

Comparing The Online Video Review and Written Review on Increasing Intention to Purchase

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Abstract

Purpose: The growth of e-commerce and rapid technological development have prompted changes in business actors in marketing products and consumers when buying a product. To convince potential buyers, reviews of a product are essential, likewise, to convince the prospective consumer.

Research methodology: This study used an experimental approach to test the effectiveness of product reviews in the form of videos or writings on increasing purchase intentions. The experiments were conducted with 118 students selected from the population. A simple randomized participant design was used.

Results: The experimental results show a significant increase in purchase intention for consumers who see reviews of cosmetic products in videos and writing. There is no significant difference between the use of reviews in the form of videos and writing on purchase intentions.

Contribution: This means that the use of reviews on a product using both video and written media is equally effective in arousing potential customers to buy a product as long as information clarity is described in the review. Practically, these findings form the basis for business people to take advantage of reviews in marketing their products.

Keywords: video review, online purchase, intention to purchase

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1. Introduction

Along with rapid technological developments, the behavior of marketing products has also become increasingly varied and developed. Many market actors use social media and promotions at various online product sales centers (Nayma, Ratul, & Rahman, 2023; Novanda, 2023; Roy, 2023); the value of the product also contribute to the purchase behavior (Latriany, Sulistiobudi, & Sulastiana, 2021). Even now, social commerce is starting to be known as a platform that focuses on sales that prioritize customer needs and social interaction so that it could be differentiated from traditional e-commerce that only focuses on selling products with information provided by sellers (Chen, Lu, Wang, & Pan, 2019; S Suharto, Suyanto, & Suwanto, 2022).

One way to promote products is through online review. Reviews using this method are important for determining consumers' purchasing decisions (Sun, 2012). Therefore, it allows consumers to gather information about other consumers' opinions on a product so that they are more familiar with the product's quality before buying it (Wang, Wang, Zhang, & Zhang, 2019). The widely used review method usually takes advantage of clouts from influencers or celebrities on social media or blog users who upload in either written or audiovisual forms. In this research, Chen et al. (2019) suggested that

recommendations from colleagues or bloggers' reviews have a more significant effect on consumer buying behavior than the information sellers convey.

This review reflects the social consensus that consumers must choose and buy a product online. In a review, a potential buyer will obtain a clearer picture of the item they notice. When looking at product reviews, potential buyers compare the number of positive and negative product reviews (S Suharto & Yuliansyah, 2023; Yang, Sarathy, & Lee, 2016). Moreover, this study also stated that prospective consumers will interpret the level of risk in purchasing a product so that they feel that they have nothing to lose when purchasing a product, which then determines the decision to repurchase the product. This research also began to develop by further examining the platforms used to provide product reviews, starting from YouTube videos to blogs and product reviews on every e-commerce website.

Based on research results from Bi, Zhang, and Ha (2019) on 282 students in America, it stated that in the current era, sharing information through video channels, such as what *YouTubers* usually do when reviewing a product, is very valuable. This behavior can be an effective way to promote the brand of the product. In addition, this video media is suitable for Generation Y (Duffett, 2020). Balakrishnan and Manickavasagam (2017) conclude that many studies have considered videos in growth markets, namely, the United States, the West, and Europe. In contrast, similar studies need to be carried out in emerging countries due to the rapid penetration of social media.

Short-form mobile videos encompassing applications such as Instagram, Snapchat, TikTok, and YouTube Short empower users to create, edit, upload, and share brief video content. Users on these platforms not only have the ability to craft and share their videos but can also engage by viewing, commenting on, sharing, and liking content created by others. Users generate many of these videos to express their thoughts and personal experiences with products, constituting what is commonly known as product review videos or video-based e-word-of-mouth (e-WOM). These videos provide comprehensive product information, are presented vividly, and enriched with deeper emotional connections, setting them apart from other forms of online reviews. The growing potential business value of vWOMs has attracted increasing attention.

Electronic word of mouth (eWOM) encompasses information from potential, current, or past customers regarding a product or company through the Internet. This information can include customers' statements and posts shared or forwarded by retailers or other sources, reaching a broad audience (X. Hu & Ha, 2015; Suharto Suharto & Hoti, 2023). Previous research has identified various formats of eWOM, such as online text, picture, and video reviews (Moisescu, Dan, & Gică, 2022). As short video platforms have gained global popularity, consumers have become increasingly engaged in eWOM by expressing their thoughts and experiences with products and services on these platforms (Tobon & García-Madariaga, 2021). Video-based eWOM (vWOM) has attracted significant attention in digital marketing. Nevertheless, there has been limited empirical exploration of how consumers interpret these various way to reviews (text and video reviews) and the subsequent impact on their intention to make a purchase.

Indonesia, as an emerging country, has a very prevalent type of social media, and much research has been conducted on product reviews. These studies state that the use of reviews is effective in determining a person's purchasing decisions, especially for online, social media, or e-commerce purchases (Kuswanto & Vikaliana, 2020; Putri & Wandebori, 2016; Sudjarmika, 2017).

However, the available reviews from business people are not only in the form of videos but also in written form. This can be found on product websites, e-Commerce, blogs, and social media. Several studies have found that written reviews can be very helpful for potential buyers (M. Li, Huang, Tan, & Wei, 2013; Singh et al., 2017). With written reviews, buyers can obtain an honest view of a product's description to determine whether the product is as expected. Ghose and Ipeirotis (2010) stated that written reviews are susceptible to fallacy in writing, subjectivity, and readability by potential consumers, which could affect an item's sales rate.

Online reviews can also affect trust and credibility. Positive online reviews build trust and credibility in a product or service. Reviews provide feedback on the product performance, quality, and features. This information is valuable to potential buyers, as it helps them assess whether a product meets their specific needs and expectations. When potential consumers see that others have had positive experiences, they are more likely to trust the product or brand, increasing their intention to buy (Kusumasondjaja, Shanka, & Marchegiani, 2012)

Furthermore, based on 1978 data from Chaiken and Eagly, messages that are easy to understand are more persuasive through video, while messages that are difficult to understand are more persuasive when given through writing. Based on these results, Myers (2010) speculated that the communication channels for persuasive success are face-to-face, video, audio, and writing. Other studies also state that admired communicators are more persuasive when conveying messages through video and audio, but less admired communicators are more compelling when communicating messages through writing (Eagly & Chaiken, 1993).

Based on a thorough examination of the existing literature, it is evident that online purchase intention has frequently been chosen as the fundamental factor in the study of purchasing behavior. Existing literature suggests that intention can be a primary predictor of any behavior, as established by Fishbein and Ajzen (2011). Consequently, this study adopts online purchase intention as the primary precursor to online retail purchase behavior. Hence, this study aims to find the most significant technique (written review or video online review) to enhance consumers' purchase intentions.

2. Literature Review

2.1. E-WoM

Electronic word of mouth (eWOM) refers to all positive and negative statements made by previous, potential, or current customers about a business's products or company. These statements are accessible to the general public and institutions and disseminated via the Internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). E-WoM can be performed in different ways, such as through written and video reviews. Internet users express their viewpoints and provide reviews through written texts, images, videos, or various applications. The Internet provides users with a convenient and readily accessible platform to consume and easily create content. Furthermore, users have been introduced to more user-friendly platforms for sharing consumer opinions through the emergence of new social networking sites and applications.

2.2. Purchase Intention

Purchase intentions serve as a valuable tool for evaluating the implementation of a new distribution channel, aiding managers in determining whether the concept warrants further development and in making decisions regarding which geographic markets and consumer segments are targeted through this channel (Morwitz, Steckel, & Gupta, 2007). Their significance stems from the fact that intentions are widely regarded as primary predictors of actual behavior.

Intention is the likelihood or readiness of an individual to engage in a specific behavior (Ajzen, Joyce, Sheikh, & Cote, 2011). His Theory of Planned Behavior (TPB) discusses this concept. The TPB extends the Theory of Reasoned Action (TRA) related to social psychology because it assumes that humans are logical and systematic in using information. In TPB, Ajzen suggests that, in addition to attitudes toward a specific behavior and subjective norms regarding it, individuals also consider their ability to perform that behavior. This theory posits that a person's intention is determined by three factors: attitude toward the behavior, subjective norms related to participating in the behavior, and perceived behavioral control (Ajzen, 1991). These three determinants can be used to predict the emergence of behavior within an individual. The nature of these three determinants varies; therefore, they are not the same for every individual. When these three determinants are strong, the resulting intention is also stronger, thus increasing the likelihood of the behavior occurring. Intention comprises of four main elements: action, target, time, and context. The more elements that can be identified, the more specific and measurable the displayed behavior will be.

2.3. The Linkage Among Online Video, Online Written Review to Purchase Intention

The impact of online reviews on purchase intention is substantial and plays a crucial role in the consumer decision-making process. Positive reviews foster trust and credibility and provide social proof that influences potential buyers. These reviews offer insights into user experiences, contribute to the perceived value of a product, and serve as valuable decision-making tools. Feedback on product performance, both positive and negative, helps consumers to assess whether a product meets their needs. Additionally, the frequency and recency of reviews, along with how a company handles negative feedback, contribute to the overall influence of online reviews on purchasing behavior. Online reviews serve as a digital form of word-of-mouth marketing, impacting trust, credibility, and decision-making in the online marketplace (Solomon, 2017).

Dual-process theories are commonly employed to explore how influential processes shape consumer perceptions and behaviors, including purchase intention. The Elaboration Likelihood Model (ELM) suggests that attitude change can occur through two routes of influence: the central and peripheral routes. These routes vary in the level of thoughtful processing or "elaboration." Those following the central route engage in critical thinking about issue-related arguments, carefully assessing the merits and relevance of these arguments before forming an attitude toward the advertisement or product (Chaiken & Trope, 1999). Conversely, individuals taking the peripheral route expend less cognitive effort, relying on shortcuts such as the number of arguments and the physical attractiveness of endorsers when shaping their attitudes. ELM also posits that attitude change induced through the central route tends to be more enduring and predictive of behavior than changes induced through the peripheral route. This is because the main route involves the deliberate and thoughtful consideration of relevant arguments (Petty & Cacioppo, 1986).

Previous research indicates that online review video platforms serve as optimal channels for electronic word-of-mouth (eWOM) of products. This is attributed to the perception that product review videos on these platforms possess greater authenticity and persuasive power than other forms of communication such as written reviews (Agrawal & Mittal, 2022). In addition, previous studies have been conducted using survey methods. This study implemented an experimental design considering it the most promising for internal validity, which pertains to the degree to which the observed effects can be ascribed to the manipulated variable.

Consequently, examining purchase intentions is of paramount importance to the success of any online retailer. In this study, we investigated purchase intention as a pivotal variable.

Based on the explanation above, this study attempts to compare the effectiveness of using reviews in the form of videos and writing on online purchase intentions. Therefore, the proposed hypothesis is as follows:

1. Product reviews in the form of videos have a significant effect on purchase intention
2. Product reviews in the form of writing have a significant effect on purchase intention
3. Product reviews in the form of videos are more effective in determining purchase intentions than reviews in the form of writing.

3. Research Methodology

3.1. Research Participants

The study population was students from a public university in Indonesia. The sample characteristics must be met, such as

1. Students who had the same relative needs for the product would be used as a context in giving treatments
2. Customed to use reviews before buying the product.
3. Had been willing to participate in research

We employed a simple randomized sampling technique, which is a type of probability sampling method. Using this method, researchers give every member of the population an equal opportunity to become a

part of the sample. A total of 118 participants were placed into different groups (36 participants in each group).

2.2. Research Design

The research approach used in this study was experimental. Experimental research is a scientific method for exploring the cause-and-effect relationship between variables. In this approach, researchers manipulate an independent variable to observe its impact on a dependent variable, while maintaining control over extraneous factors. This approach was chosen because the researcher wanted to identify the results of factor variations in a variable (Goodwin, 2010). The research design used was the *simple randomized participant design*, which is a research design where each participant is assigned to each group (the control group and several experimental groups), and each group is given a different treatment (Christensen, 2004).

The independent variable in this study is giving product reviews in both written and video forms, while the dependent variable is the intention to buy the product. In addition, the confounding variables that researchers can control are as follows:

1. Product similarity is the context of the review. Products were selected based on products that are frequently purchased by the study population, namely *lip matte*
2. Product name: *lip matte* name that is not on the market is chosen to minimize judgment bias
3. Standardization of instruction between groups of participants
4. Characteristics of participants
5. Standardization of measuring instruments to measure purchase intention

The variation in the form of treatment in this study is the type of variable, particularly by varying the variables studied (Christensen, 2004). In this case, the variable in question is an independent variable or a product review. Two experimental groups were administered treatment and one control group did not receive any treatment. The groups are:

1. The experimental group 1 was given a treatment in the form of a written product reviews
2. The experimental group 2 was given a treatment in the form of product reviews in the form of videos,
3. The control group did not undergo any treatment.

Control Group

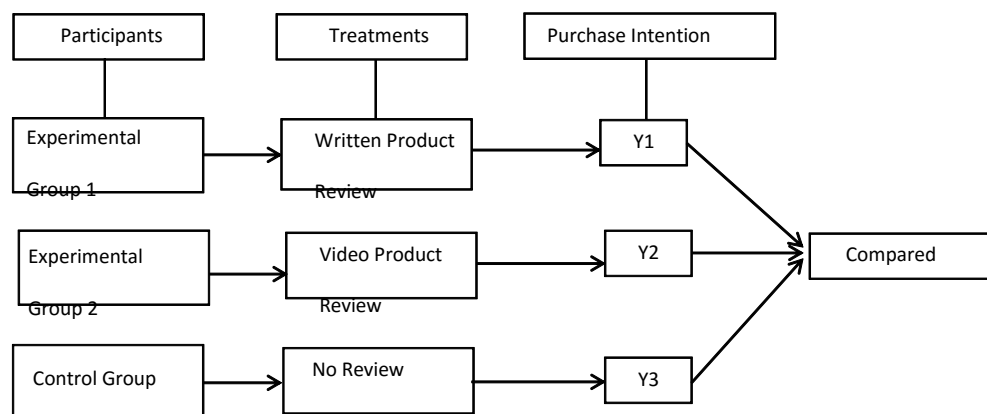


Figure 1: Diagram of Research Design

This research used a sampling technique in the form of *simple random sampling*, which is a type of probability sampling wherein, selecting a sample, the researcher gives equal opportunity to each member of the population to become the sample member (Lohr, 2019). The following steps were used to obtain samples:

1. The researcher determined the context of the product to be used in the treatment, namely, lip gloss or lip-matte products.

2. Based on matters related to the product, participant recruitment was open. The participants were recruited from a population with predetermined characteristics.
3. A list of potential participants who were willing to participate and had appropriate characteristics was selected using a random number table to determine the research participants.
4. The selected prospective participants were then contacted for an explanation of informed consent, which also included procedures for collecting research data.
5. Based on these results, the sample obtained based on these characteristics included 118 people.

2.3. Measurement Tools

The main measurement tool used in this research was the intention measurement tool, which was developed based on the *Constructing a Theory of Planned Behavior Questionnaire* from Ajzen (2006). Answer choices were made using a Likert Scale of 1 to 5 (Strongly Disagree – Strongly Agree). Purchase intention was determined using a measurement technique that provided direct statements regarding purchase intention. This intention item consists of three items that have been adapted to the research context for lipmate products (cosmetics). An example of an item is "*I will buy a VAL lipmate product*". This measuring tool was used to calculate the reliability (0.874) based on Seno (2019).

2.4. Research Procedures

The research was conducted in lab J on the 2nd floor of Building 2, Faculty of Psychology, Padjadjaran University. Participants were divided into three groups: experimental group 1, experimental group 2, and the control group.

Experimental Group 1

- a. The participants were invited to enter the room.
- b. The experimenters introduced themselves and explained the purpose of the study.
- c. Participants filled out the research willingness sheet.
- d. The experimenter provided instructions in the form of an explanation of the given task.
- e. The experimenter gave a sheet of paper containing written reviews of the lip-matte products.
- f. The experimenter gave the participants time to read their written reviews.
- g. The experimenter asked the participants to put a written review sheet under the chair and gave the paper a purchase intention questionnaire.
- h. The participants completed a purchase intention questionnaire.

Experimental Group 2

- a. The participants were invited to enter the room.
- b. The experimenter introduced the participants and explained the purpose of the research.
- c. Participants filled out the research willingness sheet.
- d. The experimenter provided instructions as an explanation of the given task.
- e. The experimenter presented a video containing a review of the lip-matte products.
- f. The experimenter gave the participants time to watch the video.
- g. The experimenter gave a paper on the purchase intention questionnaire after the video was finished.
- h. The participants completed a purchase intention questionnaire.

Control Group

- a. The participants were invited to enter the room.
- b. The experimenters introduced themselves and explained the purpose of the study.
- c. Participants filled out the research willingness sheet.
- d. The experimenter provided instructions as an explanation of the given task.
- e. The experimenter showed a picture of the lipmatte product.
- f. The experimenter gave little explanation of the lip-matte product.
- g. The experimenter gave the paper of purchase intention questionnaire
- h. Participants completed a purchase intention questionnaire that had been given.

2.5. Data Analysis Procedures

The data analysis technique used in measuring this study was the Independent *Kruskal-Wallis k-Sample Test* because the sample used in this study was divided into three independent groups consisting of

different participants. Suppose it was found that there was at least one difference between the three groups; a follow-up test was carried out using the *Mann-Whitney test*. Data analysis was performed using the SPSS 26.

4. Results and Discussions

4.1. Result

The results of the descriptive analysis of the overall data from the three groups of participants (N = 118) showed that the average value given to the product was 25.78 (SD = 3.92), with a maximum value of 33 and a minimum value of only 19. The researchers also calculated the average score for each group of participants. The highest average value was found in experimental group 1 (M = 28.75, n = 36), the lowest was in experimental group 2 (M = 22, n = 36), and the average value was in the control group (M = 22.58, n = 36), which was very close to the average value of experimental group 2. The results of the tests for the three groups of participants are presented in Table 1.

Table 1. Results of the *Kruskal-Wallis Test* on the Values Given from the Three Groups of Participants

			Value
Chi-Square			14.937
Df			2
Asymp. Sig.			.001
Monte Carlo Sig.	Sig.		.000 ^c
95% Confidence Interval		Lower Bound	.000
		Upper Bound	.080

Based on the results of the *Kruskal-Wallis* test, it was concluded that there was at least one difference in purchase intention among the three groups of participants ($\chi^2(2) = 14.94$, $n = 118$, $p < 0.08$). Subsequently, the *Mann-Whitney U* test was used to determine the difference.

Table 2. Mann Whitney Test Control Group and Experiment Group 1

Group	Mean Rank	Z	Sign. (2 tailed)
Experimental 1	17.83	-3.719	.000
Control	7.17		

Table 3. Mann Whitney test for control group and experimental group 2

Group	Mean Rank	Z	Sign. (2 tailed)
Experimental 2	9.17	-2.327	.020
Control	15.83		

Table 4. Mann Whitney Test Experiment Group 1 and Experiment Group 2

Kelompok	Mean Rank	Z	Sign. (2 tailed)
Experimental 1	14.96	-1.714	.087
Experimental 2	10.04		

Based on the Mann-Whitney test, a significant difference was found between giving a written review (experimental group 1) and without review (control group) on online purchase intention ($U = 8.00$, $p < 0.08$). Moreover, there was also a significant difference between providing a video review and not providing a review of online purchase intention ($U = 32.00$, $p < 0.08$). The two experimental groups also had a higher mean rank than the control group, as shown in Tables 2 and 3. These findings indicate that reviews significantly affect consumers' purchase intentions for both written and video reviews. These results are in accordance with the first and second research hypotheses previously proposed, which stated that giving reviews in the form of writing and videos will affect online purchase intentions. However, the 3rd hypothesis is not proven, which means that there is no significant difference between providing written reviews (experimental group 1) and video reviews (experimental group 2) on online purchase intention ($U = 42.50$, $p > 0.08$).

4.2. Discussions

Our study aimed to find the differences between video and written online reviews to enhance consumer purchase intention. We found that both written online reviews and video reviews make a significant contribution to purchase intention (H.-f. Hu & Krishen, 2019; Kuswanto & Vikaliana, 2020; Sudjatmika, 2017). Video and written online reviews are well-suited for promotion regarding products. This strategy is related with the Business to Consumer (B2C) model (Naab & Bans-Akutey, 2021) that will provide continuous sales and more visibility. Online review of a product is a social consensus approach. With input from various parties, the common opinion about whether or not the product is good makes it easier for other people to consider purchasing a product. Product reviews are also to get a more precise view of the products they purchase (Singh et al., 2017; Zhou & Guo, 2017).

Providing reviews is important for business people to encourage buyers to put the products they notice in their shopping carts and pay for them. Online product reviews affect product sales (S. Park, Chung, & Lee, 2019). Therefore, product reviews are a must in selling products online. This review is not only helpful for sellers as an effort to convince other potential buyers but also as media information that helps consumers to be able to determine which product to buy.

We found that video reviews are more potent than written forms. Video reviews appear in various forms, including testimonials and videos on social media platforms uploaded by influencers, celebrities, and people who provide product reviews (endorsers). The frequency of video usage on the forum is increasing intensely nowadays. They can raise audience awareness about a product or brand through video reviews. Furthermore, increase knowledge about the product's features and functionality so that a feeling of desire will arise and make the product they see through video reviews become a buying preference. Those conditions are particularly true for Generation Z, who are familiar with technology and social media (Duffett, 2020).

Videos provided product reviews that come across as more genuine and compelling. In the context of review videos, there are also emotional cues for consumers, including the video's title and content (Tafesse, 2020). The video's title can capture the audience's attention and encourage them to click on it appeals to emotions (Lopezosa, Orduña-Malea, & Pérez-Montoro, 2020). Additionally, the presenter in the video might overtly display their feelings (such as preferences or dislikes) (Bi et al., 2019). As a result, we have incorporated the emotional polarity of the video as a secondary factor to describe how consumers develop their opinions about products based on the emotional orientation conveyed through the video cues.

Reviews in the form of videos are more persuasive because the content presented is not only in the form of text but also sound, sight, and motion equipped with dramatic effects that help to visualize the merits of a product or service. Video is more emotional than just text (Yu & Natalia, 2013). That way, when potential buyers watch product reviews, it will be easier to arouse their desire to buy.

However, the findings of this study showed different results from several previous studies (Agrawal & Mittal, 2022). Even though both video and written reviews significantly impact the intention to buy a product, video reviews were determined to hold no greater significance than written reviews. In this

scenario, this implies that written reviews can still offer a valuable perspective to potential buyers regarding a product, ultimately influencing and potentially boosting someone's intention to purchase.

Involvement pertains to the perceived personal significance of a product, shaped by an individual consumer's needs, interests, and values (D.-H. Park, Lee, & Han, 2007). Situational involvement is a transient surge of interest occurring within the timeframe of a purchasing decision. The degree of involvement with a product significantly influences how information is processed. They are more likely to involve themselves in careful consideration and pay attention to persuasive arguments. A high-quality review video or written online review tends to be more logical, supporting its assessment with factual information and evidence (Lee, 2009).

When looking at product reviews in written form, it will be easier for someone to consider the review balance and the review volumes (Yang et al., 2016). Review balance is the sum of positive and negative reviews about a product. The more positive the reviews, the higher the intention to buy and vice versa. The review volume is how many other buyers have reviewed the product. The more reviews about a product, the more information obtained so that awareness of the product also increases.

Several aspects make written reviews have a strong influence, just like video reviews, it is because of the elements of persuasion contained in the written content (J. Li & Zhan, 2011). The behavior of reading content online is different from when someone reads something printed. People who read a webpage will not read one word at a time but tend to skim and find keywords or sentences. Online users use this method because they tend to be busy doing many things at once; thus, they only focus on what they want to find, such as answers to what they are looking for (Redish, 2007).

Content credibility in online reviews is significant because readers cannot clarify who provided the information or whether or not the information content can be trusted (Nielsen, Jørgensen, Jantzen, Bjerg, & Munch-Petersen, 2006). The credibility of this content is related to information supporting the reviewer's statement, such as anecdotal evidence related to a specific example. At the same time, the comprehensiveness of the review makes a person understand the contents thoroughly. The reviewer's credibility, the important thing to note is that readers usually will trust reviews from someone who is used to the product. In addition, writings that contain emotional intensity and emphasize persuasive sentences are proven to make readers more assured about the product. In this case, words related to certain emotional elements or appropriate punctuation can be used. However, words that are too extreme, for example, exaggerating in stating product quality, will have a negative impact. Reviews will be considered as not believable enough and even weaken the persuasion (J. Li & Zhan, 2011).

5. Conclusion

This research produces new findings in understanding consumer behavior. Product reviews are important to give potential buyers an idea of the product they are interested in. Product reviews in the form of videos and writings have a significant and quite impact on the intention to buy a product. There is no significant difference between video and written reviews on the choice to buy, especially for cosmetics products. As long as the content components in the review are easy to understand, equipped with credible evidence, comprehensive, emphasis on sentences, and written by users, they can all strengthen the persuasive content. In addition, the volume and balance of reviews read are also essential aspects that can enhance written reviews, which can influence the intention to buy a product. Practically, buyers can use product reviews in both video and written form to get a more objective view of a product by paying attention to the clarity of any presented information. As for sellers, these two review forms can be implemented in various ways to raise consumers' purchase intention for the products offered. For further research, development can be carried out using a more general sample for a specific product type category.

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