

ONLINE MONEY MAKING AND THE BREACH OF BUSINESS ETHICS: YOUTHPRENEUR IN THE MAKING

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ABSTRACT

In the digital era, online money-making is becoming an option that individuals having an outstanding idea can create YouTube content and get paid. Though online money-making is becoming accessible, creating contents that satisfy ethical standards is one of the challenges content creators should bear in mind. Sometimes, contents created for the YouTube channel could instigate violence and snore unseen that causes much destruction. Thus, being ethical is vested on the content creator him/herself. To identify factors that could attract content viewers, researchers obtained data from 156 Ethiopian YouTube users through social media modality. The result revealed that the devoted content viewers are significantly influenced by the YouTubers' competency, while ethical practices and content-related matters have no significant effect on increasing devoted viewers. Because viewers are not discouraging provocative content, producing ethical content is vested on the shoulder of YouTupreneurs. The result implies that content creators need close supervision and training related to ethical content creations while receiving YouTube monetization.

Keywords: YouTubers, YouTupreneur, Techpreneurs, Ethical business practices, Online money making.

INTRODUCTION

While an entrepreneur is a person creating a business, entrepreneurship is the creation or extraction of value. Likewise, entrepreneurship is described as planning, creating, and operating a new business, which is usually started as micro and small. As explained by Allis (2018), entrepreneurship is ruled by the market forces known as supply and demand [1]. Rettig argued that revenue-generating is the most important criteria for a business. However, making money is not always a prerequisite for entrepreneurship that money may not be the priority in some cases. Instead, entrepreneurs always focus on innovative and problem-solving ideas, and these ideas, in turn, could pave the way for profit-making. Thus, entrepreneurs could make money while they are working to solve society's problems. In entrepreneurship, being ethical is one of the critical emphasis that the intersection of entrepreneurship and ethics is receiving significant attention [2].

In addition to the engagement of producing tangible items and providing them to the market, money-making is as easy as a click with the computer mouse in this digital era [3]. However, all the process of making money is not ethical that some moneymakers are blamed for their unethical practices and sickening messages. Thus, a more subtle approach is required to prevent unethical practices that could denounce others for the sake of increasing viewers and making money in the case of video content creation for YouTube.

Since its inception, YouTube has revolutionized the way people around the world share information, entertainment, education, and advertising [4]. Revenue at YouTube is also increasing year by year due to the trending advertisements [5]. Because YouTube is blamed for uploaded copyrighted materials, YouTube executives spent most of their time across conference tables with lawyers who worried about copyright violations. However, the platform is still accused of being sensitive to copyrighted videos rather than monitoring unethical videos that could disseminate false and provocative messages. According to their community guideline, "monitoring the news, social media, and user reports to detect new trends surrounding inappropriate content to address them before they can become a larger issue is being done in a combination of people and machine learning (YouTube, 2020). However, contents could stay on the website until a blame report is received.

Today, the content creators of YouTube have been in the spotlight of the development as they become the face of the platform. Every user on YouTube chooses who and what they want to watch that some video makers naturally gain more prominent followers than others [6]. Since the beginning of YouTube, scholars from a wide range of disciplines and critical perspectives have found YouTube useful as a source of educational materials, including examples and case studies [7].

Despite its importance in obtaining entertainment and other lessons from YouTube, the platform is blamed for its openness that the community guideline could overlook some contents and compromise the "negative" videos that might broadcast false and offensive messages. Contents that instigate violence are severe, especially in an unaware society that content monitoring is essential.

As a principle, entrepreneurs do not engage in illegal and unethical practices for the sake of getting money. Researchers assumed that content creators with the entire intention of money-making are not entrepreneurs that ethical practices are essential requirements of entrepreneurship. Therefore, the prime objective of the study is to analyze the effect of ethical practices on the devoted viewers and examining factors that could boost devoted viewers. In this study, individuals that created content to earn money are referred to as YouTupreneurs .

To monetize a YouTube channel, eligibility for the YouTube Partner Program is a requirement [8]. However, Ethiopia is not a member of the YouTube partnership program. Thus, all channels with a monetization plan are created in some other countries like the United States of America, the United Kingdom, Germany, Kenya, and others.

LITERATURE REVIEW

As stated in Turbo (2020), YouTubers can make anywhere from \$0.01 to \$0.03 per view with AdSense, based on factors such as the number of video views. Moreover, the YouTube channel will earn \$18 per 1000 ad views, equal to \$3-\$5 per 1000 video views on average (InfluencerMarketingHub, 2020). The source of money is an advertisement where advertising is flawlessly integrated into video content, unlike conventional advertising. Thus, money-making is not a headache to YouTubers as long as they can make content that attracts audiences. However, understanding the interest of stakeholders is essential that could lead content makers into an ethical dilemma. The four players at stake are content creators, viewers, YouTube, and

advertising companies [9]. Although YouTube has promoted democracy through the free expression of personal political views, it is also blamed that it has been used as a tool for political radicalization. Moreover, the platform has been criticized for its inadequately policing against false or misleading political content [10].

Though Ethiopia is not in the list of YouTube Partnership Program, there are an increasing number of "YouTupreneurs" and companies that are opening YouTube channels in other countries to generate income and to promote their goods and services. When there is no YouTube Partnership Program in a country, YouTubers could deceive the location of their operation as if they are based in some other eligible country. However, it could be considered fraud to say the content creator is somewhere he/she is not. Thus, YouTube could read I.P. addresses and may see the address change as an attempt to enter the YouTube Partnership Program by fraudulent means.

Ethical Practices

As Bragues explained it, the most remarkable ethical obligation for business is to allow individuals the ability to engage thoughtfully in the management of corporate affairs and to ponder the true meaning of things [6]. In terms of making money, all means are expected to be ethical. In making money and investment, Michelson, Wailes, Laan Van Der, and Frost suggested the importance of ethical practices in making money [11]. Thus, from an ethical viewpoint, money is 'real money' when it is ethically generated. As noted by Tang and Chiu (2003), the love of money is related to unethical behavior that it is the root of evil, while money is not evil by itself [12]. As the study suggested, when someone unnecessarily fall in love with money, wrongdoings could follow that every content maker should bear in mind. Sometimes, the content could instigate violence that could endanger the lives of many.

In Ethiopia, though the country is not partnering with YouTube, some of the diasporas have YouTube channels. Some use a sensitive topic, graphics, and even provocative messages to attract viewers and increase the video watch hour. Usually, content creators are blamed for their irresponsible content that emphasizes only money-making via viewer attraction. As content creators compete hard for viewers in these social media environments, some lose their confidence in the original promise of these platforms and turn to questionable content.

Entrepreneurs are known for their ethical practices that the importance of entrepreneurial ethics is known for the sustainability of operation and contribution to the global economy [2]. Most studies on ethics and entrepreneurship focus on the micro-level that emphasizes the entrepreneur. Thus, one of the qualities of an entrepreneur is being ethical while producing products and rendering services to customers.

Sometimes, entrepreneurs face circumstances in which plural norms, values, and virtues can clash unresolvedly. They may break moral rules and get condemnation while the same act could be praised due to the act is derived from the actions that members of the entrepreneurs are engaged. The ethical problems facing entrepreneurs cannot be presented in a static way that the decisions or judgments that they must make will shift the meaning so that what was wrong becomes right; what was wrong becomes true and what was forbidden becomes forgiven. Some forms of deception are allowed in recognized competitive circumstances (commercial or political), though unnecessary [13]. Moreover, Arend (2016) found that entrepreneurs break the rules and realize incredible benefits when breaking the rules more smartly [3]. The tendency to be subtle in rule-breaking conduct derives from earlier violation of the rules and responding to

constructive feedback more aggressively. However, the rule to be breached is usually procedural issues that are bureaucratic.

For YouTube content creation, one of the unique qualities that could be used to label the money maker as an entrepreneur is ethical and legal. Depending on the country where the content creator resides, legal issues could be resolved by the legal system of the country and the standard community policy of the platform. However, issues that cannot be addressed directly with the community standard or legal framework could still snore unseen. Thus, being ethical is vested on the content creator him/herself.

Snelson, Rice, and Wyzard identified the ethical/legal element in video-sharing technologies (particularly YouTube) as one of the research priorities that shows how sensitive audiences could be. While creating and sharing videos to platforms, ethical considerations are crucial areas audiences and academia expect. While making a video, YouTupreneur can figure out an effective YouTube strategy to build the brand, promote products, and find new customers [14]. However, in doing all these activities, ethics is still an essential element. Online video contents are not always violent and unethical. For example, in the content analysis conducted by Weaver, on most viewed and rated 2520 YouTube videos, less violence was witnessed for YouTube videos than videos broadcasted on television).

Ethical practices can be expressed in many forms, and gratitude is one of the crucial attributes that attract viewers to the content. Appreciating viewers is a vital sign that the content creator should praise viewers. As it is stated in the book chapter written by Roberts (2004), the experience of gratitude mitigates against aversive experiences such as resentment, envy, and regret [14]. Thus, appreciation is essential for content creators to motivate viewers to continue watching. Stephanie, Dora, Eli, and Folse (2017) also found that salesperson prosocial behaviors account for the positive association between salesperson and customer appreciation that, in turn, could positively influence the purchasing decision of customers. Thus, appreciation is one of the motivational factors for content creators to use it as a mechanism to motivate content viewers to engage in the click and watch, click the notification bell, and remain a fanatic viewer. In addition to appreciating viewers, integrity and disseminating factual message is essential. For business persons and managers at all levels, ethical decision-making and integrity are essential attributes, especially in today's fast-changing global society [15]. The consistency of being truthful and possessing clear moral standards is one of the ethical qualities of the content creator.

Though ethical practices could be considered as one of the criteria to buy goods and services for conscious buyer, the case could be different in a virtual public sphere that unverified and unethical messages could be uploaded. As a result of the accessibility, speed, and immediacy of the internet, information authentication can be undermined when video bloggers fight for publicity by uploading these videos before checking the accuracy [16]. Thus, disseminating ethical and cherubic messages is vested on the shoulder of the content creator that viewers could sometimes prefer to watch provocative content in polarized political systems. Thus, the tone of the message transmitted matters for the viewers. Hence, cherubic messages should always be at stake for YouTupreneurs in creating and uploading content to the platform.

Striking Content

To boost devoted viewers, content creators use different mechanisms. Because it is essential to attract customers, content naming and related issues are core research challenges in the associated research areas [17]. When an entrepreneur assigns a name to something, he/she

anchor the item or service in the minds of his/her customers and provide the brand's inner workings with depth [18]. Thus, giving an attractive title/name for the product would fascinate customers to buy or at least think of buying. The product naming strategy is how to create brand recognition, an item, or a deal at a time. In the same perfunctory, contents that are labeled attractive could instigate viewers to watch the content, which could enhance the number of watch hours.

In addition to the name of the content, an attractive photo and graphics cover could be essential to induce viewers and boost the watch time. As it is explained by Kohli & LaBahn (1997), brands with good images can influence the preference of buyers and monitor the premium on the marketplace [19]. A study conducted by Liikkanen & Salovaara revealed that different contents might attract more views, yet the interaction differences could be infinitesimal. Moreover, the time of release for the message could affect the number of viewers. Because contents are uploaded from different locations with different time zone, real-time hot topic detection is essential. As noted by Deng, Yan, Sang, and Xu (2015), the hot topics that users are currently following are extracted from users' profiles, and the time-aware video recommendation is ranked using the profile on YouTube and other social media [15]. The time of release, along with the attractive cover and name, is vital to invite potential viewers. Thus, content creators are supposed to be creative and competent in attracting viewers with striking content. As it is documented by Selame and Koukos (2010), modeling a package in the context of a broader branding program increases sales, boosts customer recognition, encourages loyalty, and increases the potential to market similar goods. Thus, branding and packaging the content to attract the attention of viewers could increase the devoted viewers [20].

YouTubers' Competency

Entrepreneurs are importantly required to enhance their competency to be effective in creating attractive contents. Entrepreneurs' competency could have many attributes, and persuasion, persistence, and risk-taking are the most mentioned attributes [21]. Generally speaking, entrepreneurs' competency has a significant effect on businesses. In the same token, researchers expected the significant positive effect of YouTupreneurs competency on the devoted viewers. In summary, factors that could boost the number of devoted content viewers are reviewed in terms of ethical, competency, and content-related issues.

Dedicated viewers

One of the aims of YouTupreneur in creating content is increasing the viewers' engagement that could, in turn, increase the monetization. Contents could be monetized when ads are trending on the video, and viewers are watching. To increase viewers, content creators could follow different strategies that can engage audiences. A viewer is said to be engaged when he/she is watching the advertisement trending on the content for more than 30 seconds. According to Lawrence, YouTube video views can be improved when people click on the video when it appears on YouTube, when they click a notification bell to receive new uploads, and when they watch the content. Thus, devoted content viewers could be characterized by those individuals who click the video, the notification bell, and keep on watching the video for some time.

According to Cheng, Dale, and Liu (2007), YouTube videos have noticeably different statistics than traditional streaming videos, ranging from the length and access pattern to their

active life span, ratings, and comments [10]. Google Trends' YouTube Search feature and tracking of current YouTube views for similar content can help guide topics in creating video content. The applications of tools are detailed to show how to select relevant YouTube topics with viral appeal and extend the reach of Extension programming [22]. The feedbacks obtained from viewers could encourage or discourage the content creator based on the contents and messages of the feedback. However, the potential of such social features associated with shared content remains unexplored, and thus, further studies are required. As explained by Chelaru, Orellana-Rodriguez, and Altingovde (2014), incorporating social features is a promising approach for improving retrieval performance for both types of queries [8]. The strongest predictor for liking and disliking videos was the relaxing entertainment motive; commenting being strongly predicted by social interaction motive; and sharing being strongly predicted by information giving motive. Therefore, YouTube content creators can adjust themselves when they are making a video to seek out the attention of participants. According to Tran (2020), content creators build an authentic relationship with viewers and the community at large when they do it right [15]. However, when they do it wrong, they will leave the audience frustrated and dissatisfied. In response to these doing right and doing wrong, the reaction of viewers in terms of likes and dislikes, shares, comments, and subscriptions could be varied. Thus, creators could keep their eyes on the YouTube analysis to get the most out of the YouTube channel and increase viewers' engagement. McRoberts, Bonsignore, Peyton, and Yarosh (2016) found that most content creators are aware and actively engaged with their imaginary or real audiences on YouTube and surpass expectations. Thus, knowing viewers' bated breath is essential to create customized content [23].

As it is noted by Chen, Wu, and Yoon (2004), firms began to invest in creating a virtual community that enables consumers to share their opinions that could help in increasing sales [24]. In the same manner, content creators could be receptive to the comments and reactions of viewers. In the business environment, firms gain competitive advantages over their rivalry because of working more closely with their target customers [25]. Thus, knowing the content viewers and produce a tailored content that fits their interest is paramount essential to increase the number of viewers. However, this sounds moral if viewers' interest is healthy and just.

In generating money, the most critical issues the content creator must bear in mind is the impact of the video content on another person, the community, or some other companies. Sometimes, these issues could be monitored by the YouTube team with the help of machine learning. However, actions from the YouTube team are taken on a reactive basis, probably after the destruction has already happened. Thus, it is essential to emphasize that the ethical aspect of the content is entrusted on the shoulder of the content creator. Therefore, it is the responsibility of the YouTupreneur to make sure that the contents comply with legal and ethical standards.

Based on the literature reviewed, the conceptual framework is sketched. In the framework, it is shown that devoted content viewers could be influenced by ethical practices, content-wise matters, and YouTubers' competency. The relationships of variables in the framework are tested based on the structural equation model.

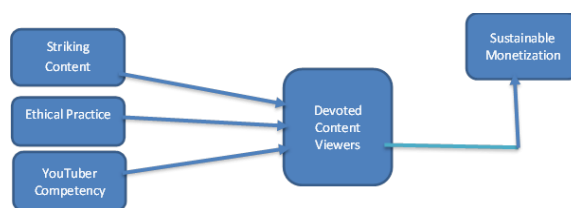


FIGURE 1 CONCEPTUAL FRAMEWORK

The Objective of the Study

Some of the objectives addressed by the study are;

- To identify factors that affect the number of devoted viewers.
- To analyze the effect of ethical practices on boosting the devoted viewers.
- To examine the effect of striking content on the devoted viewers.

MATERIALS AND METHODS

To achieve the objectives, researchers distributed a structured questionnaire to respondents through social media platforms and collected data from 156 Ethiopian respondents. The questionnaire was prepared in the google form and shared with different social media platforms like Telegram and other social media platforms. The validity and reliability of the data were checked ahead of further analysis. After doing the preliminary analysis like cleaning, editing, and categorizing data from the questionnaire, researchers conducted Exploratory Factor Analysis and Confirmatory Factor Analysis.

To do the factor analysis, researchers considered the Principal Component Analysis method of extraction and a rotation method of Varimax with Kaiser Normalization, as suggested by (Armstrong and Soelberg, 1968) [4]. The favorability of the data was checked in terms of KMO. The Barlett Test of Sphericity (BTS) and Kaiser-Meyer-Olkin (KMO) test of appropriateness were applied to pledge the use of exploratory factor analysis. The results of the BTS and KMO indicated the appropriateness of the data for factor analysis. The KMO is 0.638, which indicates the sample adequacy considering the cutoff point of greater or equal to 0. Besides, Bartlett's test of Sphericity is significant, which indicates the feasibility of factor analysis with the data [26].

Table 1 KMO AND BARTLETT'S TEST		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.638
Bartlett's Test of Sphericity	Approx. Chi-Square	1042.21
	df	91
	Sig.	0

After checking the factorability of the data, researchers crisscross the total variances explained by the Exploratory factor analysis with an eigenvalue greater than one. Consequently,

four factors (components) were identified, and the total variance explained by the model is 69.014%.

Table 2
TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.075	21.964	21.964	3.075	21.964	21.964	2.67	19.074	19.074
2	2.705	19.324	41.288	2.705	19.324	41.288	2.569	18.353	37.427
3	2.126	15.189	56.476	2.126	15.189	56.476	2.252	16.088	53.514
4	1.755	12.538	69.014	1.755	12.538	69.014	2.17	15.499	69.014

RESULTS AND DISCUSSION

To start the result and discussion with descriptive analysis, researchers produced a descriptive analysis table for the variables used in the study as shown in Table 3.

Table 3
DESCRIPTIVE ANALYSIS

	N	Mean	Std. Deviation
Click Notification Bell	156	3.27	1.144
Fanatic Watcher	156	3.02	1.375
Click and Watch	156	3.65	0.886
RiskTaking	156	3.98	0.954
Persistence	156	3.93	1.023
Persuasive	156	3.73	1.097
Attractive Title	156	3.81	0.949
Attractive Photo	156	3.71	0.977
Time of Release	156	3.92	0.93
Integrity	156	3.52	1.025
Cherubic Messages	156	3.58	0.95

Appreciation	156	3.61	0.961
Honor	156	3.19	1.125
Selective Watching	156	3.73	1.109
Valid N (list wise)	156		

As shown in the descriptive analysis table, the maximum mean score is 3.98, while the minimum mean score is 3.02 for risk-taking and fanatic watcher, respectively. Overall, the mean score of the measured variables is 3.62. To further analyze factors that affect viewers' dedication that could, in turn, contribute to the monetization of the content, factor analysis is conducted.

To get a clean pattern matrix for the factor analysis and identify the most strong factors, researchers decided on the minimum factor loading. Accordingly, those variables with factor loading lower than 0.5 are suppressed and did not appear in a clean pattern matrix. Moreover, the principal component analysis method with an eigenvalue greater than one has resulted in four factors. From the total 14 measured variables, 12 variables are found to have strong loading. Variables with relatively higher loading are shown in the clean pattern matrix table (Table 4).

Table 4 DESCRIPTIVE ANALYSIS				
Variables	Component			
	Ethical Values	Striking Content	YouTuber Competency	Dedicated Viewers
Appreciation	0.927			
Cherubic Messages	0.91			
Integrity	0.865			
Time of Release		0.932		
Attractive Photo		0.901		
Attractive Title		0.889		
Persistence			0.873	
Risk Taking			0.827	
Persuasive			0.622	
Honor				
Selective Watching				
Click and Watch				0.791
Click Notification Bell				0.789
Fanatic Watcher				0.763

Using the Exploratory Factor Analysis technique, 14 variables stated in the survey questionnaire are grouped into four factors/components based on the eigenvalue. These

components are named ethical values that constituted appreciation, cherubic messages, and integrity; striking content with measured variables of time of release, attractive photo, and attractive name; and YouTuber competency that encompasses persistence, risk-taking, and persuasive. Moreover, dedicated viewers are measured with attributes like click and watch, click the notification bell and fanatic watchers. All the measured variables grouped under four components according to their loading are shown in Figure 2 and Table 4.

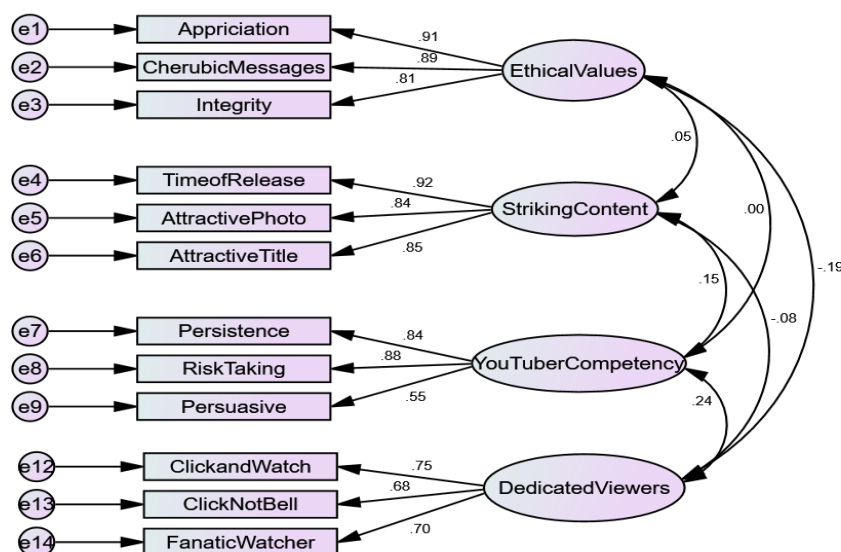


FIGURE 2

CONFIRMATORY FACTOR ANALYSIS

The researchers observed convergent and discriminant validity, as evidenced by AVE greater than 0.50 (convergent validity) and the square root of AVE greater than correlations (discriminant validity). Besides, the reliability was evidenced by the Critical Ratio (C.R.) value greater than 0.70. Therefore, the master validity obtained from the Amos software version 22 plugin indicated no validity concern, as shown in Table 5 [27-38].

Table 4
DESCRIPTIVE ANALYSIS

	CR	AVE	MSV	MaxR(H)	Ethical values	Striking content	YouTuber competency	Dedicated viewers
Ethical Values	0.905	0.762	0.035	0.915	0.873			
Striking Content	0.903	0.757	0.022	0.913	0.052	0.870		
YouTuber Competency	0.809	0.594	0.056	0.862	-0.002	0.149	0.771	
Dedicated Viewers	0.753	0.504	0.056	0.756	-0.186	-0.075	0.236	0.710

Moreover, the model fit is tested in terms of minimum discrepancy (CMIN) divided by its degrees of freedom (CMIN/DF), Comparative Fit Index (CFI), Standardized Root Mean Square Residual (SRMR), The Root Mean Square Error of Approximation (RMSEA), and P of Close Fit (Pclose) known as a close-fitting model. Taking the help of the Amos plugin, the model fit is acceptable that the data can be used for Structural Equation Modeling [38-42].

After checking the validity and reliability of data in the CFA, the researchers conducted a structural equation model to analyze the effect of the three latent variables (ethical values, striking content, and YouTuber Competency) on the endogenous latent variable (Dedicated viewers) as shown in the causal model on Figure 3.

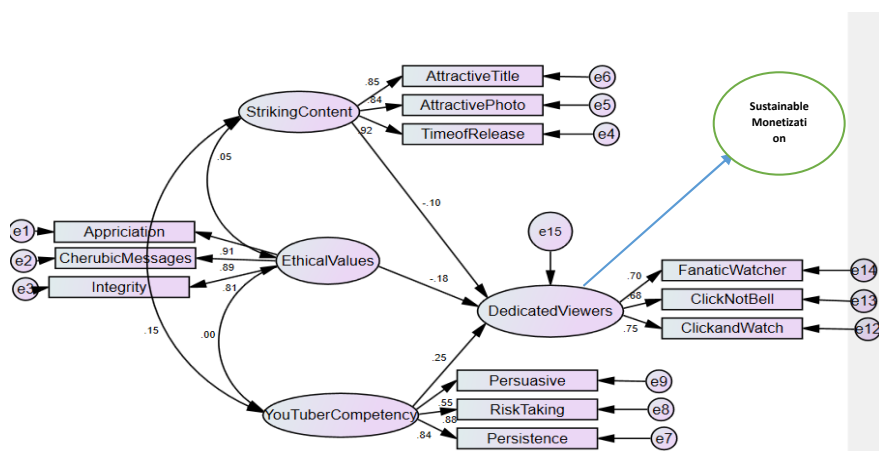


FIGURE 3
CAUSAL MODEL

As shown in the causal model, researchers tested the sketched conceptual framework, whether striking content, ethical values, and YouTuber competency affect viewers' dedication. To do so, dedicated viewer is treated as a dependent variable that was assumed to depend on the independent variables (striking Content, Ethical values, and YouTuber competency). Each latent variable is expressed in terms of respective measured variables that the validity was shown in the loading obtained from the Exploratory factor analysis. When the content creator is able to get dedicated viewers (those who enthusiastically click the video and watch, click notification bell not to miss the upcoming content, and passionately wait for the upcoming content), a better watch hour is expected. Thus, researchers added another imaginary variable with a circle connected with dedicated viewers to indicate the ultimate target of the YouTupreneur, as shown in Figure 3. The hypothetical variable implies that monetization continues when the content creator can create contents that can increase dedicated viewers.

Table 6 REGRESSION WEIGHTS							
			Estimate		S.E.	C.R.	P
			Standardized	Unstandardized			
Dedicated Viewers	←	Striking Content	-0.103	-0.080	0.074	-1.082	0.279
Dedicated Viewers	←	Ethical Values	-0.180	-0.137	0.072	-1.898	0.058
Dedicated Viewers	←	YouTuber Competency	0.251	0.195	0.078	2.494	0.013

As shown in the regression weights table, standardized and unstandardized coefficients are discussed. Researchers displayed unstandardized estimates to denote the change in the dependent variable with a unit increment in the independent variable. However, the standardized estimate is used to compare the impact of independent variables on the dependent variable. Therefore, the authors used both estimations for different purposes.

The unstandardized coefficient of striking content on dedicated viewers is -0.080, and it represents the partial effect of striking content on dedicated viewers, keeping other variables constant. The estimated negative sign implies that such an effect is negative that dedicated viewers would decrease by 0.080 for each unit increase in striking content. However, the coefficient value is not significant at a 5% level. The theoretical interpretation is that the variable dedicated viewer is not influenced by the striking content elements like an attractive photo, attractive title, and time of release.

The unstandardized coefficient of ethical values concerning dedicated viewers is -0.137. This coefficient value represents the partial impact of ethical values on dedicated viewers. The estimated negative sign also implies that such effect is negative that dedicated viewers would decrease by 0.137 for every unit increase in ethical values. Nonetheless, this coefficient value is not significant at the 5% level. Additionally, it is shown that the unstandardized coefficient of YouTuber Competency on dedicated viewers is 0.195 that represents the partial effect of the content creator competency on dedicated viewers, holding other path variables constant. The estimated positive sign implies that such an effect is positive that dedicated viewers would increase by 0.195 for every unit increase in YouTuber Competency. This coefficient value is significant at the 5% level [43].

Based on the Standardized coefficient, the effect of the YouTuber Competency on dedicated viewers (0.251) is the only positive and significant path in the causal model that the coefficients of other variables are negative and insignificant.

CONCLUSION

Making money via YouTube channel is becoming a lucrative business idea individuals could consider that online money making is untapped potential in countries where skilled but

unemployed individuals are rampant. Thus, YouTube could be one of the potential money-making platforms that entrepreneur minded people could consider. In taking this money-making as a viable option, YouTubepreneur should bear in mind that their financial gain will sustain as long as they are doing good in viewers' engagement. The result revealed that the effect of the YouTube Competency on dedicated viewers is the only positive and significant path in the causal model that the coefficients of other variables are negative and insignificant. Thus, YouTubepreneurs are advised to consider upgrading their competency as competency is witnessed as a significant factor in increasing dedicated viewers. Moreover, being ethical is mainly vested on the shoulder of content creators that solidification training related to ethical practices in content creation is essential. Thus, consultants can take the initiative to equip content creators with the required skills and knowledge. Compared with existing literature, this finding concurs with the research finding publicized about the effect of competency. However, content-related matters and ethical issues are not significant factors to influence the number of viewers. As there is limited research in this area, further studies are required to fill the existing literature gap.

Moreover, the YouTube Partnership Program is a mandatory requirement for monetization that governments that do not establish a YouTube partnership program are suggested to participate in the program *via* enacting related regulations to assist their fellow citizens.

DECLARATIONS

Availability of Data and Material

Data for the study was collected using online survey from YouTube channel viewers in Ethiopia.

Conflict of interests

Authors have no competing interest that all the data and analysis is done by them. Moreover, no copyrighted material is used without citing and acknowledging the owner.

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