

Investigating the Impact of a Product's Video Review on Consumer Behaviour

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Abstract

Background: Social media influencers have emerged as a promising factor in influencing a consumer's purchasing behaviour. As a result, to benefit from influencer marketing, it is required to investigate the field. This study focuses solely on the impact of a social influencer's product review video on a customer's purchasing decision.

Objectives: The primary objective of the study is to determine the relationship between product review video and customer buying behaviour after watching the review. The secondary objectives are to find what factors they consider while taking buying decision from the video review.

Methods: Convenience sampling technique is adopted for the study because the population is diversified, the questionnaire was framed with mixed type of questions. The data collected by questionnaire are examined for results by using SPSS software.

Results: The primary objective of the study is proved from the correlation table that video review given by Social influencer with clear demonstration of a product influences the consumer while making a purchase decision. The secondary objectives are understandable from the frequency table the factors which the consumer expects from a product review video are demonstration, handling, components, and appearance of a product respectively.

Conclusions: The digital reliability is increasingly found in the present years; moreover, the upcoming generation is much familiar to the digital marketing. The reach of digital marketing is remarkable that nowadays we always check for online price and advertisement of the related product.

Keywords: Product video review, Social media Influencer, Influencer marketing and Online buying behaviour

1. Introduction

In modern world of marketing reaching customers as quick as possible in an attractive manner is challenging one. The digital marketing started dominating the market after 2000's where technology has enhanced its reach and transformed as connectors. After 2000's in India a wide reach of mobile phone in the market was found, "Then started mobile marketing eventually as quick adoption of technology by companies". As a result, more customers started to depend on technology while taking buying decision. In India as we know the young market with many youngsters are influenced by many factors. This situation is coined as "Influencer marketing which influences the buying decision of a customer". Influencer marketing a division of celebrity endorsement was dominated by celebrities and some bloggers, but nowadays social media influencers are

also influencing the market in a notable manner. So, with rapid growth in business arena a marketer should be aware and adopt the possible means to succeed in the market. A social influencer is a person considered to be well knowledge and expert in the respective field with a huge following fan base. These people can influence the buying decision of their followers. The social influencer is categorized as Nano-influencer, Micro- influencer and Macro- influencer based on the count of followers in social media platforms. Different platforms have different measures of becoming social influencer; the marketer should analyze the worth of the social influencer before engaging with them, but the result of influencer marketing depends on the popularity of the concerned social influencer and the quality of the brand. At early stage the social influencers were only sponsoring advertisement but later some started to review also since it is highly valued by their followers. Social media is an online platform which deals with video- sharing of any content with specific guidelines. This paper focuses on the video review given by social influencers in social media and how they impact the buying decision of their followers.

Literature Review

Misra.P and Mukherjee.A. (2019) the study justifies the impact on buying behaviour of young consumers by YouTuber icons where this ideology involves in celebrity endorsement, whereas social media influencers have positive sign of impacting buying behaviour while sponsoring advertisements and promoting a product.

BiankaMłodkowska. (2019) the research paper concentrates on influence made by the social media influencers on consumer behaviour. Also, the study concludes that positive reviews affect consumer buying decisions and claims social media to be an effective marketing tool.

Cheah Jun Hwa. (2017) the study explains the impact of celebrity endorsement on consumer buying behaviour, here the celebrities are social media influencers and the mediating effect on consumer is tested. Though source attractiveness, product match-up and meaning transfer have favourable hypothesis but source credibility doesn't have favourable hypothesis.

Yuhua Cui et al. (2015) they try to explore the negative impact on consumer buying behaviour due to online negative reviews. The hypothesis got positive that online negative reviews do affect the consumer buying intention also influences the buying decision.

Zan Mo et al. (2015) the study examines the online reviews effect on purchase behaviour of a consumer with the help of Stimulus-Organism-Response Model. The results favour the positive review and describing rating, however negative reviews and logistics rating didn't favour.

Rick Keizers. (2015) the study focuses on social media platforms impact on buying behaviour also the study claims that consumers are more influenced by the negative reviews than the positive reviews. The term word-of-mouth by social media celebrities is important in influencing the buying behaviour.

From the literature review it is evident that this is a new field of marketing which is proving to be effective. Due to the nature of the field being attached with technology it

took vital role with advancement of technology. Much research is carried out in general as social media and influencers affecting the consumer behaviour. It is important to dig deep in the field to determine the best way of marketing. Moreover, research done in this field are content analysis hardly primary data analysis also very few researches are found to be in Indian context. From literature review, it is proved that social influencers have notable impact on consumers buying behaviour, but still what action of them influence better is to be determined. Because Social media influencers nowadays engage with sponsoring advertisements, promote products directly and make review video. The research gap is found to be review videos are notably influencing the buying behaviour, so this study aims to investigate the Impact of product review videos on customer's buying decisions.

2. Objectives

The primary objective of the study is to determine the relationship between product review video and customer buying behaviour after watching the review. The secondary objectives are to find what factors they consider while taking buying decision from the video review. To check whether the product review video posted by Social media influencer encourages a consumer to buy a product. To understand the level of impact on buying decision after considering a product video review.

3. Methods

The research is exploratory in nature, so quantitative research type is chosen where Convenience sampling technique is adopted for the study because the population is diversified. A total of 110 respondents were considered for the study and the questionnaire was framed with mixed type of questions.

The data collected by questionnaire are examined for results by using SPSS software. At first the questionnaire was tested for reliability.

Reliability Statistics	
Cronbach's Alpha	N of Items
.858	8

It is inferred as good reliability while testing the eight attributes in the questionnaire.

CORRELATION

Correlation is a statistical method to measure the degree which two variables move in relation to each other.

	Video review gives clear demonstration of the product	Made a purchase based on product video review
Video review gives clear demonstration of the product	1	.801**
Made a purchase based on product video review	.801**	1

** . Correlation is significant at the 0.01 level (2-tailed).

From the above table it is evident that video review giving clear demonstration of a product influences the consumer to make purchase decision. The correlation between two attributes are found to be strong

	Influence of brand choice	Prefer popular social influencer review
Influence of brand choice	1	.716**
Prefer popular social influencer review	.716**	1

	Triggered by product review video to buy	Made a purchase based on product video review
Triggered by product review video to buy	1	.723**
Made a purchase based on product video review	.723**	1

FACTOR ANALYSIS

Factor analysis is a statistical tool which identifies the underlying relationships and important key factors out of a set of measured variables.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.787
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.

From the above table the sample adequacy is above .5 so it is good to go with factor analysis. Also, significance is very low which is good for the research.

Communalities

	Initial	Extraction
PREFER A VIDEO REVIEW	1.000	.599
RELIABILITY OF SOCIAL MEDIA PLATFORM	1.000	.626
PREFER POPULAR SOCIAL INFLUENCER REVIEW	1.000	.654
INFLUENCE OF BRAND CHOICE	1.000	.608
TRIGGERED BY PRODUCT REVIEW VIDEO TO BUY	1.000	.683
MADE A PURCHASE BASED ON PRODUCT VIDEO REVIEW	1.000	.832
VIDEO REVIEW GIVES CLEAR DEMONSTRATION OF THE PRODUCT	1.000	.758
SATISFACTION OF A PRODUCT BOUGHT WITH HELP OF REVIEW VIDEO	1.000	.623

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %
1	4.158	51.972	51.972	4.158	51.972	51.972
2	1.225	15.311	67.283	1.225	15.311	67.283
3	.813	10.158	77.441			
4	.626	7.825	85.266			
5	.465	5.817	91.083			
6	.358	4.478	95.561			
7	.197	2.464	98.024			
8	.158	1.976	100.000			

Extraction Method: Principal Component Analysis.

In factor analysis, eigen values are used to condense the variance in a correlation matrix "The factor with the largest eigen value has the most variance and so on, down to factors with small or negative eigen values that are usually omitted from solutions" (Tabachnick&Fidell, 1996, p.646). Two components get extracted because eigen value is more than one.

Component Matrix ^a	Component	
	1	2
PREFER A VIDEO REVIEW	.551	.544
RELIABILITY OF SOCIAL MEDIA PLATFORM	.522	.594
PREFER POPULAR SOCIAL INFLUENCER REVIEW	.707	.392
INFLUENCE OF BRAND CHOICE	.772	.109
TRIGGERED BY PRODUCT REVIEW VIDEO TO BUY	.804	-.190
MADE A PURCHASE BASED ON PRODUCT VIDEO REVIEW	.855	-.318

VIDEO REVIEW GIVES CLEAR DEMONSTRATION OF THE PRODUCT	.793	-.359
SATISFACTION OF A PRODUCT BOUGHT WITH HELP OF REVIEW VIDEO	.692	-.379

Extraction Method: Principal Component Analysis.^a

a. 2 components extracted.

The Factors considered in the questionnaire lead to the expected objectives of the research study. It is evident that every factor contributes positively more than the minimum significant level.

4. Results

From the frequency table it is found that 68 respondents strongly agree that review video gives clear demonstration of the product. From the frequency table it is found that 64 respondents strongly agree that they prefer a review video of the product before buying a product. From the frequency table it is found that 72 respondents strongly agree that they believe in reliability of a social media platform. From the frequency table it is found that 73 respondents strongly agree that they prefer a popular social influencer review. From the frequency table it is found that 47 respondents strongly agree that they are influenced to change their brand preference from a review video. From the frequency table it is found that 52 respondents strongly agree that they are encouraged by a product review video to buy a product. From the frequency table it is found that 77 respondents strongly agree that they made a purchase based on a review video of the product. From the frequency table it is found that 70 respondents strongly agree that they are satisfied with a product which was bought with the help of review video. From the frequency table it is found that 68 respondents use social media for 1-2 hours on daily basis. From the frequency table it is found that 67 respondents prefer a product review video to check the reliability of a product before buying a product. From the frequency table it is found that 42 respondents prefer a review video before buying a gadget. From the frequency table it is found that 52 respondents prefer a review video for demonstration of a product before buying a product.

5. Discussion

The aim of study is achieving the objectives which are pre-defined in the study, it is evident from the data analysis the objectives are achieved. The primary objective of the study is proved from the correlation table that video review given by Social influencer with clear demonstration of a product influences the consumer while making a purchase decision. The secondary objectives are understandable from the frequency table the factors which the consumer expects from a product review video are demonstration, handling, components, and appearance of a product respectively. The intangible factors which are considered from a product review video are reliability, durability, and drawbacks of a product respectively. From the correlation table product review video encourages a customer to make purchase decision and many participants have purchased a product based on review video, so the secondary objectives are achieved from the study. The study gives a brief amount of impact of product video review on consumer buying decision. Hence the objectives of the study are achieved. So,

it is evident that many aspects in the social media take part in affecting the business platform. Businesspeople should be ready and adopt any ethical practice of business.

The modern world of business is rapidly evolving every moment, it is important to adapt to new technologies to achieve great success in business. So, marketers could take into consideration that social influencers like YouTubers, Celebrities can impact on branding of a product. Also, they could start their own account in social media to demonstrate their product in an attractive way, moreover, highlighting the advantages in the video.

Social media being a popular platform for sharing and promoting business every business marketer should utilize the platform in a better way to attain success in their business. The research mainly focused on the impact of product video review in influencing the buying decision which is evidently inferred from the analysis and shown in result can be taken into consideration and business marketers can also start advertising in social media platforms. The digital reliability is increasingly found in the present years; moreover, the upcoming generation is much familiar to the digital marketing. The reach of digital marketing is remarkable that nowadays we always check for online price and advertisement of the related product. Now the review video gives more information about a product also online rating of a product denotes the satisfaction level of a consumer. With a highly competitive market it is really challenging to tackle all odds in business scenario but managing to overcome the competition is the art of business. So, adapting to digital marketing will give an advantage to lead in the competition in the long run.

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