



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

YouTube is an American online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website, after Google Search. Wikipedia

the company main T-series channel on youtube primarily shows music videos as well as film trailers .it became the most - viewed Youtube channel in january 2017

its is biggest youtube channel in world and indian music record label " Music can change the world "believes in bringing world close together through its music.

Super Cassettes Industries Private Limited, doing business as T-Series, is an Indian music record label and film production company founded by Gulshan Kumar on 11 July 1982. It is primarily known for Hindi film soundtracks and Indi-pop music. Wikipedia

Millions of people enjoy YouTube videos every day. So is it any surprise that YouTube is a highly important place where brands can find influencers? Our list is loosely based on YouTube subscribers. Some of the most subscribed YouTube channels are not really suitable to be considered influencers for brands

The study results reveal that YouTube is very influential in young consumers' purchase behavior. The Youtubers' personalities: expertise and credibility are extremely influential; popularity and entertainment factor are very influential, and attractiveness is somewhat influential.



Persona's name
Short summary of the persona

It is what a person does to make something happen, to make something change or to keep things the same. Behaviour is a response to things that are happening: internally - thoughts and feelings, externally - the environment, including other people.

Behaviors play key roles in survival, long- and short-term health, and emotional and physical well-being. Some behaviors are instinctual, and others are conscious choices. Behaviors result from a complex interaction between genetics and the environment, and they include emotional and physical actions and reactions.

Not released as a single in the UK until 1975 (to support the greatest hits album, Shaved Fish), "Imagine" eventually spent four weeks at number one in January 1981, shortly after Lennon's murder.

Frequent users of YouTube have higher levels of loneliness, anxiety, and depression according to researchers from the Australian Institute for Suicide Research and Prevention (AISRAP)

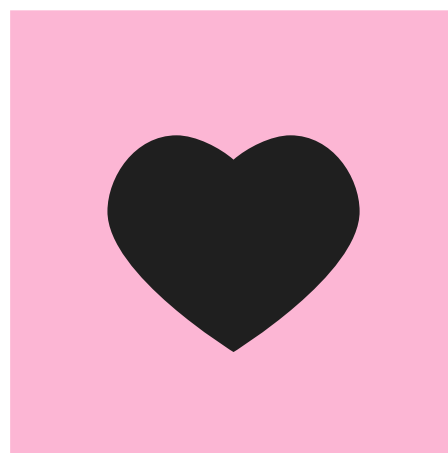
the response of other people, which is affected by their own physical factors, personal and emotional factors, life experiences, wants and needs.

physical factors - age, health, illness, pain, influence of a substance or medication



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?