

The Impact of Product Review Videos on Electronics Consumers

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Abstract

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<p>Electronic products are becoming an indispensable part of people's lives. But most people only know how to use electronic products, they do not understand the specific value of them. At this point, some consumers will look to the review videos uploaded by professionals to help them decide which electronic products to buy. The purpose of the thesis is to investigate why and how electronic product review videos on the Internet influence consumers' decisions when purchasing products. The aim is to provide information to viewers, related video creators and product vendors.</p> <p>The thesis adopts induction and qualitative research method. The qualitative study data were semi-structured questionnaires for a specific population. The respondents were people who had watched electronics review videos on YouTube and planned or had planned to buy electronics.</p> <p>The results of the study show that electronic product review videos have an impact on almost all consumers. But the influencing factors mainly come from the product itself. The influence of the opinions of professional commentators on consumers is not very significant. Moreover, negative comments by commentators have a higher impact on consumers than positive comments.</p>		
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Appendix 1. Google Form

1 Introduction

1.1 Research Background

With the development of technology, electronic products such as cell phones and computers are becoming more and more common in our lives. As of January 2024, 5.35 billion people worldwide use the Internet. Internet users account for 66.2% of the global population. Among 15- to 24-year-olds, 75% of the world's population uses the Internet. In Europe, 98% of teenagers use the Internet. (Petrosyan 2024.)

Electronic products such as mobile phones and computers have become the main source of entertainment and social communication for many families. As of 2024, there are an estimated 3.32 billion active video game players worldwide (Howarth 2024). According to a survey by Statista, more than 60% of the world's population uses smartphones to watch videos and listen to music (Ceci 2024). As of January 2024, the number of social media users worldwide is 5.04 billion, accounting for 62.3% of the global population (DataReportal 2024a).

In the wake of the COVID-19 pandemic in 2020, more companies and schools are moving their offices and teaching online. The use of personal electronic devices for work and study is becoming the norm. Many companies are also moving part of their business from offline to mobile applications. For example, Nordea banks now require customers to make an appointment via a mobile app to access offline banking services. Previously, people could queue at banks without making an appointment.

Electronic products are becoming an indispensable part of people's lives. But most people only know how to use electronic products, they do not understand the specific value of them. Electronic products will have different prices according to different hardware specifications. Different brands of electronic products have different prices. Not everyone understands the real value of the product they want to buy, but everyone wants to make the product they buy worthwhile.

In addition, almost every electronic product has multiple brands, and the same brand will produce multiple series of different models of electronic products. The experience of using an electronic product will also vary depending on the external model, hardware specifications and system software factors. It is difficult for people to choose an electronic product that suits them. People do not have the money or energy to try all the similar products and choose the one they like. At this point, some consumers will look to the review videos uploaded by professionals to help them decide which electronic products to buy.

1.2 Objective

The purpose of the thesis is to investigate why and how electronic product review videos on the Internet influence consumers' decisions when purchasing products. The aim is to provide information to viewers, related video creators and product vendors. This information can help consumers optimise their purchase strategies, enable creators of relevant videos to be more targeted and deliver higher quality videos to viewers, and enable advertisers to develop more targeted and effective advertising strategies.

The main question of the study is:

- What is the impact of electronic review videos on consumer purchasing decisions?

The sub questions of the study are:

- Why do people watch review videos before buying electronic products?
- What do people who watch comment videos focus on most?
- What do people who watch comment videos want to know?
- How do people assume that a review video is authoritative?
- What is the impact of personal opinions on consumers in videos?

1.3 Limitations

The sample size of the study is small. The survey was conducted among viewers of recent electronic review videos of all ages.

The respondents were users of only YouTube video platform. The questionnaire was only available in English and Chinese. The results of the survey were limited by regional and language restrictions.

The questionnaire in the thesis is only distributed to some consumers of popular electronic products and cannot cover all people and all electronic products. The results represent only a subset of the people who watched the comment videos, not all of them. It may also not be used on all electronic products.

1.4 Theoretical framework

The theory of the thesis is based on the part of marketing factors that influence consumer behaviour and the influence of word-of-mouth and e-word-of-mouth on consumers. The specific content is introduced in detail in the literature review. The literature review first introduces all the factors that affect consumers, and then focuses on the theories related to

e-word-of-mouth. Finally, it briefly introduces the social media platform that makes e-word-of-mouth spread widely.

1.5 Research methodology

The thesis adopts induction and qualitative research method. The qualitative study data were semi-structured questionnaires for a specific population. The respondents were people who had watched electronics review videos on YouTube and planned or had planned to buy electronics.

The questionnaires were sent to the fan bases of YouTubers who make electronic product review videos and social media groups related to electronic products. A total of eight questions were set in the questionnaire.

1.6 Thesis structure

The thesis is divided into five chapters.

The first chapter introduces the research background, research objectives and limitations of the thesis. Then the thesis briefly introduces the theoretical framework and research methods.

The second chapter introduces the literature in detail. First of all, the chapter introduces the factors that affect consumers from two aspects: consumer characteristics and purchase decision process. Second of all, the chapter focuses on reviews and e-word of mouth. Finally, the chapter introduces the content related to social media.

The third chapter describes the process of collecting data and the analysis of data in two parts.

Chapter four summarizes the analysis results of Chapter three, answers the research questions, discusses the reliability of the research and puts forward suggestions for further research.

The last chapter summarizes the whole research process.

2 Literature review

2.1 Factors influencing consumers

There are many factors that influence consumer buying behaviour. The buyer behaviour model (Figure 1) divides the influence on consumers into two categories: consumer characteristics and the purchase decision process. (Kotler & Armstrong 2017, 158-159.)

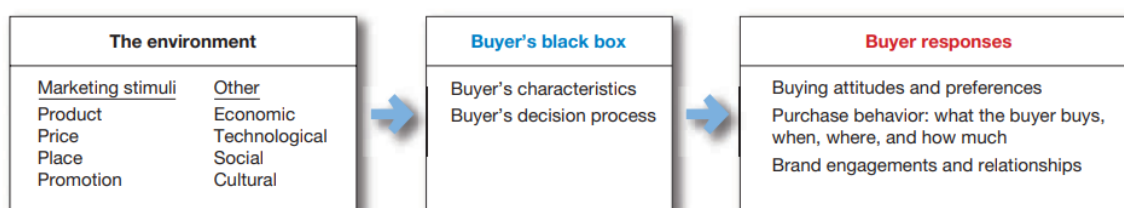


Figure 1. Buyer Behaviour Model (Kotler & Armstrong 2017, 159)

2.1.1 Consumer characteristics

Consumer purchasing behaviour is influenced by four aspects. Cultural aspects, social aspects, personal aspects, psychological aspects (Figure 2).

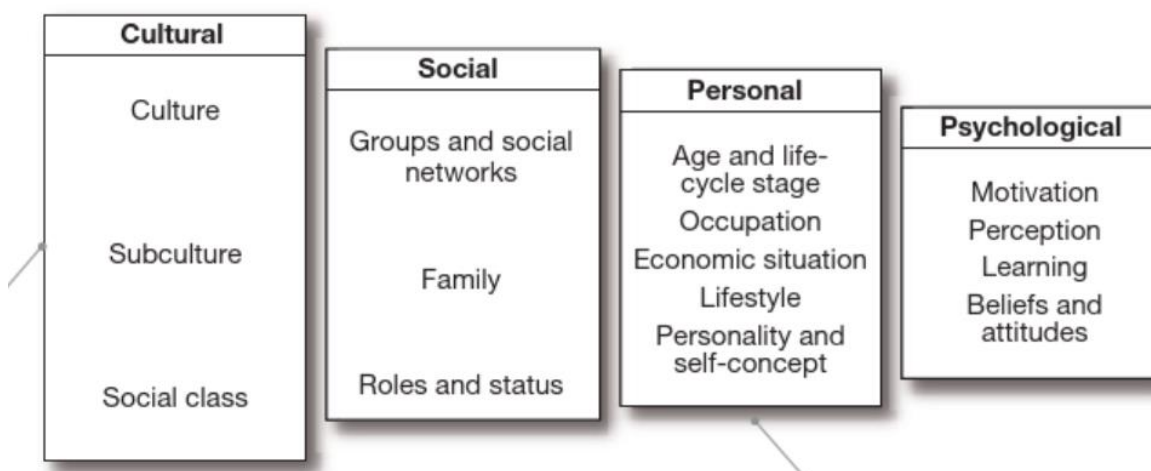


Figure 2. Factors Influencing Consumer Behavior (Kotler & Armstrong 2017, 159)

The cultural aspect (Figure 2) includes three kinds, culture, subculture and social class. Every place has its own culture. As a person grows up, their world view, values, ideas, needs and behaviours are influenced by the culture around them. And within every culture there are many subcultures. Ethnic, religious, regional and racial differences form different subcultures. In terms of social class, occupation, income, education, etc. can all influence a person's values and purchasing decisions. (Kotler & Armstrong 2017, 159-162.)

Social aspects include groups, social media, family, roles and status. Small groups have always been easy to influence a person's buying behaviour, because word of mouth can spread quickly through a group. Similarly, online word of mouth gives social media the same power. Family members also have a strong influence on consumers. Research shows that children can have a significant impact on a family's purchasing decisions. People also make their own buying decisions based on the roles they play. For example, a new mother might focus on baby products. At the same time, she is also a sports enthusiast, so she will also pay attention to some sports products. (Kotler & Armstrong 2017, 162-164.)

The personal aspect refers to the influence of one's own personal characteristics, such as occupation, age, financial status, lifestyle, etc. Workers will tend to buy more durable work clothes, more comfortable tools, and so on. A youtuber would prefer better computers, microphones and other products that help make better videos. Younger consumers may be more inclined to buy the products they want, and after starting a family, consumers will pay more attention to their family needs. The economy is also a major factor affecting consumers, with those in a pinch more inclined to buy discounted and cheap products. Even if a person has the same job and the same cultural background, they will have different buying tendencies due to different lifestyles and personalities. People who like to go shopping and people who like to play video games at home obviously have different buying tendencies. Similarly, people who love social interaction and people who hate social interaction buy different products. (Kotler & Armstrong 2017, 167-169.)

The psychological aspect is the last one, which is influenced by motivation, perception, learning, and attitudes. Motivation comes from need. When people are thirsty, they want to buy a drink. This is the most basic physiological need. According to Maslow's hierarchy of needs theory, there are five levels of needs. From most important to least important are physiological needs, safety needs, social needs, respect needs and self needs. When the need of person is satisfied, they will try to satisfy the next need, and the purchase motivation will change. In this age of information explosion, consumers are bombarded with information on a daily basis, and many products may go unnoticed by consumers. If a product can be remembered by consumers, then that product will stand out from other similar products.

Consumers buy products based on experience. If a consumer buys a brand and has a good experience, they are more likely to buy the brand again. People have an attitude towards everything. People change their buying goals because they like or dislike them. (Kotler & Armstrong 2017, 169-173.)

2.1.2 The buyer decision process

There are five stages in the buyer decision process (Figure 3). For regular purchases, consumers skip some stages due to factors such as experience and habit, but consumers usually go through all stages when faced with a new purchase situation. (Kotler & Armstrong 2017, 176.)



Figure 3. Buyer Decision Process (Kotler & Armstrong 2017, 175)

First, consumers start with demand. When the consumer recognizes a need, he will begin to prepare to buy the product he needs. Consumers will then start searching for relevant information. Consumers gather relevant information from a variety of sources, asking friends, looking at advertisements, watching review videos and so on. The consumer then selects the best of all the products found. Then the buyer decides to buy the product. Of course, this purchase decision will also be affected or even abandoned. After the purchase, consumers experience the product and feel satisfied or dissatisfied. If the customer is satisfied, then he will give a positive review and increase the likelihood of repeat purchase. If the consumer is not satisfied, the consumer will choose to give the bad review and refund, and never buy the product again. (Kotler & Armstrong 2017, 176-178.)

2.2 Review

Word-of-mouth (WOM) is one of the most influential factors in consumer purchasing decisions. WOM is also one of the most effective and valuable means of marketing a product. According to Nielsen (2021), 88% of people around the world have a lot of trust in recommendations from people they know, this is more effective than any other means of publicity.

Nowadays, with the development of The Times, more and more consumers are moving from offline to online (Torkington 2021). At present, more than 880 million internet users in China use online shopping (CNNIC 2023). In the United States, 70% of people shop online (Fokina 2024).

At the same time, with the development of the Internet, online word-of-mouth information has also begun to become popular on the Internet (PricewaterhouseCoopers 2023). Multiple studies have shown that reviews have a significant impact on product sales in various areas (Liu 2006; Kristopher et al. 2014).

Unlike offline shopping, consumers cannot see the product when shopping online, and the details of the product cannot be obtained before purchase. So as more and more consumers start shopping online, online reviews have become an important reference source. (Vana & Lambrecht 2021.)

Rating and review sites for books, movies, games, etc. are becoming increasingly popular, and many people are used to checking other users' reviews before watching movies or buying games. Shopping sites such as Amazon have also been praised for opening up to user reviews. (Berry et al. 2020.)

Same as offline word of mouth, for consumers, the reviews and information given by other users are more trustworthy than the information given by advertisements and manufacturers (Hyuk & Margaret 2008). Research shows that 90% of consumer purchasing decisions are influenced by online reviews (Gesenhues 2013).

Shoppers often refer to reviews for information at multiple stages (Mudambi & Schuff 2010). WeberShandwick (2013) conducted a survey on people who used and bought consumer electronic products such as mobile phones, computers, cameras and TVs in the United States. Nearly three-quarters of consumers collect product reviews at least twice before making a purchase. Seventy-four percent of consumers search online for reviews of products they are considering buying. Forty-seven percent of consumers like to find information that other users have recommended or liked the product to increase confidence. Thirty-seven percent of consumers watch videos to see experiences and opinions of other users. And even when consumers say they know a lot about the product they are buying, more than half read reviews or consult a professional before making a purchase. The average customer reads 11 reviews before making a purchase.

It is difficult for consumers to judge whether they should trust suppliers, but it is easy to trust consumer reviews. According to the characteristics of online reviews, companies can manipulate reviews by cooperating with platforms and other ways to attract consumers to buy their products. (Cheung et al. 2009.)

As a result, many consumers doubt the authenticity of reviews and think that these positive reviews may be posted by sellers (WeberShandwick 2013). It can be seen that the credibility of reviews is also crucial in influencing consumers.

2.2.1 Professional review

The professional review is a review made by a third party. I. e., someone who has expertise in the field related to the target product. These people are more knowledgeable about the field than the average consumer. Therefore, for consumers, the credibility of professional commentators is significantly higher than that of ordinary commentators (Chiou et al. 2014).

The vast majority of consumers believe that professional reviews make them more confident in their purchase decisions, resulting in greater satisfaction with the experience and an increased likelihood of repeat purchases (WeberShandwick 2013).

Although reviews by professional critics have a greater impact on sales than consumer reviews. However, consumers in different fields have different attitudes towards expert reviews. For example, movie consumers value expert reviews as well as the general opinions of ordinary consumers. Video game consumers, on the other hand, value expert reviews more. (Cox & Kaimann 2015.)

Professional reviews not only directly affect consumers, but also general reviews and the number of reviews (Zhou & Duan 2016). And the number of reviews also affects consumers' willingness to buy (Park et al. 2007).

Professional reviews have a greater impact on ordinary consumers. Comments from ordinary consumers, on the other hand, have less impact on consumers with specialized knowledge (Ketelaar et al. 2015).

In addition, if reviewers admit to making mistakes in the field, people are more likely to perceive reviewers as more professional than themselves. This makes it easier to trust the reviewer's opinion. (Reich & Maglio 2020.)

2.2.2 Positive review comments

Positive reviews are those that praise and recommend a product. Positive reviews will increase consumers' desire to buy and have a positive impact on product sales.

Positive online reviews not only make consumers more confident about their purchase plans, but also influence consumers to buy products they had not planned to buy. According to the survey, 65% of US consumers say they have bought an electronic product they did not intend to buy because of positive online reviews (WeberShandwick 2013).

In the film industry, more than a third of people choose to see a film based on reviews. A good review can influence one person's decision to see the film and then influence others through word of mouth. (Reinstein & Snyder 2005.)

2.2.3 Negative review comments

Negative reviews are the opposite of positive reviews. Negative reviews will reduce consumers' desire to buy and have a negative impact on product sales. According to the survey, 86% of consumers' purchase decisions are influenced by negative reviews (Gesenhues 2013).

Negative reviews have a greater impact on consumers with a purchase intent, because they care more about the actual experience of using the product. If there are too many negative reviews, they will worry that the quality of the product is poor. Consumers who do not have a purchase goal focus more on price than product, so negative reviews have less impact on consumers who do not have a purchase goal. (Fei et al. 2017.)

Studies have shown that consumers are particularly sensitive to negative reviews when buying expensive products. The more similar products there are, the greater the impact of negative reviews on demand. When consumers find negative reviews, they are likely to stop browsing the product and look for alternatives. (Varga & Albuquerque 2023.)

So, while there are generally more positive reviews than negative ones (East et al. 2007), even a single negative review can have a significant impact on a willingness of customer willingness to buy a product (Lee et al. 2018).

2.2.4 Product review videos

Product review videos are usually created by ordinary consumers or individuals or organisations with specialised knowledge. It introduces the features, functions, advantages and disadvantages of the product to the audience through video.

Product review videos usually show the use experience of the product, functional features, but also show some ordinary consumers cannot get the data, compared with similar products, the reviewer's personal thoughts and so on.

A product review video can show more details of the product and give consumers more information. Video reviews are more trusted and persuasive to consumers than written reviews (Pei et al. 2015).

On YouTube, this kind of product review video is very popular with consumers. Mrwhosetheboss is a YouTuber who specialises in electronics review videos. He has 18.2 million subscribers, some of his most popular videos have more than 20 million views. (YouTube 2024.)

2.3 Consumer electronic products

Consumer electronics (CE) refers to electronic products used in daily life, with electronic components inside the product. Such as mobile phones, computers, tablets, game consoles, cameras, TVs and so on. Almost everyone has consumer electronics in their homes.

Mobile phones are already one of the most common electronic devices. 97% of people in the US own a mobile phone (PewResearchCenter 2024a). In Finland, 90% of Finns own their own smartphones (Statistics Finland 2024). In the UK, 95% of people are expected to be smartphone users (Baker 2024).

There are currently 4.88 billion smartphone owners in the world. In terms of the number of mobile phones, there are currently more than 8.3 billion active mobile phones in the world. (Bankmycell 2024.)

According to the survey, the average smartphone is replaced 3.62 years after purchase (Magnier & Mugge 2022). This means that on average, more than 2 billion mobile phones will be replaced by new products every year. And that is certainly a huge market.

2.4 Social Media

Social media is an Internet and mobile based service. Users can participate in online communication, create content, or join online communities. Social media has been called "Web 2.0". (Dewing 2010.)

However, others believe that social platforms are now moving away from the web to create standalone applications. "Web 2.0" no longer accurately defines social media. (Carr & Hayes 2015.)

Common social media include blogs, Wiki, social networking sites, social communication software, media sharing sites, virtual worlds, etc.

Blog is short for *web log* and is a type of web log hosted on a server. Nowadays, traditional blogging is not very common after the popularity of X (Twitter), Facebook, Instagram, etc.

The most famous example of a wiki is Wikipedia. Any user can edit the content of an existing page or create a new one. So, people cannot judge whether Wikipedia is accurate or not.

Social networking sites are one of the mainstream forms of social media today. Most of the mainstream social media like Facebook, X, LinkedIn are social networking sites.

Social communication software is a tool for communicating and interacting on the Internet. Such as WhatsApp, WeChat, Facebook Messenger, QQ, Line and so on. More than 94% of the world's internet users use internet communication services every month. Internet communication services have become the most popular social media services in the world. (DataReportal. 2024b.)

Media sharing sites allow users to share videos and photos. Such as YouTube, TikTok, Instagram, etc.

Virtual worlds provide users with an in-game social platform. Users can create their favourite avatars to interact with other users in the game. With the gradual popularity of VR devices, the meta-universe has begun to emerge as one of the trends of the future.

Of course, these categories are not independent of each other, for example, Facebook can also send pictures and videos. Media sharing sites can also be used for Internet communication. So, they actually have some of each other's features, they are categorized by the main features when they are classified.

With the development of the internet and the general trend of globalisation, social media has connected people all over the world. Today, there are more than five billion social media users worldwide, and the number is growing rapidly. Last year alone, 266 million social media users were added, with an average of more than 500 new users joining social media every minute. At least nine out of ten internet users use social media. (DataReportal 2024a.)

Social media is now an integral part of everyone's life. According to the survey, more than 87% of adult internet users worldwide use at least one social networking platform every month (DataReportal 2024b). The average person spends two and a half hours a day on social media (Dixon 2023).

A survey of college students shows that one of the main reasons students are addicted to social media is that they can easily express themselves and feel happy on social networking

platforms. They can show what they and their friends are doing via text, photos and videos anytime, anywhere, just by pressing the Send button. (Saha & Guha 2021.)

Today, the world's top 15 social media have at least 400 million monthly active users (Figure 4), and the number one Facebook even more than 3 billion monthly active users. (DataReportal 2024a)

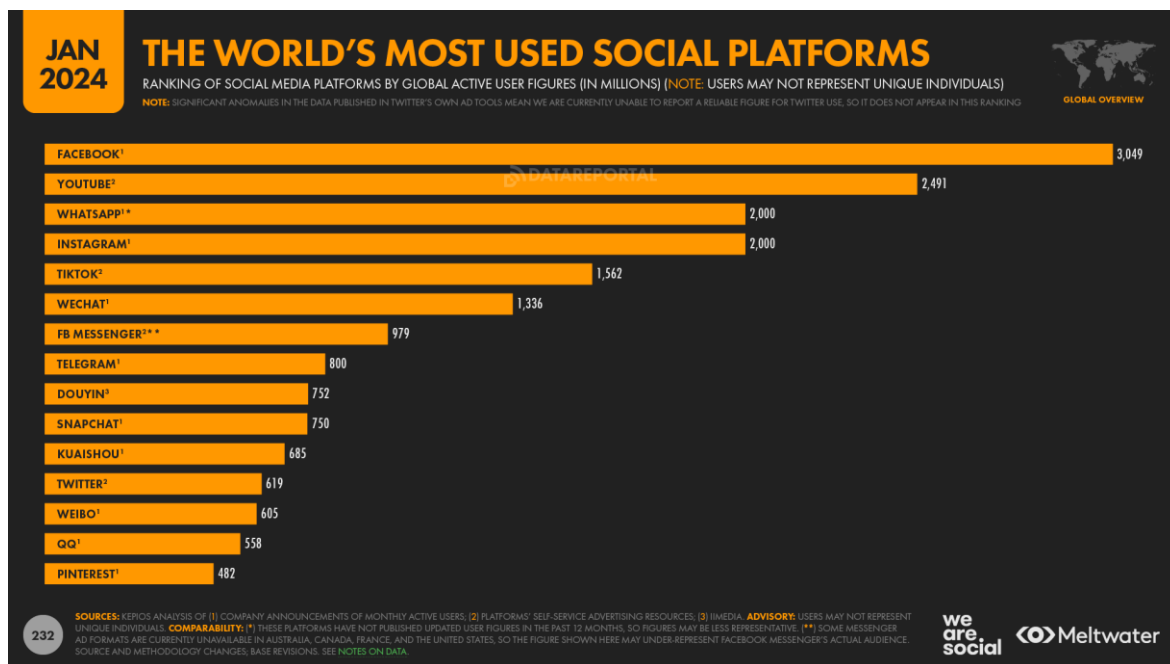


Figure 4. The World's most used Social Platforms (DataReportal 2024b)

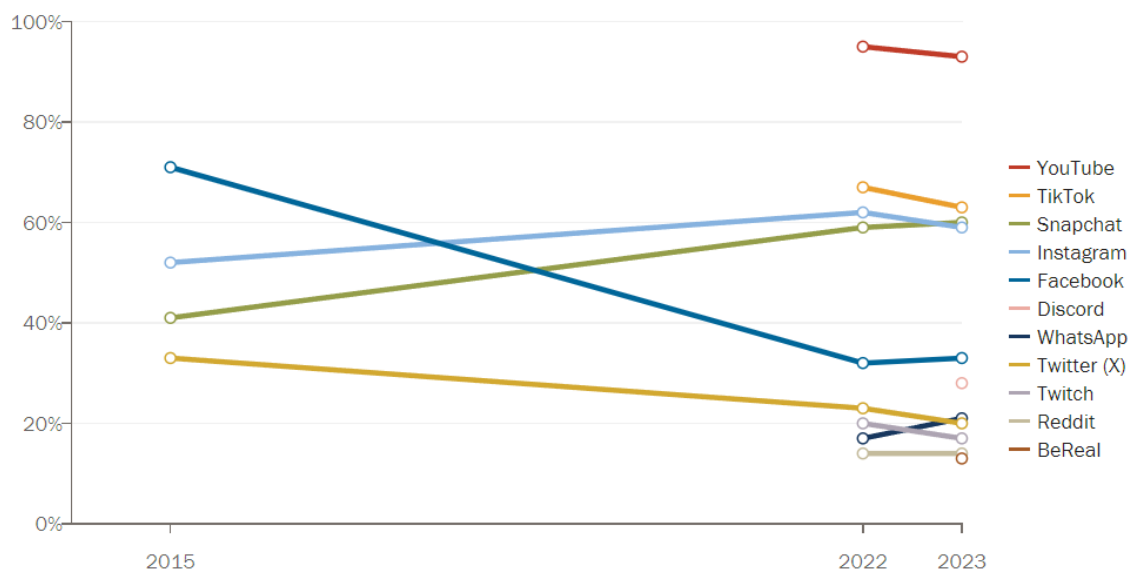
2.4.1 YouTube

YouTube is one of the most famous websites in the world and the most popular media sharing site. On YouTube, users can watch, comment on and share video content for free, as well as upload their own videos for free.

In the US, YouTube is the most popular social media site (Figure 6), with 83% of Americans saying they have used it. Facebook, the world's most active site, is used by only 68% of Americans. (PewResearchCenter 2024b.)

Among teens, 93% said they have used YouTube (Figure 5), far more than any other social media. And about seven in 10 teens say they visit YouTube every day. (PewResearchCenter 2024c.)

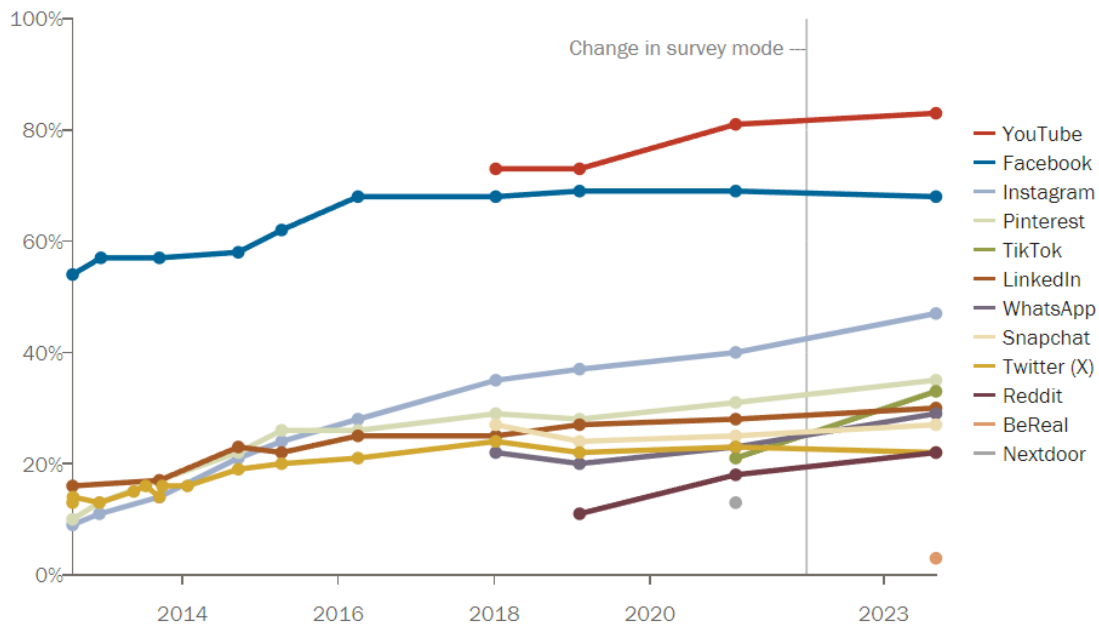
% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



Note: Figures from 2015 depicted above were collected from 2014 to 2015. Those who did not give an answer are not shown
 Source: Surveys of U.S. teens conducted 2014-2023.

Figure 6. Percentage of American adolescents aged 13 to 17 who report prior usage of the listed applications or websites. (PewResearchCenter 2024c)

% of U.S. adults who say they ever use ...



Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. For more details on this shift, please [read our Q&A](#). Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2012-2023.

Figure 7. Percentage of American adults who report utilizing social media. (PewResearchCenter 2024b)

Today, YouTube has nearly 2.5 billion monthly active users (DataReportal 2024a), and more than 122 million people watch videos on YouTube every day (Shewale 2024). As of January 2024, YouTube's paid membership, YouTube Premium, has crossed the 100 million subscriber mark (Smith 2024).

As YouTube grows in popularity, more and more YouTubers are starting to make and post videos as a part-time or full-time job. There are currently almost 4 billion videos on YouTube (Broz 2024). More than 500 hours of video content is uploaded to YouTube every minute (Wise 2024).

3 Data collection and data analysis

3.1 Data Collection

The thesis uses a semi-open questionnaire to collect data. The questionnaire was created using a Google form.

The original plan for this article was to collect data by sending questionnaire links in the comments section of some popular YouTube review videos. However, due to YouTube's commenting mechanism, any comments with external links will be automatically removed. The plan to collect data failed and the collection method had to be changed.

A study found that YouTube does not remove links written in profiles. So, the questionnaire was written in the profile. Try to request the user to go to the profile to fill out the questionnaire by replying to the user comments under the video. Target users are consumers who say they bought a product based on the video. As of 26 March 2024, none of the 31 requests had been answered. The method of obtaining data through YouTube comments has been abandoned.

Eventually, the questionnaire was sent by joining groups of review video youtubers like discord, as well as some consumer electronics groups. As of March 31, 2024, a total of 70 questionnaires were collected, of which 67 were valid.

3.2 Data Analysis

Based on the theoretical framework, a total of eight questions were designed in the study, including three single or multiple-choice questions and five open-ended response questions. Each question in the questionnaire is designed to answer one of the sub-questions in this article. Below, in order, is an explanation of why that question is specified and an analysis of the relevant data.

Why would you watch a review video before buying?

This question aims to understand what motivates people to watch electronic review videos. This was an open-ended question, and most respondents said they watched the review videos because they wanted a more comprehensive understanding of the product for reference. Respondents believe that evaluation videos can provide a more intuitive understanding of product performance, appearance and other information.

Because I do not know anything about it, so it is always good to watch the video.

Because this is a better understanding of the phone's parameters.

More comprehensive understanding of target products.

Others are more purposeful. They said that they do not trust the propaganda of the merchants, and they watch the review videos mainly to understand whether the product has negative information in case they buy an unsatisfactory product.

Know the situation and prevent buying bad things.

Avoid being deceived by business propaganda.

Want to look at product defects.

A small number of respondents, out of curiosity or to learn about the latest product related information, said that electronic products are being updated too fast.

One respondent said that even if he already knew a product well, he would watch a review video about it. Because he can learn whether the target product has problems that he has not noticed, he can also learn more about whether there are other similar products.

Will the review video affect your purchase plan?

The second question complements the first (Figure 8). It is used to study the impact of a product review video on consumers.

Most respondents said they would be affected by the review videos, while a small number said they were likely to be affected. Only one respondent said they would not be affected.

According to the following questions, the respondent who said he would not be affected believes that he has considered all relevant issues and made decisions, so he will not be affected.

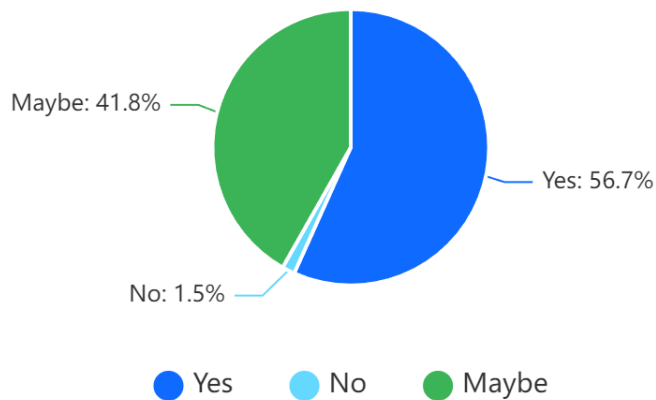


Figure 9. Statistics on the impact of review videos on consumers

What do you focus on when you watch the review video?

This question aims to find out what people who watch comment videos are most concerned about. In order to have diversity in the data, this is an open-ended question.

Most of the respondents are most concerned about the cost performance and product configuration. Most of their answers in the first question are for a comprehensive understanding of the product.

Performance, cost performance.

Quality, cost performance.

Price, performance, appearance, cost performance.

Respondents who said in the first question that they did not trust the information provided by the business were more concerned about the authenticity of the product information and the advantages and disadvantages of the product.

Focus on the authenticity of the product

Advantages and disadvantages

Advantages and disadvantages of the product, comparative testing with competing products, reviews from other users

A small number of respondents are concerned about the appearance and specific use of the product through video.

Real machine demonstration

The actual appearance of the product and certain experiences that cannot be expressed through data

Overall experience of using it.

What do you want to know when you watch the review video?

The fourth question is to find out what the person watching the comment video wants to know (Figure 8). This is a multiple-choice question, and in order to prevent factors not listed in the questionnaire, other options have been added as alternatives. However, only two respondents chose the other option, and neither indicated what the factors were.

Among them, the respondents are most concerned about the cost performance of the product. More than half of the respondents wanted to know about most of the factors. Only about a quarter of respondents wanted to know the views of commentators.

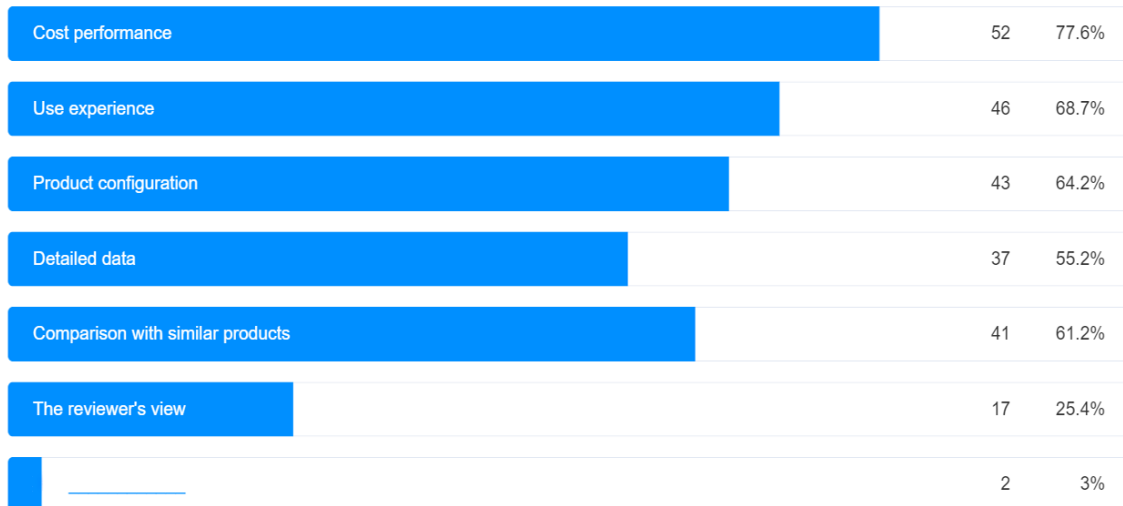


Figure 10. The information that consumers seek when viewing a video.

To what extent do these factors influence your purchase decision?

The fifth question is to understand the impact of different factors on consumers in the review video (Figure 9). As can be seen from the figure below, similar to the previous question, factors such as cost performance, user experience and product configuration will greatly affect consumers' purchase decisions. The opinions of commentators are much less influential than the first three. Other factors had little or no impact.

	0 Not affect at all	1 Slight influence	2 Some degree of influence	3 Great influence
Cost performance	4 (6%)	10 (14.9%)	30 (44.8%)	23 (34.3%)
Use experience	5 (7.5%)	11 (16.4%)	24 (35.8%)	27 (40.3%)
Product configuration	2 (3%)	9 (13.4%)	34 (50.7%)	22 (32.8%)
The reviewer's view	13 (19.4%)	29 (43.3%)	24 (35.8%)	1 (1.5%)
Other	24 (35.8%)	31 (46.3%)	10 (14.9%)	2 (3%)

Figure 11. The influence of different factors.

How do you know if a review video is trustworthy?

The purpose of this question is to study how consumers perceive the authority of a review video. Some respondents judge the authority of a video based on the comments of other users. If the majority of users approve of the video, then they will feel that the video is authoritative.

Look at public opinion and your own judgment

The recognition of the video by other users in the comment area (not robots or brush reviews)

Play volume and approval

Similar to this group, a small number of respondents judge whether a video is credible from the reviewer who uploaded the review video. They believe that the reviewer's word of mouth determines whether they can trust the video he produces.

The reviewer's reputation

Youtuber's credibility

Video playback volume, Youtuber's homepage information

Another group of respondents believe that video content is the key to determining the credibility of a video. The general evaluation video is divided into two parts: the data display of the product itself and the views of the commentator, both of which will affect the authority of the video.

In the data and presentation of the product itself, whether the content is detailed and comprehensive, and whether the source of the data is real and credible will affect the credibility of the video.

Objective data and test cases

The details and richness of the content and comparison of various data

The video is closer to the user experience of the public, and the environment is simulated by controlling variables to obtain data comparison results.

Data acquisition methods and richness

In the reviewer's opinion section, respondents said that factors such as whether the evaluation is objective and whether the advantages and disadvantages of the product are introduced are very important.

There are disadvantages and advantages. After all, there is no perfect product.

Make fair and objective evaluations, do not make brainless propaganda, and pay attention to factual basis.

Whether to over-hype a feature

Finally, whether the YouTuber has a financial connection to the product is one of the keys. Because once a youtuber receives a promotion of a related product, the identity of a YouTuber changes. As mentioned in the literature review, people trust other users' reviews more than advertisements.

No promotional link

No promotion, detailed data comparison

When you are about to buy a product, the review video thinks that another similar product is better worth buying. Will you change your purchase goals? Why?

Due to the difference in the impact of positive evaluation and negative evaluation, the thesis divides the study of the impact of commentators' personal opinions on consumers into two questions.

In this question, 58 respondents clearly answered yes, no or probably yes. Among them, 11 respondents said yes, 32 respondents said probably yes, and 15 respondents said no. Other respondents were more vague.

Respondents who said they would change their purchase goals mostly said they did not understand the product. They believe that the reviewer in the review video is more professional than they are, and that the reviewer's recommendation will be better than their choice.

Yes, because I can only rely on reviews to judge whether something is good or bad if I have not used it.

Yes, because his recommendation definitely makes sense.

Yes, because he knows this better than me

Respondents who answered that they would not change their purchase goals were more confident in their purchase decision, they only used the review video to learn all kinds of information about the product, and they did not trust the subjective opinions of the reviewers.

No, I believe in myself

Will not. I like it important

No, the video is for reference only

Respondents who think that they may change their purchase goals will consider the recommended products as an alternative, compare the recommended products with their selected target products before making the final purchase decision, and then decide whether to change their purchase goals.

Maybe, the impact of the review video on me is just a reference, but it will not 100% affect my purchase plan. It may make me pay more attention to another product.

Not necessarily; the product I choose may have been screened by me, and the other product may be one that I do not know about or that I know but has been screened out.

Maybe, if the video recommends it, I will definitely learn about this similar product. If it is more worth buying or I like it more, I will change the purchase target.

A minority of respondents said they would not easily trust a product recommendation from one review video, and would watch other review videos to corroborate each other.

Watch another video to confirm each other and prevent false information

Maybe, I will look for other videos

Watch a few more videos before deciding

When you're about to buy a product, the review video says it's so bad it's not worth buying. Will you choose not to buy? Why?

In contrast to the previous question, this question aims to examine the impact of negative opinions on consumers.

For this question, 65 respondents answered clearly yes, no or probably yes. Of these, 20 respondents said yes, 30 respondents said maybe yes, 15 respondents said no and two respondents said they were not sure.

Some of the respondents who said in the previous question that they would not be affected or might be affected were very clear in this question that they would be affected. Some respondents believe that the credibility of recommendation is low, and the credibility of non-recommendation is much higher.

Yes, as long as he can tell the disadvantages of the product and the degree of mismatch in usage scenarios, I will accept it.

Yes, if this product has poor reviews, I will refuse to buy it

Yes, recommending products to buy may be promotion. But products that are not recommended are really not good.

The respondents who answered no had similar reasons to the previous question. They trust themselves more than the commentators.

No, because if I think I want to buy it, I will definitely buy it.

No, I trust my own knowledge more

I basically do not refer to the conclusions given by the review videos. I basically collect information through the videos, and then make my own judgment on whether to buy based on my own needs, tolerance for problems, and budget.

The majority of respondents who think they may be affected say they will consider whether they can accept the defects of the target product before deciding whether to abandon the purchase of the product.

I might consider it. I buy a product not based on its advantages, but based on whether I can accept the shortcomings. There is no such thing as a perfect product.

Not necessarily, maybe I have considered whether I can accept its shortcomings in previous comparisons

As with the previous question, some respondents do not easily trust the opinions of one review video, and will watch multiple review videos to decide whether to change their purchase decision.

buy *If I watch multiple review videos and they all say it is bad, I probably will not buy it.*

Read multiple review videos. If everyone says the quality/price ratio is poor, I will give up buying it.

If there is only one video saying this, I will not give up buying it. If many review videos say it is no good, then I may consider giving up.

4 Discussion

4.1 Answers to research questions

The main research question of the thesis is how electronic product evaluation videos influence consumers' purchase decisions. In order to study this main problem, five sub-questions were set and all of them were answered.

Why do people watch review videos before buying electronic products?

As can be seen from question 1 of the questionnaire, the purpose of consumers referring to the evaluation video before purchase is to have a more comprehensive understanding of relevant information, so as to help improve their purchase decisions and minimize the probability of buying unsatisfactory products. And almost everyone will be affected by the video reviews.

What do people who watch comment videos focus on most?

Most consumers are most concerned about the cost performance. The advantages and disadvantages of the product are also the most concerned factors for many consumers.

What do people who watch comment videos want to know?

The cost performance of the product is what most people want to know. User experience, product configuration, detailed product data, and comparison of related products are also welcomed by most consumers. And this content will greatly influence consumers' purchasing decisions. The opinions of commentators are less important and have less impact on consumers.

A small number of consumers will also want to know the appearance of the product and other things. But they have little impact on purchasing decisions.

How do people assume that a review video is authoritative?

Whether a review video is authoritative depends on a number of factors. Each factor affects different consumers differently.

First, the credibility of a review video depends on word of mouth. The word of mouth of the video itself and the word of the video maker are both important.

And then, like a thesis. The data source should be authentic and reliable, and the testing process should be rigorous. The author's evaluation should be objective, comprehensive and based.

Finally, do not have an interest relationship in the seller of the product.

What is the impact of personal opinions on consumers in videos?

Most consumers are more or less influenced by the personal opinions of commentators. Even if the consumer does not change their purchase decision, they tend to learn more about the product recommended or not recommended by the reviewer.

The comparison of the results of the two questions shows that the influence of negative evaluation is greater than that of positive evaluation.

4.2 Validity and Reliability

The thesis uses first-hand data for research. Select specific groups for the survey to ensure that the content of the survey is in line with the research objectives and that the survey data is true and valid. The survey language used in the thesis is English and Chinese, and the Chinese part of the survey data has been translated into English.

The theories used in the thesis are derived from published literature reviews.

The sample size of the data used in the thesis is small, only 67. And the respondents are consumers of mobile phones and computers. Although mobile phones and computers are mainstream consumer electronics products, they do not represent all consumer electronics products. This article only helps to provide a more complete understanding of the relevant content.

Factors such as age and gender of respondents have not been studied. Depending on these factors, actual results may vary.

In conclusion, the thesis has some limitations, but this research is effective and reliable.

4.3 Recommendations for further research

In terms of future research direction, I think the research content can be divided.

The purpose of the thesis is to investigate the impact of electronic review videos on consumer purchase decisions. With the development of science and technology, the number of electronic products that people need in their lives will only increase. The respondents in the thesis are only mobile phone and computer consumers, and future research can be conducted on more different electronic products.

According to the characteristics of consumers in the literature review, consumers have many different factors. When it comes to age, for example, millennials tend to be thrifty,

pragmatic and impatient compared to other age groups. Half of Gen Z teens research products before making a purchase. (Kotler & Armstrong 2017, 98-99.)

Future research can investigate whether different groups have different ideas and attitudes towards commenting on videos in terms of age, gender, occupation and other factors.

On the other hand, the sample size of the study is small and the sample is limited to Chinese and English speakers. Consumers in more countries and regions can be further studied by adding other languages. This will make the research findings broader and more universal.

5 Summary

The thesis aims to study why and how electronic product review videos on the Internet affect consumers. The purpose of this article is to provide valuable information for viewers, related video creators and product vendors.

The thesis helps consumers optimize their own purchasing process and purchasing strategy, and helps video creators understand how to make videos with higher quality and more in line with audience needs. Help product suppliers understand what consumers really want to know and develop more effective promotional content.

The theoretical part of the thesis introduces the concepts related to the research. These concepts include factors that influence consumers, what reviews and e-word of mouth are, social media-related introductions, etc. The theoretical part aims to make readers better understand the research content.

The thesis adopts qualitative research method and inductive method, and adopts semi-structured questionnaire as the main research method. The five sub-problems set in the study were successfully solved by eight problems. In-depth research on consumers to watch electronic review video reasons, objectives, and review video impact on consumers.

The thesis answers the research questions and reveals the various factors that review videos influence consumers. The thesis introduces the direction that consumers consider when making purchase decision. The thesis provides a basis for further research, so that a broader study can continue on the impact of review videos on different products on different consumers.

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Appendix 1. Google Form

Questionnaire about the review video

[Sign in to Google](#) to save your progress. [Learn more](#)

Why would you watch a review video before buying?

Your answer

Will the review video affect your purchase plan?

- Yes
- No
- Maybe

What do you focus on when you watch the review video?

Your answer

What do you want to know when you watch the review video?

- Cost performance
- Use experience
- Product configuration
- Detailed data
- Comparison with similar products
- The reviewer's view
- other:

To what extent do these factors influence your purchasing decision?

	0 Not affect at all	1 Slight influence	2 Some degree of influence	3 Great influence
Cost performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product configuration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The reviewer's view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How do you know if a review video is trustworthy?

Your answer

When you are about to buy a product, the review video thinks that another similar product is better worth buying. Will you change your purchase goals? Why?

Your answer

When you're about to buy a product, the review video says it's so bad it's not worth buying. Will you choose not to buy? Why?

Your answer

submit

Clear form content