a given product or brand, increasing awareness and knowledge of the brand. Then, marketing communication is focused on creating specific desired attitudes to the brand and encouraging them to buy it. In the process when the customer is thinking about alternatives or has actually made a purchase, the function of marketing communication may be to provide assistance with the purchase, additional incentives for action. The goal of marketing communication can be to increase customer satisfaction: for example, personal sales can evoke pleasant feelings in the customer and increase his satisfaction with the purchase (or vice versa). The highest goal of marketing communication according to the DAGMAR model is to gain loyal customers: to increase brand loyalty (Skovajsa et al., 2022).

Another famous communication model – AIDA (see Table 1), is very similar to the DAGMAR model, with the exception that it doesn't have an unawareness stage at the beginning of the process (Elrod, Fortenberry, 2020).

This model describes the process, that the customer goes through, when making a purchase decision and defines the marketing goals in the individual phases of this process. In the beginning, the seller must attract the attention of the customer, who does not yet know about the product / brand. To do this, he uses the tools of mass communication. Furthermore, it is necessary to stimulate interest in the customer by a clear example of the valuable advantages of the product / brand, which are distinguishable from the competition. The communication must be convincing enough to encourage the customer's desire to own the product or brand. Desire causes the required action – purchase. In the purchasing phase, care must be taken to ensure that the customer is as satisfied as possible with the purchase and will probably return to buy a product or a brand again. Sometimes the AIDAS model can also be encountered. The letter S indicates the satisfaction of customers who recommend the company (Skovajsa et al., 2022).

The STDC model (see Table 1) also belongs to the researched issues. This newer model takes into account the new technological potential of the market. In the STDC model, the first phase (“See”) concerns a group of potential customers who have now obtained basic information about the product / service and are creating a wide audience. The next phase (“Think”) concerns those customers who are interested in the product / brand or are considering a purchase. The next phase (“Do”) is associated with customers who have definitely decided to purchase the product / service, or with customers who have already purchased. The last step of this model (“Care”), concerns the customers who have made purchases of the product. The marketing goal in this phase is to take care of them using services after the purchase (Budinský, Tábořecká-Petrovičová, 2020).

Table 1 Communication models

DAGMAR model	AIDA(S) model	STDC model
Brand attitude	Attention	See
Brand purchase intention	Interest	Think
Purchase facilitation	Desire	Do
Purchase	Action	Care
Satisfaction	Satisfaction	
Brand loyalty		

Source: Pelsmacker, Geuens, Bergh, 2013, p. 156; Elrod, Fortenberry, 2020, p. 2; Skovajsa et al., 2022; Budinský, Tábořecká-Petrovičová, 2020, p. 3

The fact that the goals and functions of marketing communication differ in individual phases of business is evident from the description of the DAGMAR model. Today, the essence of marketing communications is the long-term management of the sales process in stages (Tananykina, 2020):

- before purchase;
- at the time of purchase;
- the period of use of the purchased goods;
- subsequent period and the possibility of purchasing another product of the same brand.

The description of the consumer's purchasing decision-making process will further expand this issue.

It is possible to logically assume that to achieve different goals it is necessary to use different tools, respectively. Different tools (some more – some less) can contribute to achieving the goals with different effectiveness. Kašík and Havlíček (2009), for example, point out the need to adapt the complex of marketing communication tools to individual phases in the purchasing process.

3.1.2 Marketing communication tools

The marketing manager uses a complex of marketing communication tools (communication mix) in order to help the optimal combination of various tools to achieve the set goals (Hooley, Piercy, Nicoulaud, 2008). The communication mix includes tools for advertising, sales promotion, personal sales, direct marketing, PR (Kolter et al., 2007). Sometimes it also includes tools for sponsorship, fairs and exhibitions (Příkrylová, 2019).

Advertising

"Advertising is Any paid form of non-personal presentation & promotion of ideas, goods or services by an identified sponsor" (Kolter et al., 2007, p. 809). Advertising has the greatest impact of the addressed target strategy in any territory and time, but it has little personal character and the recipient may or may not pay attention to it (Hooley, Piercy, Nicoulaud, 2008).

Personal selling

"Personal selling or salesmanship is the oldest and the most popular method of selling goods and services. It involves face-to-face communication between the seller and the potential buyer." (Samad, 2015).

PR

PR, or Public relations, is an acronym for disseminating information among individuals or organizations and the public. Its purpose is usually to achieve specific objectives concerning mutual understanding and the public interest. PR practice includes trends analysing, counselling of leaders, implementing of planned communication programmes. (Jefkins, 2016).

Direct marketing

Direct Marketing is a type of communication, where customers are addressed, as the name suggests, by direct addressing, either by phone, in person or via the Internet using a

communication channel (e-mail, Skype, Facebook Messenger etc.). The Direct Marketing Association defines this tool as „*communications, where data are used systematically to achieve quantifiable marketing objectives and where direct contact is made, or invited, between a company and its customers and prospective customers.*” (Mullin, 2002, p. 1-2).

Sales promotion

"Sales promotion consists of short term incentives to encourage purchase or sales of a product or sales. Whereas advertising offer reasons to buy a product or service, sales promotion offers reasons to buy nows" (Kolter et al., 2007, p. 809).

This is one of the key components of marketing communication, stimulating sales through lotteries and competitive events, providing bonuses and discounts, tasting, demonstrations etc. (Tananykina, 2020).

One of the types of sales incentives can be a loyalty program. It implies a set of measures aimed at the re-purchase of services and goods in the future by regular customers and new ones (Tananykina, 2020). The advantage of this type is that the client is already familiar with both the brand and the products, but may receive additional discounts, participate in private promotions, receive gifts and accumulate bonuses. A loyalty program often involves a special discount or bonus card, which the client receives after filling out a questionnaire with his contact information, which can later be used by the company for direct marketing.

The above methods of sales promotion can be actively used in the framework of influencer marketing. A typical example is when a blogger offers promo codes or coupon codes for products. Benefits in this process are received by everyone: the seller of the products stimulates sales in the audience, which is addressed by the blogger, the buyer – financial benefits (savings) are obtained when buying a product at a discount, the blogger – a provision is obtained, a one-time bonus or a bonus in the form of products for free (depending on the type of agreement between blogger and seller). These methods of product promotion are sometimes referred to as a separate area of marketing communications – cooperation with bloggers and influence marketing (Drábek, 2017). Similar elements are included in another technique – affiliate marketing, although it is a little different.

Affiliate marketing

Affiliate marketing or affiliate advertising is the forms of powerful online promotion, where publishers (owners of websites, Facebook pages, YouTube or bloggers) receive commissions from orders of their followers on the advertiser's website (e-shop) (Studený, 2018). It is therefore one of the forms of online marketing communication: the e-shop pays a certain predetermined percentage commission for each customer brought, resp. order. The seller doesn't pay for an ad impression or a click on an advertiser's site, but only for an actual conversion.

Affiliate marketing is an opportunity to make money for bloggers, YouTubers, webmasters and other content creators on the Internet. Currently, it is possible to find a large number of affiliate programs.

The first affiliate programs were developed and launched in foreign online stores as early as 90 years: the “cdnow.com” service, created in 1994, was the first to use this type of marketing, and “amazon.com”, which launched its program in 1996, popularized this type of promotion (Brown, 2009). Currently, the world's largest online trading players are actively using this type of trade marketing.

According to online research (Hallur, 2020), the affiliate marketing industry is currently worth \$ 12 billion. Fashion is the most popular segment of the affiliate marketing programs. Also popular categories are sports and outdoors, health wealth and beauty, travel, home and garden, computer and electronics (AMNavigator in Hallur, 2020).

In order for the affiliate program to be attractive to relatively well-known influencers and bring benefits to the company in the form of a large number of new customers and realized purchases, it is necessary that the affiliate program is well prepared. Studený (2018) provides the following tips for creating an effective affiliate program:

- do not make affiliate yourself, because it is needed specific experience and technology, especially an already established network of partners,
- for different categories of goods, set different amounts of commissions according to profitability,
- reward with a different percentage for an order with a new customer and for an existing one,

- offer events / campaigns to partners,
- being with the affiliate program in the network with the most advertisers, there will be the most powerful partners,
- promote the affiliate program as a way to collaborate with bloggers, influencers, YouTubers.

A strategic approach to affiliate program development is described.... It is illustrated with the help of Table 2.

Table 2 Affiliate program development process

1. Research
2. Setting goals and objectives
3. Determining the level of partner remuneration
4. Solution of technological and legal issues
5. Development of advertising materials
6. Attracting partners
7. Analysis of effectiveness

Source: Deynekin, 2014, p. 28

Another important tool of marketing communication, which is defined as a very broad concept, is marketing on social networks (SMM).

Social media marketing (SMM)

"Social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders." (Tuten, 2020, p. 19)

Many people confuse, resp. mix two concepts of social media and social networking on the web. Social networks are just one of the categories of social media. Social media is represented on the Internet by a number of different systems, all of which are used for social communication.

Social media can take many forms, usually the following types are distinguished (Molnár, 2011):

- social websites – the most well-known form, websites used directly to create social networks, connecting finding friends, interacting with each other and sharing content (this includes, for example, Facebook, MySpace, etc.),
- blogs – one of the first forms of social media, short written articles "people for people",
- wiki – includes encyclopedias, the content of which is created by the users themselves. Anyone authorized to edit the content, however, must then successfully pass the approval process. The most famous representative is Wikipedia.com,
- podcasts - audio and video content offered to users after subscribing (Apple iTunes),
- discussion forums – another of the pioneers among social media (a discussion forum is always about a topic and is associated with a specific community, often within different fields),
- content media – used exclusively to distribute or share multimedia content among users (typical representatives are, for example, YouTube or Flickr),
- microblogging – the latest form, a subset of the social web, especially suitable for use in mobile devices. Microblogging is based on writing short text messages by individual users in combination with other features of social media (the best known representative is Twitter).

3.2 YouTube and YouTuber

This chapter is focused on the concept of the popular social network – YouTube and a special type of the authors of the content on this network – YouTubers.

3.2.1 Characteristics of the YouTube features

According to this classification of Molnár (2012), mentioned in the previous chapter, YouTube is a content medium. Li, Drew and Liu (2014) classifies YouTube as shared multimedia – the world's largest video sharing network. In addition to the YouTube server itself, content can also be shared on websites, blogs and, above all, on various social networks. In many professional sources, however, YouTube is classified as one of the social networks (eg Procházka, 2012). Walk (2012) also points out that YouTube – is also a great advertising channel.

The content of the server does not have a unified classification, for example it can be divided into videos showing (Vaníčková, 2015):

- reality (records of various events, sporting events, etc.): the essential feature is that they are not modified in any way and show reality as it happened,
- artistic creation (especially video clips, films, series),
- educational videos (documents, lectures, instructions, etc.),
- entertaining content (tweaks, challenges, comedy performances, etc.).

Currently, YouTube CEO Susan Wojcicki, ranked 10th in Forbes magazine in 2018 in the world's most powerful women. The YouTube service is free for users, all funds come from advertising. One hundred million videos watched in mid-2006 led Google to buy YouTube for 1.65 billion USD. Today, YouTube functions as a subsidiary of Google, user accounts between domains are interconnected. (Ingham, 2021).

It's important to realize that YouTube is far from the first video portal on the Internet. It is a bit of an exaggeration to say that the world of shared video is divided into the period before YouTube and with YouTube. The first swallows in the form of portals that offer video can be classified at the turn of the millennium, the expansion of these sites between 2004 and 2006 and a period of some kind of decline continues to this day (Voců, 2011). Exceptions to these cases were, for example, Instagram and TickTock – very popular portals that allow sharing and viewing videos, or services such as Netflix. However, their concept is different from the YouTube concept and cannot replace it.

When excluding from the large set of video portals those that do not meet YouTube's own characteristics, such as the video's exclusive specialization of the video, no prohibited content, basic range of free services, viewing videos without registration, portal availability in the home or at least one global language, minimum restrictions in terms of supported quality and / or length of videos, scope of help and technical assistance, etc., there will be a significant reduction in the number of potential competitors (Voců, 2011). Which gives us the answer to why YouTube can be called one of the phenomena of the beginning of the millennium. This is also confirmed by the statistics of the portal: „*Over 2 billion logged-in users visit YouTube each month, and every day people watch over a billion hours of video and generate billions of views.*“ (YouTube, 2020).

The following is data on global segmentation of YouTube users (Cooper, HootSuite, 2019):

- almost 15% of YouTube visits are from U.S. users, 8.1% from India, 4.6% from Japan,
- 81% of young people between the ages of 15 and 25 in the US use YouTube,
- each YouTube visitor spends an average of 11 minutes 24 seconds per day on the portal,
- each visitor views an average of 6.5 pages on YouTube,
- more than 70% of YouTube browsing is from mobile phones,
- 500-hour videos are uploaded to YouTube every minute,
- 70% of YouTube users are watching videos offered to them by the recommendation algorithm of the portal.

As for the YouTube statistics for Russia, they are no less impressive (YouTube, AvertMedia, 2020):

- 87% of the entire Internet audience in Russia watch videos on the YouTube channel. The age group from 25 to 34 years old represents the most active users of video hosting,
- 62 million unique users view YouTube videos per month on the platform itself and on third-party sites. The share of views directly on the resource is 44 million, or 64% of the entire Internet audience in Russia,
- average video views per month is 5 hours, with 100 hours of video download every minute. Most of the content on the channel is created by TV channels, film companies, music labels, sports organizations and video bloggers,
- the age groups of the Russian YouTube audience are distributed in the following percentage ratio: 12-17 years old - 10%, 18-24 years old - 18%, 25-34 years old - 28%, 35-44 years old - 20%, 44-54 years old - 15 % and 55-56 years old - 9%,
- men consume video content more than women and watch mainly videos about gadgets, electronics, computer games, sports, cars, news, hobbies and science. Most often, video recordings are watched by young men from 18 to 24 years old, on

average 122 videos or 254 minutes per month, almost half use smartphones for viewing.

These statistics confirm YouTube's high popularity among regular users. Advertisers are aware of the global reach of the portal and use it for their marketing purposes. According to a preliminary estimate (Cooper, HootSuite, 2019), advertising revenue on YouTube in the US alone in 2020 is about 5.5 billion USD.

YouTube is also a potential source of profit for the younger generation today. Cooperation with companies is connected with earnings directly from the YouTube source, for the number of views, the number of subscribers and the like. YouTubers also receive tangible gifts, such as the clothes they promote.

Another interesting feature of YouTube is that it has gained a worldwide popularity for many people – so-called YouTubers.

3.2.2 Defining of the YouTuber

Anyone who is intensely involved in creating videos and then sharing them on YouTube is commonly referred to as YouTuber (Holmbom, 2015).

A typical feature of YouTuber is that he appears in his video or appears in it in some way. YouTuber can be anyone, but not everyone can succeed. For a lot of watched YouTubers, it is currently also a way of living. Today, people are able to create their own content and participate in all possible applications (such as blogs, social networks or online journalism). Some Internet users add posts every day. They share their experiences and opinions, make reviews of various products, advise on problems with partners, recommend various services, show how they are portrayed or how they play various computer games. It often starts as a hobby, but over time and with growing customers, it can lead to full-fledged work (Westenberg, 2016). Celebrities on YouTube are not that different from traditional ones. Access to new technologies has opened up opportunities for the commercialization of amateur videos, which can make amateurs YouTube celebrities (Burgess and Green, 2009).

In the case of YouTubers, it can be talked about a kind of community. Many YouTubers organize events together or shoot some videos together. An example of a joint event in the Czech Republic is Utubering, a huge event with several thousand visitors, which takes place in Letňany. Many YouTubers also create their own brands; items such as clothes,

mugs, accessories, magazines, etc. are then sold at their stands at this event, and their fans can buy something directly from them.

Some YouTubers have managed to build a large fan base on YouTube. The main prerequisite for becoming media-successful and famous is natural talent and digital distribution (Burgess and Green, 2009). Tomáš Gavlas, co-founder of the marketing company Get Boost, said that the influence of youtubers is increasing and that this trend will not stop and will continue to develop. It is said that new stars are waiting to arrive, which will create content for younger and older audiences (Jahn, 2015)

According to the results of the Nielsen Admosphere Internet Video study (2016), youtubers are a phenomenon that appeals especially to the Z generation (15-20 years old) – in other words, the one that basically grew up on the Internet. The research involved 1,200 respondents from the Internet population older than 15 years.

In the entire Internet population, an average of 2 people out of 10 watch some YouTubers. They still partially affect the generation of so-called millennials (21-34 years) – in this age group, 3 out of 10 Internet users watch YouTubers. *"The main reason is the current lack of YouTubers creating content for older target groups. There is definitely a place for older audience,"* adds Tomáš Pflanzler, Head of Digital from Nielsen Admosphere.

An example of gender-specific content on YouTube could be videos that advise on makeup or hair – which, as expected, is watched more often by girls. In addition, according to Nielsen Admosphere research (2016), the connection of products or brands with YouTubers is perceived as entirely positive. Over 50% of the recorded connections of YouTubers with brands were liked by the audience and only 19% did not like it, which is a very positive result from the point of view of marketing.

Tomáš Pflanzler also comments on the use of YouTubers by brands:

"I often come across the opinion that brands should work without YouTubers. But I will only say one thing here. YouTubers have been celebrities for the last two years, so it's not really anything new and it's classic 'celebrity marketing', but now it's on other channels as well. And honestly, where would brands like Nike be today without Michael Jordan or Kevin Hart or Adidas without Kanye West or Pharrell Williams? So YouTubers are just another logical step in how brands can reach, often very effectively, younger audiences." (Nielsen Admosphere, 2016).

Some people mistake YouTubers with vloggers or bloggers, or call them the same, but they are not the same.

3.2.3 Defining bloggers and vloggers

YouTuber only uploads his videos to the YouTube platform, while vloggers use various platforms – not only YouTube, but also such as Facebook, Vimeo, DailyMotion, or to their own blogs (Acosta, 2018).

Vloggers are people who have a video channel to which they regularly upload their own visual content. Like influencers, they specialize in one topic, but work with different types: tutorials, interviews, reviews, etc. (Acosta, 2018).

Blogs that are published on YouTube can be classified as a specific type of content. Vlogs are characterized by the fact that they are filmed on camera and have funny spaces. Topics can vary from politics to details from everyday life. Direct response through commentary is important. Blogs often respond to other blogs and create discussion.

Bloggers are generally a broader concept: they publish their content in bloggers, which can be divided into text, photoblogs and videoblogs according to their forms (Vávra, 2010). YouTube can be defined as a video blog.

3.2.4 Types of the YouTube blogs

There is currently no official classification of the video blogs. Researchers identify different types of video blogs on the internet, but they have not yet been able to group them into a single system that includes the entire variety of YouTube content. However, this does not mean that no attempts have been made to classify this video content.

For example, there are three types of video blogs, according to the functional focus (Starkova, 2014):

- informational video,
- training (educational) video,
- entertainment video.

To determine the type or “genre” of video, used on the YouTube channel, this typology can be used (Tekutyev, 2016):

- lifestyle video,

- challenge,
- prunk,
- “Let’s play” video,
- dialog – answering the followers ‘questions,
- unboxing – the process of unpacking the goods.,
- trolling – where conversations with people are demonstrated in order to ridicule the companion or point out a particular social problem,
- beauty-blog,
- viral videos review.

According to the other source (Brown, 2018) there are 10 main types of videos on YouTube, some of them were included in the previous classification:

- product review videos,
- how-to videos,
- vlogs,
- gaming videos,
- comedy/skit videos,
- haul videos,
- tag or challenge videos,
- favorites/best of videos,
- educational videos,
- unboxing videos.

Review is one of the most popular genres on YouTube – reviewing and analyzing one or more objects, such as goods, services, as well as films, music, games or even real people. This genre is often used to promote products or services – bright examples are promotional videos focused on make-up, technics, games. Separately in this genre, I would like to highlight the review of viral videos.

Viral video review is a type of video, which are focused on very popular and interesting videos from the Internet. The YouTuber does not analyze them, but tells the information known about them and jokes about the situation with the video. The main difference from the classic review here is that the review has an informational function, while the review of viral videos is entertaining (Tekutyev, 2016).

TOPs are becoming a popular format or type of review on YouTube. TOPs illustrate films, books, actors, cars, scenes from the films or life (whatever), which are among the best / worst / most popular etc.

Let's play is a genre in which the author films his gameplay and comments on what is happening on the screen. YouTubers, filming this type of video, often offer a donate form – a kind of voluntary fund, where every follower can pay something for the YouTuber.

Prunk is a video in which authors play others. Everything is filmed on “hidden cameras”. Most often, such videos have an entertainment function, some video are the kind of social experiment (Tekutyev, 2016).

Educational videos create a very large group of YouTube content. They are focused on a variety of themes and different target audiences. There are can be found video-training of cooking, language teaching, psychology, mathematics, time-management etc., whatever anybody wants. There are many different styles of educational videos: lecture with slides, “talking head” video, on location lecture, interview, documentary, drawing a concept or diagram, demonstration, lightboard video etc. (University of Michigan, 2021).

Vloggs have been already defined in the previous subchapter of the thesis. It is important, that they differ form the bloggs in that case, that usually show vlogger's life – as if through their eyes.

The “genre” of the video on YouTube is very mobile: every day new videos are created, which are difficult to determine as one or another genre. They mix with each other, and new mix of genres are created. Perhaps that is why, generally accepted classification of videos has not yet been created for a long time of the existence of video blogging.

3.2.5 YouTube advertising

Advertising on the YouTube portal is actively developing. All promotional videos on the YouTube are divided into several formats (Shulgina, 2020):

- display ads: they are located in the upper right corner, next to the viewport,
- overlays: advertisements appear at the bottom of the preview window. They are 468x60 or 728x80 text and image ads,
- video ads, that can be skipped: videos are shown before the start of the main video, at the end or in the middle. The user can click on the "Skip ad" button 5 seconds after the start of the ad video,
- video ads, than cannot be skipped: users view these videos in full. They are placed before, during or at the end of the video that the user has chosen to watch. The duration of the videos is from 15 to 30 seconds,
- splash ads lasting 6 seconds, tha cannot be skipped,
- shopping ads: advertising with information about products, services or relevant content that appear in the main video. If the user wants to view the suggested hint, he can click on the "i" icon, which is located at the top right of the window with the main video.

It is possible to customize the video display by keywords, video and demographic subject categories, and placements.

To analyze advertising results the YouTube Analytics can be used. In the reports, the user can see in which countries his is being watched: YouTube Analytics provides information about the videos that video hosting visitors have watched the longest and the videos that have received the most views. Using YouTube Analytics, the user will receive especially these data (Shulgina, 2020):

- number of views,
- changes in the number of subscribers,
- user engagement,
- demographic segmentation,
- traffic sources.

3.3 Decision making process

All consumers are part of a society in which they behave and express themselves in a certain way. Consumer behavior is also one component of their behavior. It is the behavior of people that is linked to the consumption of tangible and intangible products. It also includes the reasons that lead consumers to use a particular product and the ways in which they do so. In his book, the author Koudelka (2010) defines consumer behavior as such behavior of people that concerns the acquisition, use and disposal of consumer products.

Consumer behavior reflects overall consumer decisions regarding the acquisition, consumption, and availability of goods, services, activities, experiences, people, and ideas that come from human decision-making units over time. Consumer behavior means something more than just buying material products. It also includes how consumers use services, activities, experiences and ideas or decisions about time consumption. (Hoyer, Macinnis, 2008)

Consumer behavior is dynamic. Behavior of the consumers is constantly changing due the changings in the environment, such as a change in social attitudes, a change in the way traders understand and perceive consumers, a market fragment, etc. Understanding customer needs and desires is one major explanatory construction of a marketing concept.

There are four approaches to better interpretation of consumer behavior: rational, psychological, sociological and complex. These approaches show different views, based on what factor is perceived as dominant for expression in consumer behavior (Zamazalová, 2009):

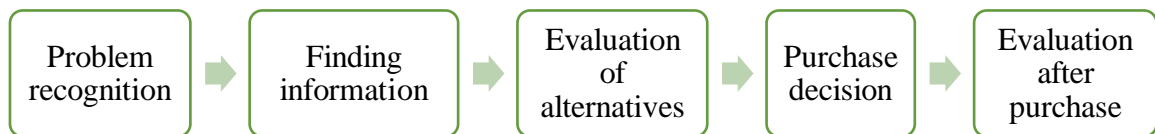
- Rational approaches see consumers as rational beings. They make decisions based on a rational consideration of the benefits and advantages that result from the purchase decision, and their comparison with prices, trade availability, income. An example is the Marshall model, which takes into account only economic factors,
- psychological approaches are built on psychological factors. Specific models (eg S-R) assume that certain external stimuli will cause a certain type of response in the form of guaranteed consumer behavior. Another example is the psychoanalytic understanding of consumer behavior, which is based on Freud's teaching on the interaction of the subconscious and consciousness,

- sociological approaches, where the social element involved in decision-making in consumer behavior is highlighted. It is connected with the effort to achieve recognition in a certain group of people, to attract a certain social status. The representative of this direction is the American economist T. Veblen,
- the comprehensive model gradually eliminates the shortcomings of these approaches, which do not take into account other factors. An example here is the black box, which is understood as the mind of the consumer, which is affected by many external stimuli from the macro and micro environment. The result is a decision in the form of buying a product, service or refusing to buy.

3.3.1 Steps of the decision making process

Shopping and purchasing decisions represent a specific situation based on needs and efforts to satisfy. Five basic phases are defined in the analysis of purchasing decisions process (see Figure 1).

Figure 1 Decision making proces



Source: Kotler et al., 2007, p. 33

This process shows the stages from the moment of realizing a certain need or problem, through searching for information and finding recommendations, to their evaluation, which leads to a purchase decision and subsequent evaluation of the purchase. This process is a standard decision-making process that includes all stages of final consumer decision-making. When purchasing various products, this process can be modified according to the specific situation and type of decision-making process. Therefore, three types of decision-making processes are distinguished (Mulačová, Mulač, 2013):

- routine automatic, customary purchasing decisions,
- solving a limited problem,
- extended decision-making.

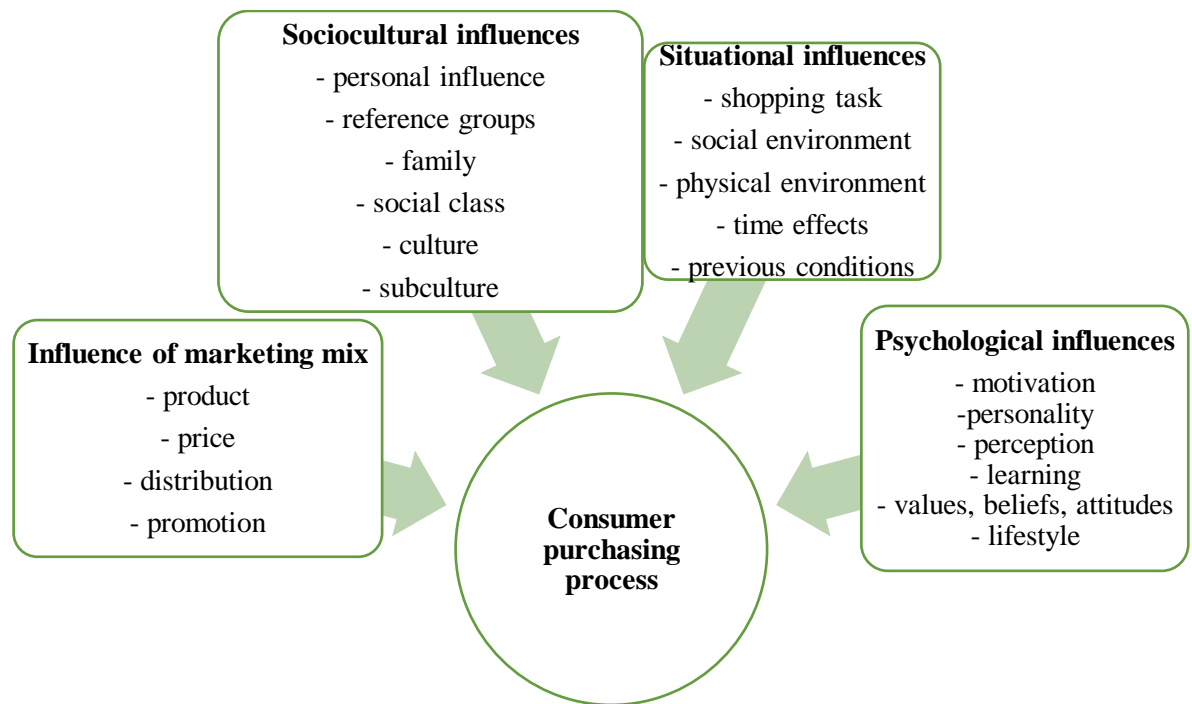
In the first decision-making process – routine or habitual purchasing decisions, the consumer does not have to go through all phases. It is usually a purchase of goods that the consumer buys regularly and owns information about. There are no risks associated with the

process. After recognizing the problem, the consumer immediately enters the fourth stage of the purchase decision. To solve a limited problem, typical products are purchased occasionally. The consumer knows the products within certain limits and makes a decision based on testing the product. The most complex process is extended decision making. All phases are included here, which can be further subdivided or extended, eg by analyzing the risk associated with the purchase or by ascertaining the attitudes of others. (Mulačová, Mulač, 2013)

3.3.2 Factors of the consumer purchasing decisions

The consumer's purchasing decision-making process is influenced by a number of influences. The former are situational influences. The reason for participating in the decision is initially a shopping task. Finding information and evaluating alternatives can vary depending on whether the purchase is a gift that often involves social visibility or the buyer's own needs. The subject of our purchase affects the social environment, including other people, and is presented when making purchasing decisions. The physical environment, such as the decoration of music and premises, can change the design of the purchase decision. Consequently, time effects, such as the amount of time available to the consumer, and previous consumer states, moods, or amounts of cash, affect the purchasing behavior and choice of products. Psychology helps traders understand why and how consumers behave. In particular, concepts such as motivation and personality, perception, learning, values, beliefs and attitudes, lifestyle are useful for interpreting purchasing processes and managing marketing efforts. Socio-cultural influences also have a significant impact on consumer behavior. They evolve from consumer formal and informal relationships with other people and include personal influences, reference groups, families, social classes, culture and subculture. Last but not least, decisions to buy a product are influenced by the tools of the marketing mix (product, price, distribution and communication politics of the seller). (Kotler et al., 2007). The effects on the consumer's purchasing process are illustrated in Figure 2.

Figure 2 Factors of the consumer purchasing process



Source: Kotler et al., 2007, p. 350

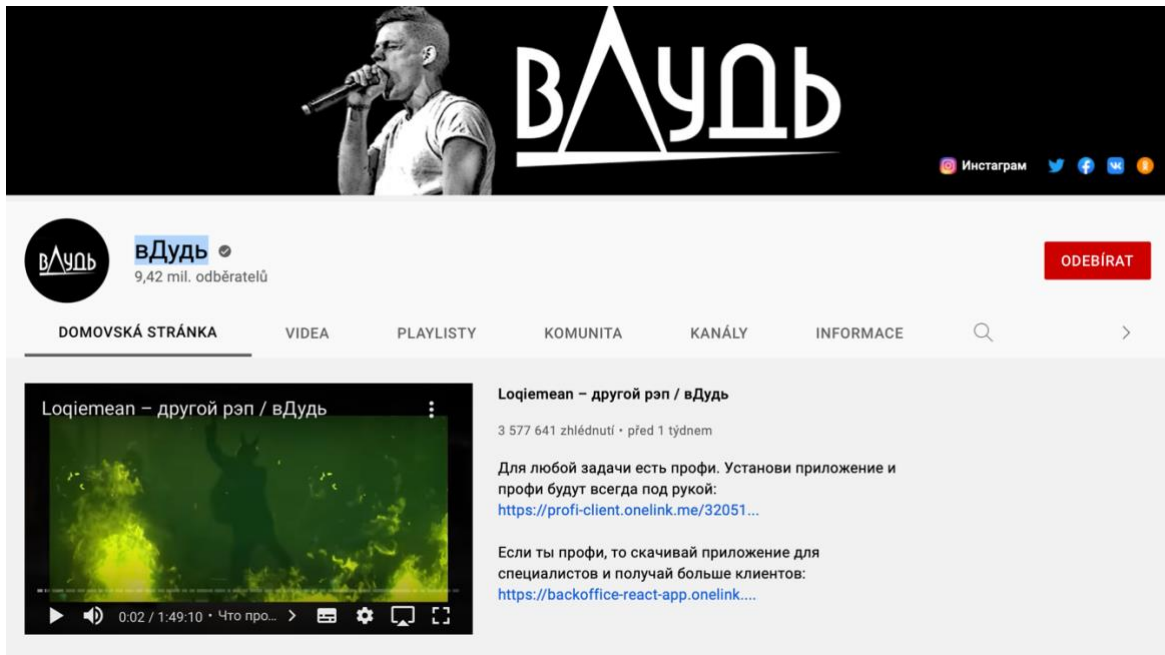
Many influences affect the purchasing decision-making process, but they are most intense in the purchasing phase. During shopping, the consumer gets an impression of the environment of the establishment, assesses the order or disorder of shelves and goods, willingness and helpfulness of staff, presence or absence of sales staff, waiting time in line or vice versa, notices the cleanliness of the store, feels heat or cold in the store, etc.

4 Specification of the selected YouTuber

Characteristic of the selected YouTuber and its channel (“vDud’”)

Name of the selected YouTuber:	vDud’ (in Russian: „вДудь”) (see Figure 3)
Date of registration:	3. 1. 2014
Date of the first published video:	7. 2. 2017
Number of followers:	9,42 millions followers (1. 9. 2021)
Total number of views:	1 493 164 243 views (1. 9. 2021)
Language:	Russian with English subtitles

Figure 3 Channel of the selected YouTuber (vDud’)



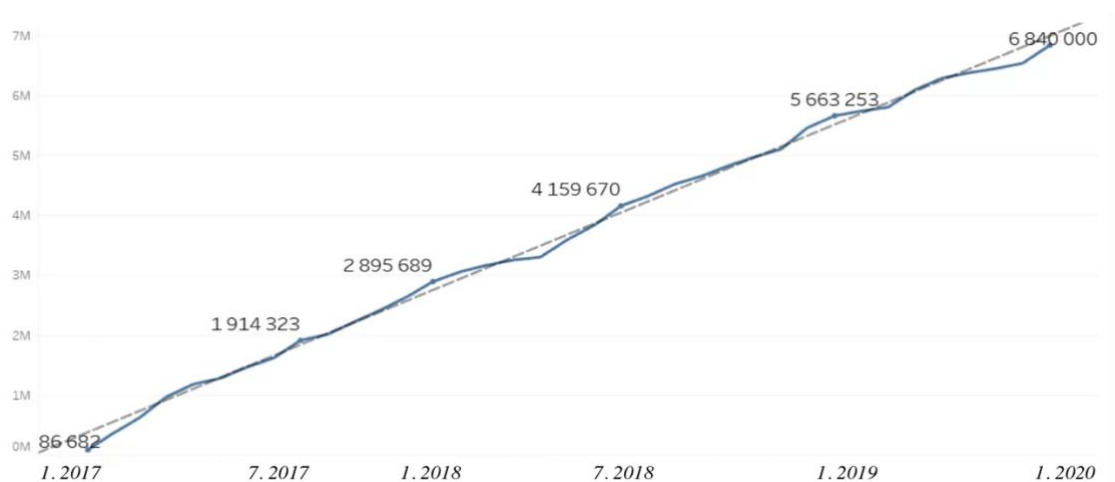
Source: YouTube, 2021

The author of the channel is Yurii Dud'. For almost 20 years he has been building a classic career as a journalist: as a high school student he started working for the Izvestia newspaper, in 2007 he began to work for the PROsport magazine. At the same time, he collaborated with online portal Sports.ru, and in 2012 became its chief-editor. In 2011–2013 and in 2015-2017, Dud' hosted some sport shows on Russian TV. In January 2017 the show, hosted by Dud' was closed because the sponsor left it (Berezina, 2017).

According to Yuri himself, he initially conceived the video format in order to train himself to do interviews not about sports. In the first episode of the show, the famous Russian rapper Basta became a guest. This video gained more than 100 thousand views per day.

The first video was published on the YouTube channel “vDud” in January 2017. From that moment on, the channel has been growing linearly – on average, the “vDud” channel is growing by 165 000 subscribers every month. For three years of active work, the channel has gained almost 7 million subscribers (see Figure 4). Now it has almost nine and half millions of followers.

Figure 4 Number of followers of the YouTube channel „vDud“, 2017-2020



Source: Adindex, 2020

The most popular video on the channel is “Russian Silicon Valley”. This video is about how the famous IT valley works. The heroes of the video are Russian specialists, lived in the Silicon Valley. Date of its publishing is 23. 4. 2020. Total number of views is 40,1 mln. views (accessed 1. 9. 2021). The video has 920 thousands “likes” and 43 thousands “dislikes”.

In the videos on this YouTube channel, Russian journalist Yurii Dud’ interviews musicians, politicians, Internet, culture and cinema figures. The videos are released almost every week, with the exception of the breaks between seasons, and include interview with the hero, lasting from forty minutes to one and a half hours. In addition to the “classic” face-to-face conversation, the heroes of the video are often travel to various places related to the subject of the video. Therefore, it can be considered, that the videos have partially biographical and travel-format. The special presentation of the material does not exclude humor and often raise “acute” social, political and other issues.

5 Practical Part

This part of the thesis is dedicated to a selected YouTube channel – “vDud”. The results of the content analysis, analysis of the communication tools used by the channel and the results of the questionnaire are presented.

5.1 Analysis of the content of the “vDud” channel

The fulfillment of the task of this thesis requires a content analysis of the program “vDud” on the YouTube, made by Yuri Dud’.

“vDud” is a Russian-language author's Internet show on the YouTube channel of the same name, which takes place in an interview format and is authored and hosted by Yuri Dud’.

The each video on the channel “vDud” is divided into thematic blocks:

1. Introduction of the topic or a problem.
2. The main part of the interview (in fact, the interview itself with non-standard techniques and tricks).
3. Ad units (in some videos, ad units are absent because of ethical or moral reasons). Ad units are the part of the main video, but often have a different format and are specially prepared by the author of the program for the advertised product. Ad units are created in a non-standard, creative and dynamic way.
4. A blitz poll: several acute short questions that are approximately the same for each video on the channel. One of the mandatory questions is the question on the end of each interview is: “What will you say to President Putin if you meet him?”. Or another question, known from the cult Russian film „Brother“: “What is the power?”
5. A competition: the host of the interview selects a prize for the audience, as a rule, from his personal belongings, and promises that this product will be given to the one who best meets the conditions of the competition. For example, the audience is required to offer a new hero for the interviewed actor.

For the purpose of the content analysis, the 6 videos from the “vDud” channel were selected. These videos include interviews with diverse heroes and are arranged according

the date of their publication on the channel – from earliest to later. It helps to find out, how the channel was changing.

5.1.1 Interview with Basta

Interview with Basta (broadcast from 7.2.2017, the number of views – 10 754 874 (29.9.2021). Duration of the program: 52 minutes 12 seconds.

Basta – pseudonym of Vasily Vakulenko, Russian musician (performer of rap and other genres, beatmaker, composer), TV and radio host, actor, screenwriter, director and producer, since 2007 – co-owner of the Gazgolder label, 2018 FIFA World Cup Ambassador from Rostov-on-Don. Detailed characteristics of the video:

- Interesting facts from the life of Y. Dud' related to the guest's life: alcohol and drugs in the guest's life, rejection of this in the author's life.
- Visual component (location): Gasgolder office.
- Provocations, “uncomfortable” questions: the topic of drunkenness, drugs, conflict with the rap artist Decl.
- Photo and video inserts: 4.
- Text „box” with indicating the amount of money or quantity – 1 (the example of the corporate font, used to highlight the amount of money or quotes is given by the figure 7).
- Text “box” with respondent's quotes – 0.
- Explicit methods of emotional impact – the question of drug use, drug addiction treatment, mention of the mother in this context; the situation with insults to the guest's mother from video bloggers, as well as their apologies.
- Presentation style (use of humour, cynicism, irony) – critique of the situation with the rap artist Decl, in which Basta insulted him, as well as a critique of the using of drugs in the past.
- Obscene language – more than 10 times.

Figure 5 The example of the corporate font, used to highlight the



Source: YouTube, 2017

5.1.2 Interview with Sergey Shnurov

Interview with Sergey Shnurov (broadcast from 21.2.2017, the number of views – 14 944 458 (29.9.2021). Duration of the program: 47 minutes 44 seconds.

Sergey Shnurov – Russian rock musician, film actor, TV presenter, artist. Leader of the “Leningrad” band. Detailed characteristics of the video:

- Interesting facts from the life of Y. Dud’ related to the guest’s life: the Dud’ participation in the Sziger Festival, where the guest performed.
- Visual component (location): the own flat of S. Shnurov.
- Provocations, “uncomfortable” questions: the question about the interview with V. Pozner, which was according to the Dud’ opinion absolutely failed.
- Photo and video inserts: 6.
- Text „box” with indicating the amount of money or quantity – 7.
- Text “box” with respondent’s quotes – 0.
- Explicit methods of emotional impact – relationships with women.
- Presentation style (use of humour, cynicism, irony): insert at the beginning of the program: “Here they swear and smoke. Do not repeat after the men, they do not know what they are doing” – the irony over the character of the guest, who is known for his „cult“ of foul language and alcohol in Russia.
- Obscene language - more than 10 times.

5.1.3 Interview with Alexey Navalny

Interview with Alexey Navalny (broadcast from 18.4.2017, the number of views – 21 484 540 (29.9.2021).

Alexey Navalny is a Russian politician, lawyer and public figure who became famous thanks to his investigations on corruption in Russia, the creator of the Anti-Corruption Fund. Duration of the program: 1 hour 5 minutes 16 seconds.

- Interesting facts from the life of Y. Dud' related to the guest's life: reading books while being in prison, questions about religion and belief.
- Visual component (location): the office of the Anti-Corruption Fund.
- Provocations, "uncomfortable" questions: most of the issues related to the political situation in the country, the current government, elections.
- Photo and video inserts: 14.
- Text „box" with indicating the amount of money or quantity – 9.
- Text "box" with respondent's quotes – 0.
- Explicit methods of emotional impact – returning home, meeting with family after the prison;
- Presentation style (use of humour, cynicism, irony): the question of Alexei Navalny's statements based on facts with explicit disapproval.
- Obscene language – 1 time.

5.1.4 Interview with Anastasia Ivleeva

Interview with Anastasia Ivleeva (broadcast from 21.8.2018, the number of views – 35 128 381 (29.9.2021).

Anastasia Ivleeva – Russian TV presenter and blogger. Best known as blogger on Instagram, as well as the host of the touristic TV show "Heads and Tails. Reboot" and as the author of her own programs "Agentshow", "Bloggers and roads", "Royal cobras" etc. Duration of the program: 59 minutes 24 seconds.

- Interesting facts from the life of Y. Dud' related to the guest's life: earning the first million.

- Visual component (location): a hotel room.
- Provocations, “uncomfortable” questions: questions of an intimate nature that led to the emergence of memes on this topic.
- Photo and video inserts: 6.
- Text „box” with indicating the amount of money or quantity – 8.
- Text “box” with respondent’s quotes – 8.
- Explicit methods of emotional impact – personal relationships.
- Presentation style (use of humour, cynicism, irony): humour, irony.
- Obscene language – 5 time.

5.1.5 Interview with Dmitrii Nagieev

Interview with Dmitrii Nagieev (broadcast from 18.9.2018, the number of views – 33 098 193 (29.9.2021). Duration of the program: 1 hour 20 minutes 38 seconds.

Dmitrii Nagieev – Russian actor, showman, TV and radio presenter.

- Interesting facts from the life of Y. Dud’ related to the guest’s life: expensive gifts from fans; principled position of the guest on some issues.
- Visual component (location): a loft style studio.
- Provocations, “uncomfortable” questions: political issues.
- Photo and video inserts: 7.
- Text „box” with indicating the amount of money or quantity – 14.
- Text “box” with respondent’s quotes – 8.
- Explicit methods of emotional impact – the situation, when D. Nagieev went on stage immediately after the news of the death of mom.
- Presentation style (use of humour, cynicism, irony): humour, standard storytelling based on facts, genuine interest in the respondent.
- Obscene language – 2 times.

5.1.6 Interview with Morgenshtern

Interview with Morgenshtern (broadcast from 3.11.2020, the number of views – 28 617 212 (29.9.2021). Duration of the program: 2 hours 47 minutes 18 seconds.

Morgenshtern (Alisher Valeev) – Russian rap and pop performer, musician, showman. He first became famous in 2018 as the author of parodies of popular musical performers of that time, published episodes of this show on YouTube. After a while, he abandoned this format and began to release only author's music releases.

- Interesting facts from the life of Y. Dud' related to the guest's life: competition in the gym, participation in the concert of the guest.
- Visual component (location): Recording studio, house, gym.
- Provocations, "uncomfortable" questions: Dud' decided to put pressure on Alisher with a question about a blogger's giving gifts, where people from the family of Chechen politician Ramzan Kadyrov were sponsors. Some other questions caused the artist to directly answer the question of his attitude to the state, politicians, and other artists.
- Photo and video inserts: approximately 20.
- Text „box” with indicating the amount of money or quantity – 3.
- Text “box” with respondent's quotes – 5.
- Explicit methods of emotional impact – what is Morgenstern ready for the hype? Money, relationships, girlfriend. An attempt to evoke explanations from the guest for his shocking actions, which he does not want to explain, so as not to lose the image,
- Presentation style (use of humour, cynicism, irony): standard storytelling based on facts,
- Obscene language – many times, more than 30.

A summary of the results of the content analysis and a discussion will be given in the Chapter 5. Results and Discussion of this thesis.

5.2 Marketing promotion, used by the “vDud” channel

Starting from the third episode, the show got a permanent advertising partner – the Aviasales.ru website (Berezina, 2017). The first video had to be filmed at their own expense, and the team worked virtually for free (Stadnik, 2017). Over time, the number and variety of advertisers has increased. With the growth of the audience and financing of the project, the quantity and quality of embedded advertising also grows. Dud’ advertises very well-known and expensive brands that are ready to pay more than a million rubles for advertising a product. According to RiaBloggers (2018) the cost of advertising in Dud’s video is 1.3 million rubles. According to the Russian Research Agency of Bloggers (RIAB), the cost of one advertising post on the channel “vDud” is 1,2 million rubles (Masal’ceva, 2018), according to other sources – about 2 million rubles (Redaction 360 site, 2017). This allows Yuri Dud’ to be one of the highest paid bloggers in the Russian online environment. According to research by RIAB, Dud's total income from advertising in the second half of 2017 amounted to more than 17 million rubles (Boylev, 2018). In July 2018, Yurii Dud’ took 50th place in the rating of Russian celebrities published by Forbes magazine (UVAO, 2018).

Also, the Dud’s channel uses standard YouTube advertising – banners. Income from this source cannot be estimated.

Promotional forms created by the channel author himself are:

- video inserts with products promotion,
- inserting photos / pictures with advertising texts,
- sponsored links to products, brands and persons that are related to a particular video, indicated in the comments to the video,
- sales promotion – discount or gift, that customers receive when purchasing a product or service.

Let's take a closer look at an example of advertising in one of the most popular videos of recent times – interview with Morgenshtern. These promotions were found in the video:

- Advertising of the Russian series „Golyak“, the voice studio Kubik v Kube and the site for online films viewing KinopoiskHD and Yandex Plus subscription,

- Yandex Music, promotional code (the first 45 days of subscription are free) (see Figure 8),
- Product placement and promotion of the collection of clothes and accessories „From Russia With Punk“ (see Figure 9),
- advertising and links to the channels of team members of the Dud‘ channel (video channel with a video format of one day, where the author shows how Russia lives, a channel about football).

The peculiarity of placing ads in videos is that ads are mainly shown at the beginning and at the end of the video. There is little or no advertising in the middle of the video.

Figure 6 Example of the promotional code for the Yandex Music subscription



Source: YouTube, 2020

Figure 7 Example of the product placement – „From Russia with Punk“ brand



Source: YouTube, 2020

All ads are related to the topic of the video and do not seem to be “detached“ from the content. For example, Morgenshtern was asked about the TV shows he watches. After that, an advertisement for the series was added. A viewer who is interested in Morgenshtern (and

he is, since he is already watching an interview about him) will probably want to know more about him – for example, what films and TV shows he watches. Next, Dud’ immediately suggests several ways how to watch these films and series, and indicates a link to sites with online video viewing. Using these sites, he uses sales promotion – offers a promotional code with a discount for a subscription on the site. It can be considered, that Dud’ successfully uses the sales funnel – to get an interested customer – to interest him in the product – to show him a way to solve the need for this product – to support the “purchase” of the product with a discount.

In addition to advertising with the aim of profit and receipt of finance by the owners of the channel, I would like to talk about advertising, which can be called “gratuitous” and charitable. It concerns to the video “Beslan. We Remember ” on the vDud’ channel, about the hostage-taking at a school in 2004 in North Ossetia (Russia), when more than 300 people were killed. In the interview Yuri Dud’ told about Marina Duchko – a girl at the age of 25 survived a hostage-taking, but she was injured and could not recover till nowadays. 15 years later Marina Duchko moves in a wheelchair. The state helps her, but, in fact, this support is symbolically. Dud’ showed what Marina is doing now – she grows and sells violets. 2 days after the publication of the video, people bought all Marina's flowers, and in the comments appeared a lot of words of support. At the time of the publication of the Dud’ video, Marina had 400 subscribers in her Instagram. Three days later, on September 5, 2019, the number of subscribers increased more than 100 times – there were 56 thousand 900 people (TBK, 2019).

Such actions of Y. Dudyā enhance his image as a person of empathy, who can take care of those who need support, thanks to his capabilities, connections and finances. It can be considered as an example of philanthropy in advertising.

Another example of “useful” and free advertising on the Dud’s channel is a film about HIV. The video about HIV was published on the YouTube channel on February 11, 2020. By the evening of February 17, it had nearly 13 million views. Through a series of interviews with HIV-positive people and experts, the journalist tells how HIV differs from AIDS, why HIV should not be feared and how to treat it. After the release of a video, the number of Russians willing to take a test for the human immunodeficiency virus (HIV) has multiplied. According to representatives of state centers for the prevention and control of AIDS and

private medical centers, the number of people taking HIV tests and those who want to learn more about the virus has increased significantly (Virchenko, 2020).

The video about HIV on the YouTube channel „vDud“ is an example of socially responsible behavior in advertising.

5.3 Questionnaire survey

A questionnaire survey was conducted in order to find out the audience's opinions on YouTube content and especially on the impact of promotion in this medium on consumer behavior. To this purpose, the online survey (via the VypIto portal) was conducted within the Czech auditorium and also an online survey (electronic questionnaire forms, sent to users of the Vk.com and Facebook social networks) within the Russian auditorium. The questions are listed in the Appendix A of this thesis.

Data collection period covers 8.9.-20.9.2021 for the Czech questionnaire and 10.8.2021-20.9.2021 for the Russian questionnaire.

Due to the limited possibilities of the author, this is not a representative selection of respondents, so the results cannot be applied to the whole society. However, the results are useful for this work and may serve as a basis for future research. Number of respondents, represented the Czech auditorium, is 117 people, number of respondents from the Russian auditorium – 89 people. Percentages are used in the analysis of the results (117 people = 100%, 89 people = 100%).

The questionnaire begins with general questions about the use of YouTube. It also focuses on the experience of respondents with the vDud' channel. The questionnaire also includes identification questions, enabling the characterization of the sample.

5.3.1 Characteristics of the respondents

The questionnaire was completed by approximately the same number of men and women: 42% of men and 58% of women among Czech respondents, 52% of men and 48% of women among Russian respondents (see Table 3). It can be argued that the results were not influenced by the views of any gender group, because none of them (neither male nor female) is dominant in the sample.

Table 3 Gender of the respondents

	Czech		Russian	
men	49	42%	46	52%
women	68	58%	43	48%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Among the respondents who filled in the questionnaire, there were the most young people: 80% of all Czech respondents and 78% of Russian respondents were at the age of 16-35. The older age group was almost not presented among the respondents. Given that YouTube and social networks are generally used by the youngest segment of people, it can be argued that this structure of respondents at least approximately corresponds to reality. The detailed structure of respondents by age is given in Table 4.

Table 4 Age of the respondents

	Czech		Russian	
16-25 years	47	40%	42	47%
26-35 years	47	40%	28	31%
36-45 years	15	13%	15	17%
46-55 years	5	4%	4	4%
56-... years	3	3%	0	0%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Their main activity is also related to the average young age of respondents: most of them are students (21% of Czech respondents and 36% of Russian respondents) and working people (62% of Czechs and 45% of Russians are employees) (see Table 5). The occupation of the respondents does not play an important role in the interpretation of the results of the questionnaire survey in this thesis, but it provides a general overview of the sample.

The question of the respondents' place of residence (see Table 6) had a similar purpose – it allows us to get to know the interviewed group better. Respondents' answers about their places of residence were divided according to regions in the Czech Republic and federal districts in Russia.

Table 5 Occupation of the respondents

	Czech		Russian	
employee	72	62%	40	45%
businessman	9	8%	10	11%
student	25	21%	32	36%
on maternal / parental	8	7%	3	3%
I don't work	3	3%	3	3%
other	0	0%	1	1%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

The results show that the interviewed people are mainly residents of the central parts of the countries: 38% of Czech respondents come from the capital city of Prague, and another 10% from the Central Bohemian Region. Among Russian respondents, almost a third were from the central region of Russia (31%). Detailed results are given in the Table 6.

Table 6 Place of resident of the respondents

Regions of the Czech Republic	Czech		Regions (federal districts) of the Russian federation	Russian	
Capital of Prague	44	38%	Central	28	31%
South Bohemia region	4	3%	North-West	12	13%
South Moravia region	12	10%	North-Caucasus	6	7%
Karlovy Vary region	2	2%	Privolzhsky	15	17%
Hradec Kralove region	5	4%	Southern	10	11%
Liberec region	2	2%	Urals	8	9%
Moravia-Silesia region	11	9%	Siberian	10	11%
Olomouc region	2	2%	Fareast	0	0%
Pardubice region	7	6%			
Plzen region	7	6%			
Central Bohemia	12	10%			
Usti nad Labem region	5	4%			
Zlin region	2	2%			
Vysocina region	2	2%			
total	117	100%	total	89	100%

Source: own questionnaire survey, 2021

The main part of the questionnaire consists of questions concerning the use of YouTube by respondents, their opinions on the influence of YouTubers on their consumer behavior and also the knowledge of the selected YouTuber – Yuri Dud‘.

5.3.2 The experience with the use of the YouTube

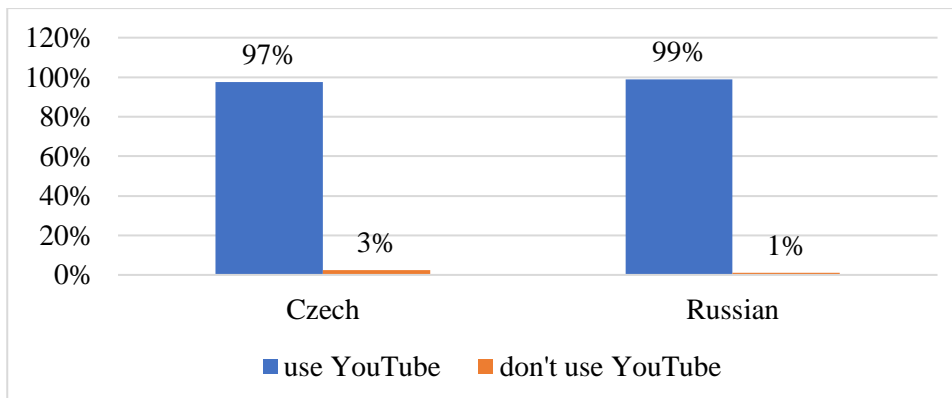
The results of the questionnaire survey (Q1) show that almost the absolute majority of respondents use YouTube (97% of Czech respondents and 99% of Russian respondents), so it can be said that they have sufficient experience with this social network to answer other main questions. Table 7 and Figure 8 are provided to better illustrate the results. The use of YouTube respondents is even higher than the average according to the global and relevant research mentioned in the theoretical part of the work.

Table 7 Q1 „Do you use YouTube?“

	Czech		Russian	
use YouTube	114	97%	88	99%
don't use YouTube	3	3%	1	1%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 8 Q1 „Do you use YouTube?“



Source: own questionnaire survey, 2021

The next question (Q2) was about the YouTube channels, that are followed by respondents.

Q2: “What YouTube channels do you follow?”

An overview of channels, that respondents mentioned, is given in Appendix B.

42 Czech respondents (36%) stated that they do not watch any specific channels on YouTube. The other 75 Czech respondents (65%) listed a number of diverse YouTube channels. As for the Russian respondents, about a half of them did not mention any specific channels they would follow (45 respondents, 51%). 44 Russian respondents (49 %) mentioned various channels, most of them of an entertainment nature. Many respondents mentioned cognitive channels related to tourism. Some respondents also mentioned the music channels and channels for children.

The most frequently indicated Czech YouTube channel was the Stejk. Many of the channels were in English. The rest of the channels, indicated by Czech respondents were not repeated. There were much more repetitions among the answers of Russian respondents. The channels Labelcom, vDud', Sobchak, Gordon, Ptushkin, Ivleeva, Lapenko were often indicated. Several educational channels and channels related to work, cooking, games were also indicated.

Based on these results, it can be assumed that consumer behavior may be influenced by the communication of bloggers on these channels. The vDud' channel examined in this work is one of the channels that some respondents watch.

Q3 „How much time do you spend on YouTube (approximately)?“

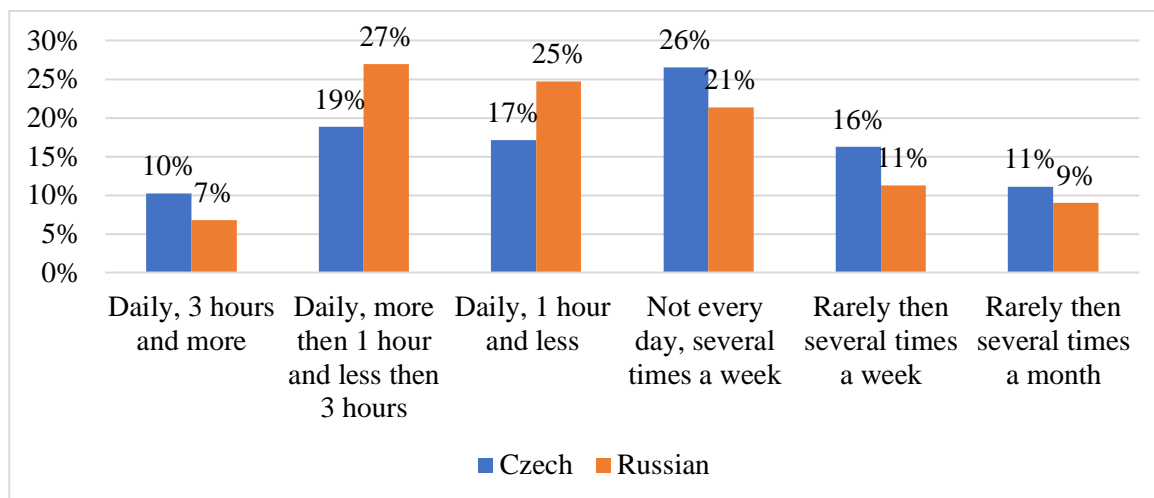
The results show, that YouTube is used by the most of respondents at least for more than 1 hour a day (29% of Czech respondent, 34% of Russian respondents). Fewer respondents use YouTube rarely – for example, rarerly than several times a week or a month (27% of Czech respondents, 20% of Russian respondents). An overview of the results is given in Table 8 and is illustrated by the Figure 9.

Table 8 Q3 „How much time do you spend on YouTube (approximately)?“

	Czech		Russian	
Daily, 3 hours and more	12	10%	6	7%
Daily, more then 1 hour and less then 3 hours	22	19%	24	27%
Daily, 1 hour and less	20	17%	22	25%
Not every day, several times a week	31	26%	19	21%
Rarely then several times a week	19	16%	10	11%
Rarely then several times a month	13	11%	8	9%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 9 Q3 „How much time do you spend on YouTube (approximately)?“



Source: own questionnaire survey, 2021

User activity is an important indicator of social network analysis, which shows the degree of user involvement in content and communication. The high activity of users, which is reflected in the high number of likes and comments on videos, is the goal of many YouTubers, because this increases their position on the platform and they become more popular (and more profitable). Respondents were asked about how many likes and comments they approximately give when watching YouTube (weekly).

Q4: How many likes do you usually give to the content on YouTube (approximately weekly)?

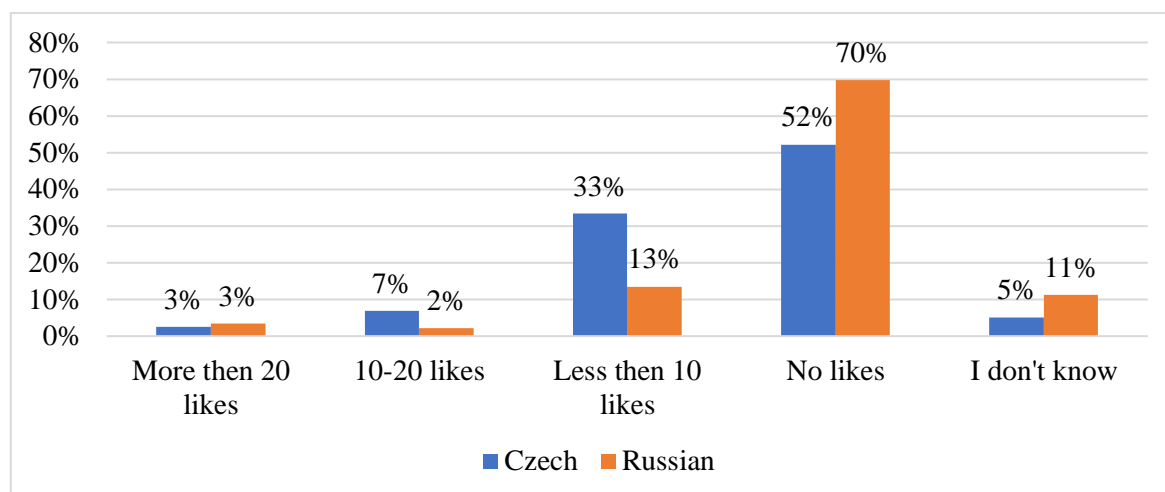
Most respondents are not very active in terms of likes. For example, 52% of Czechs and 70% said they never like YouTube. Czechs are a little more active than Russians: 33% of Russians, while only 13% of Russians give less than 10 likes a week (see Table 9 and Figure 10).

Table 9 Q4 „How many likes do you usually give to the content on YouTube (approximately weekly)?“

	Czech		Russian	
More than 20 likes	3	3%	3	3%
10-20 likes	8	7%	2	2%
Less than 10 likes	39	33%	12	13%
No likes	61	52%	62	70%
I don't know	6	5%	10	11%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 10 Q4 „How many likes do you usually give to the content on YouTube (approximately weekly)?“



Source: own questionnaire survey, 2021

Q5: How many comments do you usually write on YouTube (approximately weekly)?

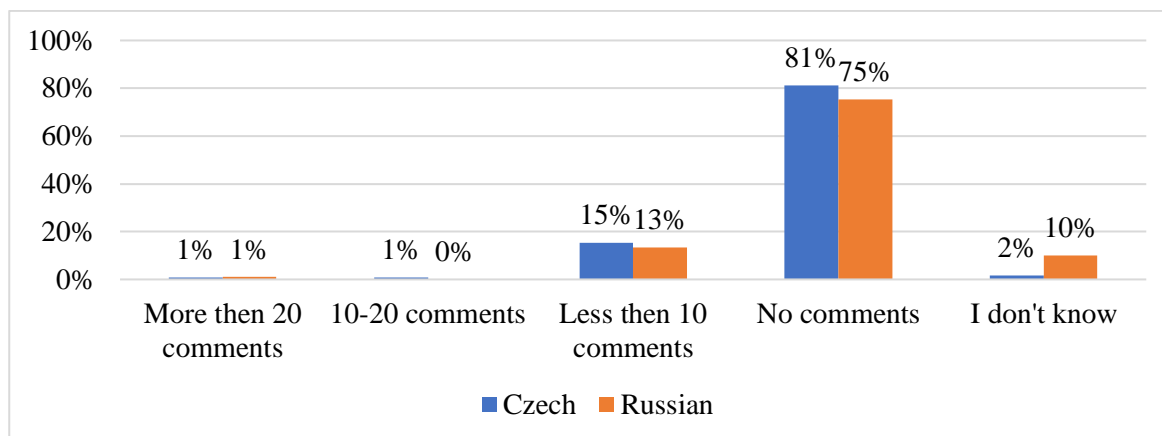
Despite the fact that likes are given more by Czech respondents than by Russian respondents, comments are a little less used by Czechs than Russians. 81% of Czechs and 75% of Russians say they never post comments on YouTube. There were more indecisions among Russian respondents than among Czechs: 2% of Czechs and 10% of Russians answer they don't know. 17% Czech respondents and 14% Russian respondents write comments on YouTube, but with different frequencies (see Table 10, Figure 11).

Table 10 Q5 „How many comments do you usually write on YouTube (approximately weekly)?“

	Czech		Russian	
	Count	Percentage	Count	Percentage
More than 20 comments	1	1%	1	1%
10-20 comments	1	1%	0	0%
Less than 10 comments	18	15%	12	13%
No comments	95	81%	67	75%
I don't know	2	2%	9	10%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 11 Q5 „How many comments do you usually write on YouTube (approximately weekly)?“



Source: own questionnaire survey, 2021

The results of the analysis conclude that the Czech and Russian respondents spend a lot of time on YouTube during their day, but are rather less active in terms of involvement in video ratings and discussions. About half of the respondents are able to name the specific names of the YouTube channels they usually watch. Most of them have a fun character. A characteristic feature of Czech respondents is watching many English-language channels, while Russian respondents mostly watch channels in Russian. It can be expected that the vDud' channel can find many followers among the respondents, as it is conducted in Russian language and offers English subtitles. However, it can be deduced from the own analysis that the vDud' channel is so far little promoted on the Czech market of YouTube viewers, so it may be less known to respondents from the Czech Republic. The analysis of the next part of the questionnaire provides answers to these questions.

5.3.3 The experience with the „vDud'“ channel and opinions on this channel

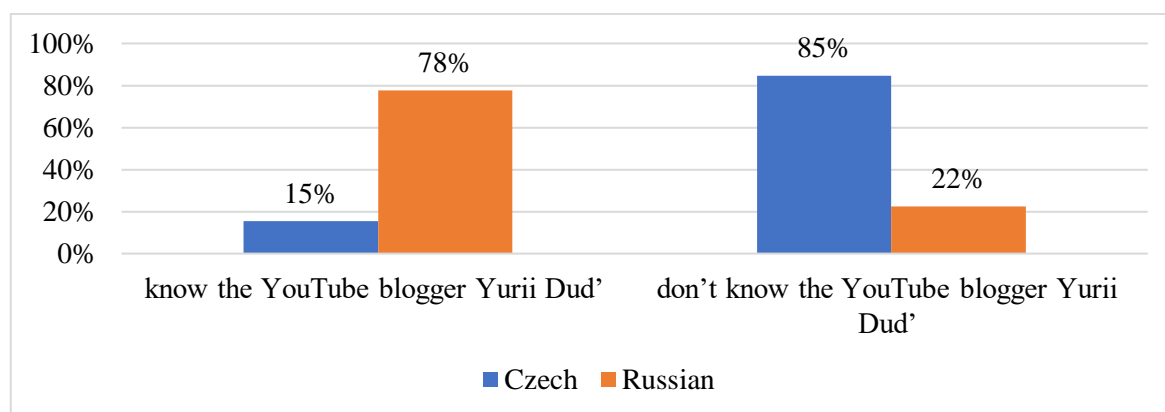
The results confirmed the assumption that the Yurii Dud 'channel is little known on the Czech market – 15% of respondents from the Czech Republic stated that they know this YouTuber, compared to 78% of respondents from Russia (see Table 11, Figure 12).

Table 11 Q6 „Do you know this YouTube blogger: Yurii Dud' (vDud' channel, in Russian «ВДУДЬ»)“

	Czech		Russian	
know the YouTube blogger Yurii Dud'	18	15%	69	78%
don't know the YouTube blogger Yurii Dud'	99	85%	20	22%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 12 Q6 „Do you know this YouTube blogger: Yurii Dud’ (vDud’ channel, in Russian «ВДудь»)“



Source: own questionnaire survey, 2021

Respondents from the Czech Republic who know the selected YouTuber stated that they watch its channel quite rarely – 8% rarer than once a week, 3% at least once a week (see Table 12). Two respondents from the Czech Republic (2%) stated that they watch this channel every day. Of the 85% of Russian respondents who know YouTuber Yurii Dud’, 66% of respondents watch his channel, but quite rarely. For example, 19% of respondents said they only watch this channel once. The results of the responses are summarized in Table 10 and are illustrated with Figure 15. The fact that respondents watch the vDud’ channel quite rarely can be explained by the fact that the content is published on this channel occasionally. The vDud’ channel publishes long videos and almost never publishes short videos.

Table 12 Q7 „Do you watch content of this blogger?“

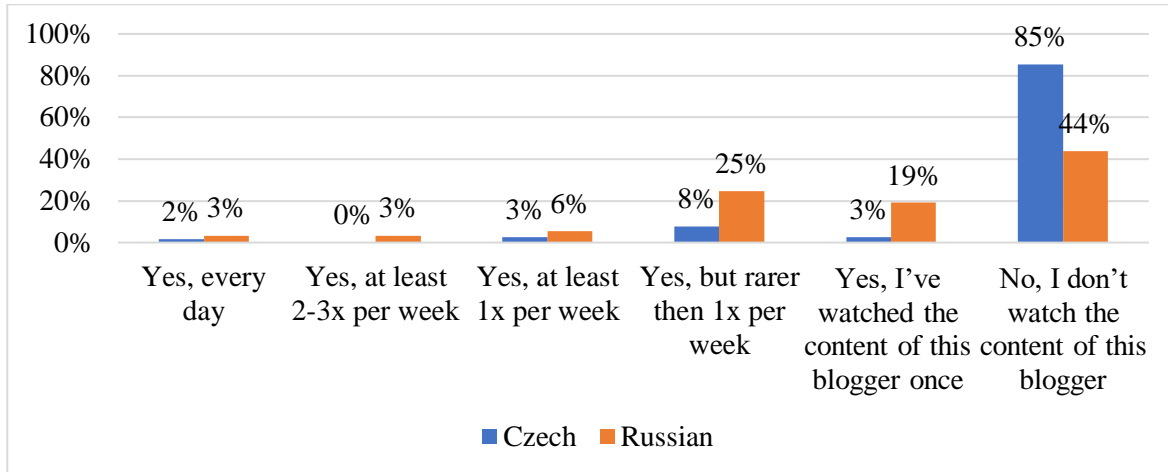
	Czech		Russian	
Yes, every day	2	2%	3	3%
Yes, at least 2-3x per week	0	0%	3	3%
Yes, at least 1x per week	3	3%	5	6%
Yes, but rarer than 1x per week	9	8%	22	25%
Yes, I've watched the content of this blogger once	3	3%	17	19%
No, I don't watch the content of this blogger	100	85%	39	44%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

The results can be used to determine which part of the respondents may be affected by YouTuber's communication. A total of 12% of Russian respondents and 5% of Czech respondents are exposed to YouTuber's communication at least once a week. From a

subjective point of view, the communication range of this YouTuber is quite high, especially within the Russian auditorium.

Figure 13 Q7 „Do you watch content of this blogger?“



Source: own questionnaire survey, 2021

It was interesting to find out, that some respondents have been following the Yuri Dud's channel for quite long time – more than 1 year (25% of Russian respondents, 10% of Czech respondents) (see Table 13, Figure 14).

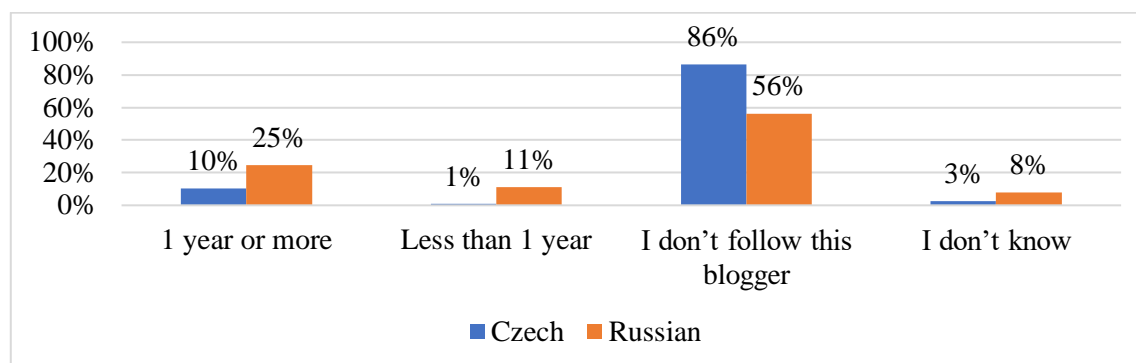
Table 13 Q8 „How long do you follow this blogger?“

	Czech		Russian	
1 year or more	12	10%	22	25%
Less than 1 year	1	1%	10	11%
I don't follow this blogger	101	86%	50	56%
I don't know	3	3%	7	8%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

The results mean, that the duration of the communication effect of this YouTuber on the respondents is quite long. It is a positive finding, that the communication of the chosen YouTuber can have a long-term effect on the consumer behavior of followers. In addition, it can be assumed that this creates a long-term relationship and a certain connection between YouTuber and the respondents who follow it for a long time. From the point of view of marketing communication, this is a very desirable effect.

Figure 14 Q8 “How long do you follow this blogger?”



Source: own questionnaire survey, 2021

In addition, respondents were asked to rate on a scale of 1 to 10 how they like YouTuber Y. Dud'. Some respondents specifically searched the blogger's content on the Internet to express their views. A detailed overview of the answers is given in the Table 14.

Table 14 Q9 „Do you like this blogger and his content on YouTube?“

Points		Czech		Russian	
		Count	Percentage	Count	Percentage
1	I don't like this blogger at all	15	13%	0	0%
2		0	0%	1	1%
3		0	0%	1	1%
4		1	1%	0	0%
5		6	5%	12	13%
6		1	1%	0	0%
7		2	2%	10	11%
8		5	4%	9	10%
9		2	2%	12	13%
10	I like this blogger very much	7	6%	8	9%
	Total responds	39	33%	53	60%
	No responds	78	67%	36	40%
	Total points	192		395	
	Average	4.92		7.45	
	Mode	1		5 and 9	
	Median	5		8	
	Dispersion	13.6		3.98	
	Standard deviation	3.69		2.00	

Source: own questionnaire survey, 2021

The results of the evaluation of 33% of Czech respondents show that they like the blogger only on average (average rating 4.92 out of 10.00). 13% of respondents stated the lowest possible rating of 1 point, while 6% of respondents stated the maximum best rating (10 points). It should be noted that Czech respondents have little knowledge of the content of this blogger. The rating of YouTuber by Russian respondents (60% of all respondents) was better – an average of 7.45 out of 10 points.

The most common answer (mode) for Czech respondents is 1, for Russian respondents are 5 and 9. The median is lower for the Czech set of answers (median = 5) than for the Russian one (median = 8). These indicators justify differences in the average answer of Czech and Russian respondents (4.92 and 7.45). Dispersion and standard deviation indicators show greater variability of answers for Czech respondents than for Russian ones.

Q10 “Why do you like / don’t like this blogger? Please explain some reasons.”

The obtained answers were calculated and classified according to the type of attitudes to positive, neutral, negative opinions. Table 15 shows the numbers of responses of different types and calculates their relative share (locally – in the total number of responses received, and globally – in the total number of respondents).

Table 15 Q10 „ Why do you like / don’t like this blogger? Please explain some reasons“

	Czech		Russian	
Good opinion	4	66,7 % (3,4 %)	13,5	61,4 % (15,2 %)
Neutral opinion	0,5	8,3 % (0,4 %)	0,5	2,3 % (0,6 %)
Negative opinion	1,5	25 % (1,3 %)	5	22,7 % (5,6 %)
Absence of experience	0	0 % (0 %)	3	13,6 % (3,4 %)
Total responds	6	5,1 %	22	24,7 %
No responds	111	94,9 %	67	75,3 %

Source: own questionnaire survey, 2021

Answers of the Czech respondents (the original text in Czech is shown in the Appendix C):

- *Good opinion:* “The first blogger on RuNet to start developing an interview format that helped people see career prospects on YouTube”,
- *Good opinion:* “Occasionally interesting to listen to guests”
- *Good opinion:* “Great Documentaries”

- *Good opinion:* “Interesting plots”
- *Neutral / negative opinion:* “I saw about one or two videos, I came across it by mistake, I don’t follow him anymore”
- *Negative opinion:* “After a wink: interested in bullshit”

It can be concluded, that the number of received answered from the Czech respondents is too small. Four of total six opinions were positive. The last two answers had neutral or rather negative character.

More information for the analysis was provided by the answers of the Russian respondents. In total, 22 responses were received (that is, from a quarter of all Russian respondents - 25%). Only three responses were negative, two contained opposite opinions (positive and negative), 3 replies related to insufficient knowledge of the vDud’ content, the remaining 14 replies were a positive opinion about the vDud’ channel and indicated various positive qualities of its author. Answers of the Russian respondents (the original text in Russian is shown in the Appendix C):

- *Negative opinion:* “Infuriates his voice:)”
- *Rather negative opinion:* „Sometimes I disagree with Yura's position on some issues, political for example, or how he presents historical facts .. and I don’t like if the position is too harsh and unambiguous. That's why I watch some videos, some I just can't.”
- *Rather negative opinion:* “I've been watching his videos for a long time, but I think that interesting characters are over.”
- *Negative opinion:* I don't really like it, because he has a lot of about rappers.
- *Contadictory opinion:* Yura is an interesting conversationalist and journalist, knows how to find an approach to people. But plots and people in interviews are often not interesting to me, "not mine")
- *Contadictory opinion:* “From the best videos - I consider a film about Bodrov, from the worst - an interview with Sobchak:)”
- *Neutral / positive opinion:* “You can listen to different smart people, and not very smart.”
- *Positive opinion:* “Yura and his team are great professionals. Versatile characters, interesting stories.”
- *Positive opinion:* “They shoot well. Quality.”

- *Positive opinion:* “Normal videos, better than many dumb bloggers.”
- *Positive opinion:* “I like videos on topics that interest me - for example, it was very interesting to hear about Silicon Valley, about Bodrov, about Chernobyl.”
- *Positive opinion:* “Normal dude, it is visible, that he is hardly working on content”
- *Positive opinion:* “You watch some videos and you start to look at many famous people in a completely different way. Dud’ is good at “uncovering” of people.”
- *Positive opinion:* “I like the content and a certain freedom, but something seems to me that soon this “freedom” will be cut off from him.”
- *Positive opinion:* “Smart, professional, person with attitude and opinion, nice to look at.”
- *Positive opinion:* “Videos are getting cooler and cooler, appreciated!”
- *Positive opinion:* “Thinks deeply.”
- *Positive opinion:* “Issues are always waiting, they go perfectly.”
- *Positive opinion:* “Sincere and emotional interviews are obtained.”
- *Absence of experience:* “I haven't looked before, now I google it – check it out:)”
- *Absence of experience:* “I don’t know, I didn’t see it.”
- *Absence of experience:* “I can't say anything, I looked too little at him.”

In general, it can be stated, that most people who know this YouTube channel rate it very positively. This is an important conclusion that characterizes the audience of Y. Dud’. A positive attitude of the audience indicates a readiness to accept various information, including advertising, and, which is no less important, to trust it and be loyal to annoying advertising.

Q11 “Did you notice any advertising in the content of this blogger?”

The distribution of responses among Czech and Russian respondents concerning the recording of advertising in the vDud'content was interesting (see Table 16, Figure 15). 32% of Czech respondents stated that they did not notice any advertising in the content of the channel and only 8% - that they did. In contrast, Russian respondents mostly noticed any advertising in the content (63% said) and only 9% said no.

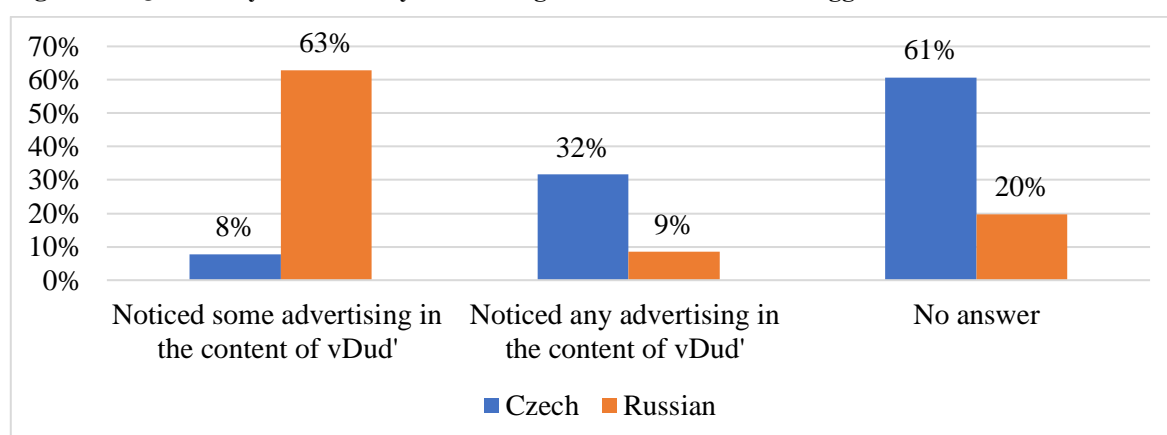
This can be explained by two factors. First, few Czechs provided any answers to this question at all (a total of 42% of respondents were answered). 61% of respondents gave no answer. Therefore, the resulting number of responses is very small to draw any adequate conclusions. Secondly, it was found that Czech respondents are not very familiar with the content of the channel and, moreover, the content is only available in Russian or English subtitles. The answers may be affected by a misunderstanding of the content.

Table 16 Q11 “Did you notice any advertising in the content of this blogger?”

	Czech		Russian	
Noticed some advertising in the content of vDud'	9	8%	56	63%
Noticed any advertising in the content of vDud'	37	32%	10	9%
No answer	71	61%	23	20%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 15 Q11 “Did you notice any advertising in the content of this blogger?”



Source: own questionnaire survey, 2021

Q12 “What kind of advertising was it?”

Only five Czech respondents described the advertising, they mentioned:

- “Automotive, travelling, home appliances”
- “The ad was, I don’t remember exactly, possible it was any product or brand.”
- “Aviasales”
- “English courses, online library”
- “Audiobooks, cars, electronics”

More answered were got from the Russian respondents. The leader was travel brand Aviasales – it was mentioned by 15 respondents (13 %). The next brand was Eldorado – brand of home appliances, popular in Russia (mentioned by 6 respondents, 5 %). Cars (especially Hyundai) and other products of automotive sector were mentioned by 4 respondents (3 %). Two respondents (2 %) mentioned an advertisement for online film viewers. There was an answer about advertising of some applications and books, an answer about automotive ads, online books, films and music.

Q13 “Have you ever clicked on advertising links on this blogger?”

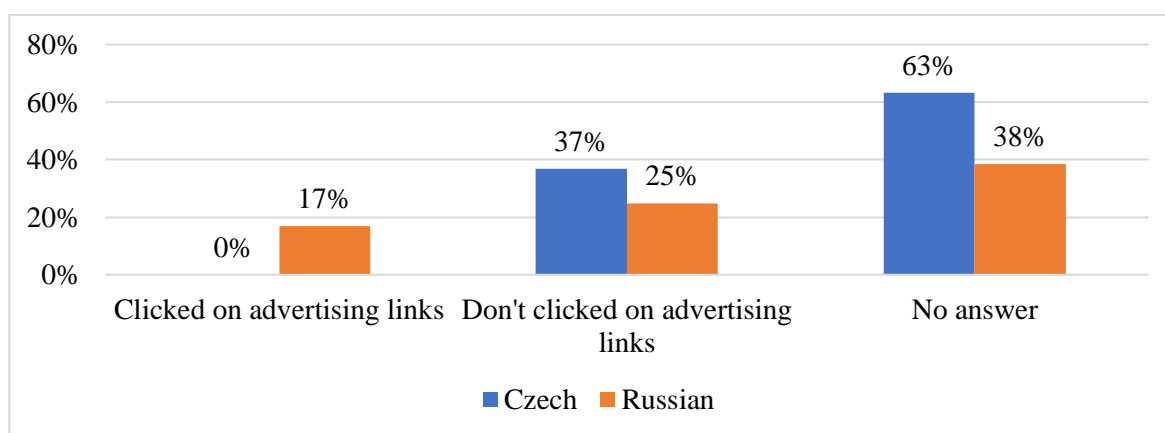
43 Czech respondents (37%) stated that they did not click on the advertisement for this blogger. The other 74 respondents (63%) gave no answer. The click on advertising was significantly higher among Russian respondents (see Table 17 and Figure 16).

Table 17 Q13 “Have you ever clicked on advertising links on this blogger?”

	Czech		Russian	
Clicked on advertising links	0	0%	15	17%
Don't clicked on advertising links	43	37%	29	25%
No answer	74	63%	45	38%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 16 Q13 “Have you ever clicked on advertising links on this blogger?”



Source: own questionnaire survey, 2021

Only 1 respondent from the Czech Republic and 2 respondents from Russia stated that they bought something based on the recommendations of the vDud‘ channel (see Table 18,

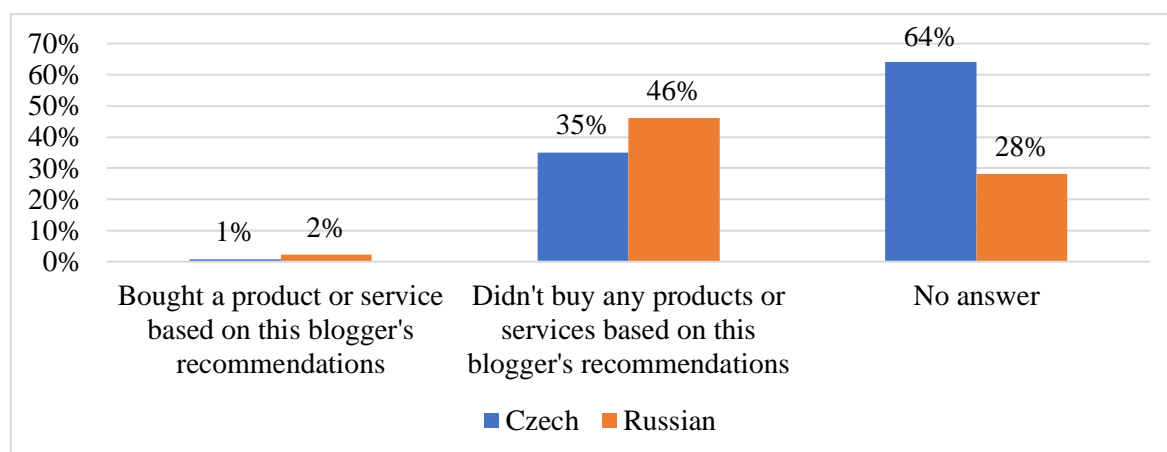
Figure 17). On the one hand, it is a very small number of people, on the other hand, it is a 1% and 2% rate of target customer behavior, which is a lot.

Table 18 Q14 „Have you ever bought a product or service based on this blogger's recommendations?“

	Czech		Russian	
Bought a product or service based on this blogger's recommendations	1	1%	2	2%
Didn't buy any products or services based on this blogger's recommendations	41	35%	54	46%
No answer	75	64%	33	28%
total	117	100%	89	100%

Source: own questionnaire survey, 2021

Figure 17 Q14 „Have you ever bought a product or service based on this blogger's recommendations?“



Source: own questionnaire survey, 2021

Q15 “What product or service was it?” Q16 Why did you buy this product or service?

Just one answer was received from Czech respondent: “English courses and technology shops. I used an offered discount and I trust this blogger.”

Russian respondents stated these products (each product – by one respondent): Aviasales, online library, Yandex subscription. All of these respondents pointed out, that they were motivated by the sale, offered by Y. Dud’.

It is possible to say that sales support is still the most effective method of increasing sales on the channel. The sample of answers, however, is very small to draw definite precise conclusions. Trust in the channel and its author, as well as interest in these products, are also unconditional purchase motivators.

Q16 “Evaluate the extent to which you agree with the following statements”

Not all respondents answered this question because not all of them know the vDud’ channel. The number of answers and average answers are given in the table 19. The results are further commented.

Table 19 Q16 Opinions of the respondents on YouTuber’s ability to influence shopping intentions

	Czech		Russian	
	Number of answers	Average answer*	Number of answers	Average answer*
“I trust the blogger's recommendations”	8 (7%)	5.05	49 (55%)	7.8
“The blogger convincingly describes the benefits of different products and brands”	5 (4%)	7.1	50 (56%)	8.5
“The blogger offers favourable discounts“	3 (3%)	4.8	34 (38%)	6.3
“I’d probably some pleasure from owning the products used by this blogger (the desire to be like this blogger)”	5 (4%)	1.2	50 (56%)	1.4

*The scale from 1 to 10 was used, in which “1” means „totally disagree“, 5 – „fifty fifty“, 10 – „totally agree“.

Source: own questionnaire survey, 2021

a) “I trust the blogger's recommendations”

According to a study by Grace and Ming (2018), credibility is a major factor that contributes to consumers 'attitudes to bloggers' recommendations and consequently has a strong impact on shopping intent. Only 8 respondents (7%) from the Czech audience answered this question and their average answer was “fifty fifty” (5.05 points). There were more answers from Russian respondents – 49 respondents (55%) expressed their opinion. The average response of Russian respondents was 7.8 points, which means that most of the respondents trust Y. Dud’. From this it can be concluded that the high credibility of this blogger can be used to successfully influence the consumer behavior and shopping intent of Russian respondents.

b) “The blogger convincingly describes the benefits of different products and brands”

It is known from theory that the convincingness of a communication message is one of the factors in the success of marketing communication. The extent of the convincingness

of the broadcaster (in this case – YouTuber) can increase the effect of communication on consumers' shopping behavior.

Respondents think that Y. Dud 'is very persuasive in communicating various information about products and brands. The average answer of the Czech respondents is 7.1 points, of the Russian respondents – 8.5 points (based on the answers of 5 Czech respondents (4%) and 50 Russian respondents (56%).

It was also mentioned that Y. Dud' even has a very specific and memorable way of presenting information, which can sometimes be irritating, but ultimately very convincing. This respondent also said that after watching some Dud's videos, he had changed his mind on some issues.

c) “The blogger offers favourable discounts“

Marketing communication can achieve great success in terms of influencing consumer behavior if valuable benefits are offered for the receivers. This is, for example, the essence of one of the communication tools: sales support directly stimulate the purchase intention by offering an advantage to the customer (discount, gift, extra service etc.). However, it is important that this offered advantage is valuable from the customer's point of view, rare, desirable, better than competitors.

Respondents were asked to comment on whether Y. Dud' offered favorable discounts on his YouTube channel. The number of answers received was smaller than in the previous questions, which may indicate the fact that a smaller number of respondents noticed these benefits in the videos at all. However, more than a third of Russian respondents (38%) said that the discounts offered were rather favorable (6.3 points is their average answer). According to 3 Czech respondents (3%), the discounts offered are advantageous „fifty fifty“ (average answer is 4.8 points).

Based on these results, it would be possible to recommend for the selected YouTuber and the brands to increase the value of the offered benefits for their auditorium. However, this recommendation is based on a very small number of respondents, so it would be useful to examine the views of most of the target audience in practice.

d) “I’d probably some pleasure from owning the products used by this blogger (the desire to be like this blogger)”

Interest in following the favorite characters – celebrities, actors, bloggers, is often a motivation to buy certain brands and products. The reason for these purchasing intentions is the desire to look, live or act like these characters. In Y. Dud‘ case, this rule was found not to apply: most respondents said they were not interested in buying a product or brand to look like this YouTuber (average answer of the Czech respondents – 1.2 points, of the Russian respondents – 1.4 points). Promoting brands so that the blogger directly uses their products in videos (eg wearing clothes, watches) is not entirely appropriate for vDud‘ channel, as it is likely to have little effect on consumer behavior. However, it is clear that these results are derived from the responses of a relatively small number of respondents.

The next question of the survey concerned advertising in general: respondents were asked to provide their views on how they are affected / unaffected by advertising, or the influence of what ads they usually feel:

Q17 “Think about when you were consciously / subconsciously influenced by advertising. Based on that you changed your attitude towards the product or brand, made a purchase of this product or brand etc. What was this advertising?”

An overview of the original text of answers obtained is given in Annex D.

The answers of the Czech respondents are given below:

- "Before / After" photos are convincing (especially when it comes to beauty services), photos or video advertising on Instagram - presentations of products that interest me and that I was looking for. A discount and a gift can also motivate you to buy or at least save a link (for a future purchase)”
- “A lot of product. Advertising affects the subconscious product, and when I'm in a store and I see a well-known brand, I tend to choose what we know.”
- “I feel that advertising usually doesn't affect me or I don't notice it, but it can only be a feeling. I don't remember any specific case where advertising would affect me.”
- “I can't say exactly what it was, but every brand uses advertising as the main source of attracting clients' attention and creating its own image, so people know

that Apple has quality phones, Samsung - TVs, Bosch - home appliances, etc. Advertising is more of a face before changing it.”

- “Picture on the mustang win pump”
- “Pictures”
- “For example, the green bastard or Alzák influences me with his screaming, in the way that I haven't bought anything from Alza for a very long time and I don't even intend to buy it.”
- “Now.”
- “I don't have that experience”
- “I don't know”
- “I've never experienced anything like this.”
- “I never bought anything based on bloggers' recommendations”
- “Judgment is more of a service or something like a gift, otherwise the ads do not affect me, I only buy what interests me”
- “Advertising entices me to buy a product, but only if I am interested in it, such as new computer games, electronics, if I need it, otherwise it has virtually no effect on me. I may remember a product sometime if I need it in the future, but I'm not influenced by buying something I don't need just because it has a nice advertisement, a discount and a gift for it.”
- “Sweets – I get a taste for them”
- “Advertising affects me constantly, but in the opposite way. If I am hit by an advertisement for anything, I purposefully avoid this company / brand / product as long as I remember it...” [the rest of the answer, related to the examples of an advertising, is not mentioned in the work due to the inadmissible stylistics of the answer]

The answers of the Russian respondents are (the origin text is in the Appendix D):

- “In order to avenge advertising on the Internet and on TV, I try to choose products that are not advertised.”

- “I always try to schedule new product launches with free invitations. I love to look at new items, to try ... I will spend a lot of time, but I will not buy anything - I don't know why it doesn't work for me.”
- “I'd rather install a paid ad blocker program than watch ads. I will say the same about paid YouTube subscriptions.”
- “I am annoyed by famous actors, singers, politicians who are sold for advertising. I don't believe this advertisement and it repels rather than sells. I can't say anything about advertising from other people, I don't know how it affects me.”
- “TV commercials - definitely not. Advertising on the radio is probably not either, but sometimes, you like it or not, but you will listen to it. There is so much rubbish on the Internet that you don't even notice most of the ads and immediately filter them out, although there may be something worthwhile there.”
- “I am afraid of advertising that is selected according to your previous requests and in general on the basis of all your actions - purchases, searches on the Internet .. it seems to me that sometimes they even listen)) I definitely pay attention to this advertisement, that's what I thought before.”
- “I believe that a good product needs no advertising. Therefore, when I google a product, I never go to the paid sponsored links at the top of the list.”

The answers above provide a lot of useful information and help you better understand the potential recipient. The answers are very diverse, meaning that even people with a common hobby - watching YouTube - can be consumers with different media preferences and opportunities to be influenced by advertising.

Among the answers of Czech respondents were many uncertain opinions - such as “can not say exactly ...”, “many products (promoted)” etc. Most responses show that clippings (ie, visual presentation is the most effective way to influence recipients. Social networks, especially video content like YouTube, have huge potential in this). The answers of Russian respondents were mainly negative – those who stated their opinions reject advertisements and their influence, especially negative attitudes towards television advertising and celebrities who “sell” for advertising. Based on this, the need to increase trust can be indicated.

6 Results and recommendation

This section summarizes the results of the video content analysis of the selected YouTuber – Y. Dud'. The table 19 compares videos according to quantitative indicators, then these results are commented, as well as the results of comparisons according to qualitative indicators.

Table 20 Summary – comparison of the selected interviews by quantitative indicators

	Basta	Shnuurov	Navalny	Invleeva	Nagieev	Morgen- shtern
Broadcast date	7.2.17	21.2.17	18.4.17	21.8.18	18.9.18	3.11.20
Numbe of views (mln.)	10,75	14,94	21,48	35,13	33,10	28,72
Duration	52:12	47:44	65:16	59:24	80:38	167:18
Photo&video inserts	4	6	14	6	7	20
Text “box” with money/quantity	1	7	9	8	14	3
Text “box” with respondents quotes	0	0	0	8	8	5
Obscene lang.	>10	>10	1	5	2	>30

Source: own processing based on YouTube (2021)

Based on the analysis of the video in chronological order (from 2017 to 2020), it can concluded that the main concept of the video “vDud” has not changed: these are all the same video interviews with people from different fields (art people, bloggers, politicians etc.), who are currently are at the peak of their popularity. It should be noted that for interviews, Dud' chooses people with often dubious image and fame, who cause conflicting opinions in society. A striking examples are Navalny, Morgenshern. Dud' “uses” their fame and raises topics that cause opposite opinions in the public. For example, in an interview with Morgenshtern and Ksenia Sobchak (famous politician, journalist, influencer) Dud' asks two questions in a row about two opposites: How do you feel about Putin? And how do you feel about Navalny?

The topics of the programs are very different. Using the sample as an example, it can be defined, that Yuri Dud' is most interested in rap and its new representatives. In them, in our opinion, he sees a new layer of art, a new form of presentation of modern art. So all this is a kind of reflection of the social, political and cultural life of the country and the society. In almost every video, Yuri Dud' mentions such a popular rap artist as Oksimiron (at least once in every video).

Yuri Dud' is interested in the political situation in the country. Political topics often prevail over others, even when the respondent in the interview is a person who is far from politics. The author has repeatedly criticized the current government and the policies it pursues. Moreover, he relies on facts and is never unfounded. Dud' gives the impression of a comprehensively developed person who is interested in politics and news in Russia and in the world. It also seems that Dud' is using the support of the team, which can draw his attention to the sharp detail in time. Despite the fact that Dud' uses the interview format, he does not stop at the respondent's presentation. He is able to build his own brand – a person who cares about what is happening in the country and in society.

The hot topics that Dud' touches on in interviews remain unchanged – alcohol, drugs, LGBT societiz, AIDS, politics. These topics create audience engagement in a general discussion, which also has a positive effect on the position of the channel (more comments – more views – better position in search and TOP of YouTube).

Obscene language is not prohibited in the program. It is often actively used by the guests of the program. Dud' tries not to limit his guests and audience in the choice of expressions in the discussion. The tendency to use obscene expressions appeared, on the one hand, as a reflection of the desire to freely express one's thoughts, to fight censorship, to speak openly about current problems, on the other hand, as a decline in the general cultural level in the country. However, the ability to use foul language is in line with the channel's audience habits. This means that Dud' has adapted his product to the habits of the target audience.

In the first issues of “vDud'”, the quotes of the interviewees are not displayed on the screen, they begin to appear only by the 10-12th issue, and then they are used more and more often. Usually a witty statement, a statement on an acute social topic, a slang statement, etc. is quoted. It is often easier for the viewer to perceive the respondent's speech when it is broadcast on the screen through such inserts. With the same purpose, over time, subtitles began to appear in the video. At first they were only in Russian, now also in English. This indicates the expansion of the channel's audience and expansion.

It is also good to note, that Dud' increased the duration of many videos and diversified the visuals of his videos. Previously, interviews were conducted in one selected location and only photo and video inserts appeared in the video, complementing the issue under discussion. Now Dud' often visits other places with the guest that are associated with the

guest's life – for example, behind the scenes of concerts, own homeplaces, family, selected places in nature (as, for example, in the video about the filming location of Bodrov's film, where Bodrov died). The expansion of locations for filming Dudya's video can be justified by the growth of the project's financial capabilities.

Also, not only the main character of the interview begins to participate in the video, but also his close people – family, partners, friends. The participation of close people creates emotional pressure on the guests and makes interview more interesting. Obviously, the channel has the ability to pay for these people to participate in one video.

The variety that is being introduced into new videos is carried out with one goal – to attract and entertain the audience. It is obvious, that it succeeds for Dud' – the popularity of his channel is constantly growing.

The dynamics of views, as can be seen from the statistics for each video under consideration, mainly depends only on the specific character chosen, and does not fall below 3 million views. In the first few days, the number of views is, regardless of the guest and the subject of the program, from 2 to 3 million in 2-3 days. This indicates interest in the program itself and its author.

Of course, not all program content is useful and worthwhile. Some interviewing tools are used solely for attracting attention or as a technique of emotional impact on the respondent. But it cannot be denied that the author's program “vDud'” today is one of the most daring projects showing the realities of modern life and society. It is in this program that such topics are raised, answers are given to such questions, the presence of which is difficult to imagine in the framework of modern television, federal channels. The “vDud'” channel becomes a good platform for product promotion.

As a positive fact, it is a need to note the emergence of socially responsible advertising in the content of vDud'. The interviews directly or indirectly involve people who need support (example of a video about Beslan) or raise sensitive issues (video about HIV). Thanks to the popularity of the channel, these people receive the necessary support and sensitive issues are highlighted in society in the right light.

7 Conclusion

Blog “vDud” is the first blog on Russian YouTube in the video interview format, which turned the audience's perception of this genre upside down. Yuri Dud's project on the YouTube is not just a blog, but a journalist's blog. The blog's author had little experience of interviewing people not related to sports, but with each release, the quality of interviews improved, conversations became more interesting, and the number of comments, views and subscriptions is growing every day.

The main conclusion of the study is that the transition from traditional methods of transferring information to the media is due to current events in the world, in the country and in society. The introduction of journalism into the media environment is the ability to receive, integrate and store information at the fastest possible speed, the ability to use various media tools that are not fully available to other media, reach as many viewers as possible, gain their trust and be the mouthpiece of the organized interests of society in order to fulfill their the main functions are informational, control, commenting and connecting.

New blogging format is becoming a great platform for product promotion. These types of promotion were found on the channel vDud': advertising of products (video, photo and picture formsts), sales support (promo codes), product placement. Due to the interest of the audience and the connection of the promoted product with the topic of the video, it is possible to achieve a large audience response on the channel. Building a personal brand, development of trust and creating the conditions for discussion are the characteristic features of the channel. These results of the analysis create the main practical benefit of this thesis, because they can be used as recommendations for other YouTube channels. The summary of the recommendation is that YouTuber must outline a current and sharp topic, that encourages discussion and audience engagement. Achieving high interest and involvement of viewers creates a platform for the successful adoption of communication tools – eg promo-codes, links to other companies and products, product-placement. These tools proved to be the most visible in the communication of the examined channel. It is recommended for YouTubers to always link the promoted product to the topic they are talking about in the video.

The analysis of the results of the questionnaire extended the knowledge about the reaction of the audience to the content and the advertisement on YouTube. According to the interviewed respondents, it can be concluded that Y. Dud' is rated as a very convincing and

trustworthy YouTuber. Given the findings of secondary studies that credibility and persuasiveness are important factors influencing customers' perceptions of communication and shopping behavior, vDud' channel can be considered quite promising in terms of the potential impact on followers' consumer behavior. The practical benefit is in the recommendation for YouTubers – to create and promote high trust in them as a communication medium.

However, the results show that users do not have the desire to be similar to Y. Dud' (following his way of life, appearance, etc.), so they cannot be motivated to buy certain brands or product by Y. Dud' using certain products or brands in videos (eg wear clothes, watches, use a car, etc.). Furthermore, it was found that the benefits offered in the vDud' videos are rather average in terms of attractiveness from the point of view of the respondents. It is therefore advisable for brands and products to examine what benefits can be assessed by the target auditorium as truly valuable, rare, competitively distinguishable, in order to motivate the auditorium to purchase.

The reduction of results and recommendations is a smaller pattern of respondents, therefore for real brand practice it is recommended to conduct a deeper study of the attitudes of the auditorium of the channel vDud'.

The benefit of the work is that about half of the respondents (specifically 117 people) are from the Czech Republic. No similar study has been carried out on a sample of the Czech audience of the YouTube channel vDud'. Given that the channel is going to expand into foreign markets (because of this, for example, English subtitles have been introduced), the research in this work can be considered a practical contribution to the future development of this channel.

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Appendix A Questionnaire

This questionnaire is designed for students and examining their views on the YouTube blogging, especially advertising on YouTube and its possible effects on shopping behaviour. The questionnaire is anonymous. Please give honest and full answers. Thank you in advance for your time.

- A. You are:
- a) Woman
 - b) Man
- B. You age (please fill in the full number of years):
..... years
- C. What is your main occupation in recent time?
- a) Employee
 - b) Businessman
 - c) Student
 - d) On maternal / parental
 - e) I don't work
 - f) Other
- D. Where do you live? (region)
.....
1. Do you use YouTube?
- a) Yes
 - b) No
2. What YouTube channels do you follow?
3. How much time do you spend on YouTube (approximately)?
- a) Daily, 3 hours and more
 - b) Daily, more than 1 hour and less than 3 hours
 - c) Daily, 1 hour and less
 - d) Not every day, several times a week
 - e) Rarely then several times a week
 - f) Rarely then several times a month

4. How many likes do you usually give to the content on YouTube (approximately weekly)?
 - a) More than 20 likes
 - b) 10-20 likes
 - c) Less than 10 likes
 - d) No likes
5. How many comments do you usually write on YouTube (approximately weekly)?
 - a) More than 20 comments
 - b) 10-20 comments
 - c) Less than 10 comments
 - d) No comments
6. Do you know this YouTube blogger: Yurii Dud' (vDud' channel, in Russian «ВДУДЬ»)?
 - a) Yes
 - b) No
7. Do you watch content of this blogger?
 - a) Yes, every day
 - b) Yes, at least 2-3x per week
 - c) Yes, at least 1x per week
 - d) Yes, but rarer than 1x per week
 - e) Yes, I've watched the content of this blogger once
 - f) No, I don't watch the content of this blogger
8. How long do you follow this blogger?
 - a) 1 year or more
 - b) Less than 1 year
 - c) I don't follow this blogger

9. Do you like this blogger and his content on YouTube? Rate it on a scale of 1-10, where 1 point means “I don't like this blogger at all”, 10 points means “I like this blogger very much”

<i>“I don't like this blogger at all”</i>	1	2	3	4	5	6	7	8	9	10	<i>“I like this blogger very much”</i>
	<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"/>	<input type="checkbox"/>	

10. Why do you like / don't like this blogger? Please explain some reasons.

.....

11. Did you notice any advertising in the content of this blogger?

- a) Yes
- b) No

If yes:

12. What kind of advertising was it?

13. Have you ever clicked on advertising links on this blogger?

- a) Yes
- b) No

14. Have you ever bought a product or service based on this blogger's recommendations?

- a) Yes
- b) No

If yes:

15. What product or service was it?

16. Evaluate the extent to which you agree with the following statements

- a) I trust the blogger's recommendations

<i>Totally disagree</i>	1	2	3	4	5	6	7	8	9	10	<i>Totally agree</i>
	<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"/>	<input type="checkbox"/>	

b) The blogger convincingly describes the benefits of different products and brands

<i>Totally disagree</i>	1	2	3	4	5	6	7	8	9	10	<i>Totally agree</i>
	<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"/>	<input type="checkbox"/>	

c) The blogger offers favourable discounts

<i>Totally disagree</i>	1	2	3	4	5	6	7	8	9	10	<i>Totally agree</i>
	<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"/>	<input type="checkbox"/>	

d) I'd probably get some pleasure from owning the products used by this blogger (the desire to be like this blogger)

<i>Totally disagree</i>	1	2	3	4	5	6	7	8	9	10	<i>Totally agree</i>
	<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"/>	<input type="checkbox"/>	

17. And a question to think about in the end. Think about when you were consciously / subconsciously influenced by advertising. Based on that you changed your attitude towards the product or brand, made a purchase of this product or brand etc. What was this advertising? (e.g. photo, pictures, "before / after" photo, video, viral video, entertainment video, story, recommendation, offer of a discount or gift ...). Please give your opinion in more detail.

.....

.....

.....

Source: made by author, 2021

Appendix B Names of YouTube channels, that the respondents follow

- Aleph Security Cast
- Arogantní , psychopat
- Bad Yogi, Anna Bay
- Beautyshape
- Dějepis jinak Tak schválně dva tatove be wise
- doddleodde
- FattyPillow
- Fly gun, Standa show....
- Gameball, U kulatého stolu, Kytary.cz, Show Jana Krause, Host Radiožurnálu, Host Lucie Výborné atd.
- Haggy, Badatelé, mnoho dashcam kanálů, JeezyJ Slavia TV
- Herni
- How to basic
- Hylianmusik, Tereza Balonová, eluveitieofficial, In Flames, Fotcast, Michal Orsava, Napalm a Nuclear blast Records
- Kate Clapp, Red Autumn, Сталингулаг, Редакция, Asmr kanaly , Дудь
- Kovy
- Kují podcast, cut the crap, labelcom
- Léna Brauner, Fatty Pillow, Fero Joke, EvelynJeFresh
- Lilian Voss, U Kulatého stolu, Kovy, Lukefry
- Mimi a já, Minimal Mom, But First Coffee
- MindYourDecisions, JurajVie, Na ubrousek, Na potítku, Vsauce2, Caged Dragon
- Nbk tattoos
- Nejvíce: Kovy, Gordon Ramsay, How to cook that
- Nvm jen naky picoviny kde sumi potucek
- Odebírám stovky kanálů, drtivá většina je anglicky mluvící
- pedro
- Pewdiepie, Duklock, Kurtis Conner, CinnamonToastKen, Smosh, Danny Gonzalez, Drew Gooden, NickisnotGreen, ImAlex, Inabber, HauteLeMode, JamesMarriot...
- Pixelorez, Creepy Stalk
- praža, refew, adam mach, honzimichalek, dominikaalagia apod

- RSYMONS, carlow, dollarplays, hajime, slavic affairs
- Simka, Dr.Dray, Hiram, Počmáraná čtenářka, Jana reads too, Mike Decanter,Cut,Talabuan,Brad Mondo,
- spoououustu (Matt Stonie, Hoonigan, Sam the cooking guy, Stejk,.....))
- Stejk
- Stejk
- Stejk, Vítkův cestopiss
- Stejně,Tary,divio, nedělní bleskovka
- Strašně moc, třeba GIUREH nebo Central intelligent agency Dr. Sean Hross, WoodwardTV,
- Tak schválně, Kovy, Dejepis jinak
- těch je strašně moc...
- White Noise Reacts, AvenueX, Dylan is in trouble
- Wylsacom, ptushkin, badcomedian, cutthecrap, maxshirko
- Za slunce v duši, Zbyněk Naruby, Starej fotr, Nevídanej kořen, Fizi style
- Будни лифтовика, Покинутый мир
- Вдудь, акционервы, импровизация, Brailleskateboarding,labelcom
- Labelcom, Поперечный, Дудь
- SlivkiShow, Poperechny
- Sobolev
- Вдудь, Labelcom
- Все работы хороши, Топлес, Жиза
- Другая история, Looper
- рфндыч
- agentshow
- comedy club, gazgolder
- вдудь, лапенко
- вдудь, птушкин
- Вдудь, Labelcom
- Все работы хороши, Топлес, Жиза
- Гордей, лапенко, stand up..
- Vsauce
- THINKR

- BrainCraft, AP Archive, Big Think и другие...
- Курилка Гутенберга, The New Boston
- Много разных, конкретных нет
- Хауди Хо, Птушкин
- Жиза
- Ещепознер, собчак
- GalileoRu, SciShows Kids, The Futur
- Балахнин, Познер, Parfenon, outlearn
- Не знаю, смотрю познавательные, обзоры фильмов, про путешествия.. Орел и Решка, тнт шоу... что ютуб подскажет в рекомендациях.
- масленников, автообзоры
- Обломофф, more tv...
- Орел и решка, лапенко, madam maka
- осторожно собчак, вдудь
- скажи Гордеевой, Гордон, Птушкин
- собчак, чикен карри, гордей
- топлес
- Топлес, центр архэ
- Успешная группа, versus battle, Gazgolder
- ivleeva, ptushkin
- lablcom, Sobchak
- mr.marmok

Source: own questionnaire survey, 2021

Appendix C Original text of the respondents' answers (in Czech and Russian)

Czech answers:

- “První blogger na RuNetu, který začal rozvíjet formát interview a díky kterému lidi začali vidět perspektivy rozvoje kariéry na YouTube.”
- “Občas zajímavé na poslech hosté.”
- “Skvěle dokumentární filmy.”
- “Viděla jsem asi jedno dva videa, narazila jsem na něj omylem, dal jsem ho následovala.“
- “Интересные сюжеты“
- “По omrknutí: zajímá se o hovadiny“

Russian answers:

- Бесит его голос)
- Иногда не согласна с позицией Юры по некоторым вопросам, политическим например, или по тому, как он исторические факты излагает.. и не нравится если слишком резкая и однозначная позиция. Потому некоторые видео – смотрю, некоторые – просто не могу.
- “Давно смотрю его видео, но по-моему у него «закончились» интересные персонажи в последнее время.”
- Не очень нравится, так как у него очень много про рэперов.
- Юра – интересный собеседник и журналист, умеет найти подход к людям. Но сюжеты и люди в интервью – чаще всего мне не интересны, «не мое»)
- Из лучших видео – считаю фильм о Бодрове, из худших – интервью с Собчак)
- “Можно послушать разных умных людей, и не очень умных.”
- Юра со своей командой – большие профессионалы. Разносторонние герои, интересные сюжеты.
- Хорошо снимают. Качество.
- Нормальные видео, лучше чем многие тупые блоггеры
- Мне нравятся видео на темы, которые мне интересны – например было очень интересно послушать о силиконовой долине, о Бодрове, о Чернобыле..
- Нормальный чувак, видно что трудится над контентом
- Посмотришь некоторые видео и начинаешь смотреть на многих известных людей совсем по-другому. У Дудя получается отлично «раскрывать» людей.

- Нравится контент и определенная свобода, но что-то мне кажется, что скоро эту «свободу» у него пресекут.
- Умный, профессионал, человек с позицией и своим мнением, приятно смотреть.
- Видео становятся все круче и круче, оценил!
- Глубоко мыслит.
- Выпуски всегда жду, заходят на отлично.
- Искренние и эмоциональные интервью у него получаются.
- Раньше не смотрел, сейчас погуглил – заценил)
- Не знаю, не видел, не смотрю.
- Ничего не могу сказать, смотрела слишком мало у него

Source: own questionnaire survey, 2021

Appendix D Respondents' opinions on when they were influenced by advertising

Answers of Czech respondents:

- “Fotografie "před/po" působí přesvědčivě (zejména pokud se jedná o služby krásy), fotografie nebo video reklama na Instagramu – prezentace produktů, které mi zajímají a které jsem vyhledávala. Sleva a dárek může také motivovat k nákupu nebo alespoň k uložení odkazu (pro budoucí nákup)”
- “Hodně produktu. Reklama ovlivňuje na podvědomí produkt a když jsem v obchodě a vidím známou značku tak spíše si výběru to, co je známe”
- “Mám pocit, že reklama mě většinou neovlivňuje, ani si jí nevšímám, ale může to být jen pocit. nepamatuju si žádný konkrétní případ, kdy by mě reklama ovlivnila.”
- “Nemůžu říct co to bylo přesně, ale každý brand používá reklamu za hlavní zdroj poutání pozornosti klientů a vytváření vlastního imagu, a proto lidi vědí, že Apple má kvalitní telefony, Samsung - televizory, Bosch - domácí techniku apod. Reklama spíše tváří postoj, než ho mění.”
- “Obrázek na pumpě na výhru mustanga”
- “Obrazky”
- “Ovlivňuje mě například zelenej zmrzd neboli Alzák svým vřešťákem, a to tím způsobem, že jsem si u Alzy hodně dlouho nic nekoupil a ani kupovat nehodlám.”
- “Pravě teď.”
- “Nemám takovou zkušenost”
- “nevím”
- “Nic takového jsem nikdy nezažila.”
- “Nikdy jsem nakupoval nic na základě doporučení blogerů”
- “Přísudku spíše služba, nebo něco jako dárek, jinak me reklamy neovlivňují, kupuji si jen to co me zajímá”
- “Reklama mě láká ke koupi produktu, ale pouze v případě, že o něj mám zájem, např. nové počítačové hry, elektronika, pokud ji potřebuji, jinak na mě prakticky nemá vliv. Možná si někdy vzpomenu na nějaký produkt, pokud ho v budoucnu budu potřebovat, ale nejsem ovlivnitelný tím způsobem, že si koupím věc, kterou nepotřebuji, jen proto, že má hezkou reklamu, slevu a dárek k tomu.”
- “Reklamy na sladkosti – dostanu na ně chut”
- “Reklama mne ovlivňuje neustále, avšak opačným způsobem. Pokud mne zasáhne reklama na cokoli, cíleně se této firmě/značce/produktu vyhýbám dokud si to

namatuji...[*the rest of the answer, related to the examples of an adveetising, is not mentioned in the work due to the inadmissible stylistics of the answer*]

- “Reklama na mě působí pejorativně, nesleduji.”

Answers of Russian respondents:

- “Чтобы отомстить за рекламу в интернете и по телевищору, я стараюсь выбирать те продукты, что не рекламируются.”
- “Я всегда стараюсь опсещать презентации новинок по бесплатным приглашениям. Люблю посмотреть на новинки, попробовать... потрачу кучу времени, но ничего не куплю – почему на меня не действует, не знаю.”
- “Я лучше установлю платную программу с блокировкой рекламы, чем буду смотреть рекламу. То же самое скажу про платные подписки на ютуб.”
- “Меня раздражают известные актеры, певцы, политики, которые продаются за рекламу. Не верю этой рекламе и она скорее отталкивает, чем продает.Сказать что-то о рекламе от других личностей – ничего не могу, не знаю, как она на меня влияет.”
- “Телевизионная реклама – точно нет. Реклама на радио – скорее тоже нет, но иногда к ней, хочешь не хочешь, а будешь прислушиваться. В интернете столько всякого мусора, что большую часть рекламы даже не замечаешь и сразу ее отсеиваешь, хотя там может и есть что-то стоящее.”
- “Меня пугает реклама, которая подбирается по твоим предыдущим запросам и вообще на основании всех твоих действий – покупок, поиска в интернете.. мне кажется, что даже прослушивают иногда)) на эту рекламу я однозначно обращаю внимание, так как чаще всего именно об этом я и думала до этого.”
- “Я верю в то, что хороший товар не нуждается в рекламе. Потому, когда я гуглю какой-то продукт – я никогда не перехожу на платные рекламные ссылки в начале списка.”

Source: own questionnaire survey, 2021