Exploring the Influence of YouTube Videos on Purchase Intentions among Millennial Consumers in Tasikmalaya City

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Abstract

The paradigm of consumer purchase decisions has been altered by the digital marketing landscape. Presently, consumers actively seek reliable and truthful information to assist them in their purchasing decisions. A noteworthy group in this regard is the Millennial generation, who dedicate a substantial amount of their time to online activities, with a particular focus on social media platforms. This generation, often referred to as *"technology savvy,"* demonstrates their reliance on technology and employs it for various decisions that impact them, including their purchasing intentions. Prior to making a purchase, Millennial extensively research product information and align it with their individual needs and interests. The objective of this research was to examine the impact of user-generated content (UGC) on the purchasing intentions of Millennials in Tasikmalaya city. The investigation was conducted utilizing the prominent social media platform, YouTube. The primary aims of this research were to identify the factors that influence purchasing intentions and to comprehend the attitudes of Millennials towards purchasing after watching product-related videos on YouTube.To achieve these goals, the researcher administered an online questionnaire to individuals who had viewed smartphone product videos on YouTube. The questionnaire, comprising 350 valid responses, served as the means to test the hypotheses using the Structural Equation Modelling approach. The research yielded significant findings, that factors such as video quality, duration, and the adeptness and delivery of the presentation are crucial in influencing the purchase decisions of Millennial consumers. In summary, these findings imply that those aspects play a substantial and positive role in heightening the purchase intentions of Millennials in Tasikmalaya City.

Keywords: Purchase Intention, User-Generated Content, Youtube, Generation Y, Millennials, NSLVC, Number of Subscribers, Likes and Comment, Perceived Credibility, Perceived Usefulness, Perceived Video Characteristic, Attitude toward Purchase, SEM.

Introduction

In the current era of globalization, the advent of the Internet and social media platforms has unquestionably presented novel avenues for marketers to strategically devise their marketing strategies, thereby exerting influence on consumer purchase decisions. As the utilization of social media and the Internet continues to escalate in this rapidly expanding landscape, the potential to attract and, to some extent, influence these prospective populations in terms of behavior and attitude becomes increasingly viable. Notably, the Internet has emerged as the most frequently accessed medium among the Indonesian populace. Consequently, marketers are poised to derive greater productivity and effectiveness by utilizing the Internet as a promotional medium, capitalizing on the escalating accessibility to online media especially in Indonesia.

Table 1: Digital in Indonesia

According to the findings presented in Table 1, a comprehensive examination of internet access levels in Indonesia conducted by Hootsuite (We Are Social) revealed a surprising figure of 132.7 million active internet users in 2018 (Kemp, 2018). This substantial number signifies the extensive market opportunities within this domain, as well as the escalating count of active internet users. Notably, social media emerges as one of the primary channels accessible through the internet. Remarkably, data from Hootsuite's survey illustrates that approximately 97% of internet users actively engage with social media (Kemp, 2018). Furthermore, a remarkable statistic reveals that 40% of these active internet users favor the YouTube platform, with a staggering 54.6 million users making use of YouTube, making it the most popular platform in Indonesia. These statistics serve as a testament to the enduring significance of social media, transcending mere temporary trends within society. Consequently, they are poised to experience further advancements and intensification in their utilization in the forthcoming years, particularly among the Generation Y/Millennials and Z demographics.

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Millennials exhibit a profound dependence on technology as a means to connect with their social circle, attributing significant value to the opinions shared on social media platforms. Notably, Word-of-Mouth (WOM) emerges as the most effective marketing method with this demographic (Huang & Petrick, 2010). WOM refers to the transmission of oral information pertaining to brands, products, and services, primarily occurring between individuals with close relationships, such as friends or relatives. (Alcocer, 2017) In the context of online communication, WOM is referred to as electronic word of mouth (eWOM). Researchers have observed that eWOM enhances the impact of advertising by rapidly reaching a broader audience while reducing the interpersonal pressure associated with face-to-face interactions. Moreover, from the consumers' perspective, digital forums serve as valuable resources for sharing and accessing accurate and reliable information, facilitating informed purchase decisions. (Blackwell, Miniard, & Engel, 2006).

Prior research has predominantly focused on the textual aspect of eWOM messages, encompassing platforms such as e-commerce websites, online consumer reviews, discussion forums, and social media. Given its widespread usage, YouTube has emerged as one of the most popular social media platforms globally. In a study exploring social media and eWOM, one participant expressed a preference for Instagram over other platforms due to its visual elements. (Djavarofa & Rushworth, 2017). However, to date, visual eWOM, particularly in the context of video sharing websites like YouTube, has received limited attention within the academic realm.

Hence, the objective of this research conducted by the author is to investigate how YouTube content featuring product reviews influences the purchase intentions of Millennials in Tasikmalaya city. By examining the impact of video product review content on Millennials' purchase intentions, this study aims to provide valuable insights for both academic and managerial purposes, offering a deeper understanding of the attitudes and behaviors exhibited by Millennials in real-world scenarios.

Literature Review

Purchase Intention = According to the theory of Reasoned Action (TRA), purchase intention refers to the subjective probability of an individual to engage in a specific action, and it is considered a crucial determinant of behavior (Davis, 1989) Intention can be defined as "the person's conscious plan and motivation to exert effort in performing a behaviour" (Davis, 1989). Intention can be defined as "the person's conscious plan and motivation to exert effort in performing a behaviour (Eagly & Chaiken, 1993). In the context of this study, purchase intention refers to consumers' intentions to purchase products immediately after watching YouTube videos in which the products are mentioned or reviewed by YouTube product reviewers.

User-Generated content User-generated content (UGC), also referred to as user-created content, is defined as "i) publicly available content on the internet, ii) reflecting a certain level of creative effort, and iii) created outside of professional routines and practices" (Wunsch-

Vincent & Vickery, 2007). Furthermore, UGC encompasses various forms of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, pins, digital images, videos, audio files, and other media forms created by users of online systems or services, often made available through social media platforms. (Moens, Li, & Chua, 2014). Importantly, individuals who produce UGC on the internet are often perceived as opinion leaders by consumers. (MacKinnon, 2012).

Millennials as Consumer = The Millennial generation, also known as Generation Y, has been recognized as a significant and influential cohort with the potential to shape and impact society. Millennials are considered "digital natives" who heavily rely on technology for communication with their peers and place high value on social media opinions. Notably, Millennials tend to place greater importance on the opinions and ideas of their friends and peers, both in-person and through social media, compared to other forms of advertising. Consequently, word-of-mouth appears to be the most effective marketing method for Millennials. (Eisner, 2005).

Youtube = Consumers heavily rely on user-generated content in their purchasing decisions, and one prominent source and platform for both UGC and professionally generated content (PGC) is YouTube. YouTube is a video sharing platform where users can upload and share videos digitally, attracting a vast number of digital users. Since its establishment in 2005, YouTube has become the world's third most visited website, following Google and Facebook. Collectively, people spend over one billion hours watching YouTube videos every day (Spencer, 2019) Consequently, this study aims to investigate how UGC broadcasted on YouTube influences consumers' purchase intentions.

Hypotheses Development

Number of subscribers, likes, views, and comments (NSLVC)

People can question consumer perceptions of content. Over time, the number of subscribers and comments on YouTube videos can be considered a sign of popularity and are considered to influence purchase intentions. In the eyes of customers who are looking for credible information, the number of customers and comments can increase the credibility of that information. While on the side of Youtube users looking for user-generated content, they also count the number of comments and subscribers to increase the credibility and usability of the video. (Mir & Rehman, 2013). Ranking is crucial for online content credibility.

Meanwhile, the number of likes can increase the credibility of the content in the forum. This effect also apparently applies to YouTube videos, and the number of likes increases the popularity of the video, which increases credibility and usability. (Mir & Rehman, 2013). Finally, as suggested by Mir and Rehman (2013), the number of users viewing content on YouTube is vital in the perception of credibility and usability. Also, it is recommended that the number of replies to comments by video owners can also affect the perception of the credibility and usefulness of the information provided in the video. Therefore it was hypothesized:

H_1: The number of subscribers, views, likes, and comments (NSLVC) positively affects the perceived credibility of the information in the videos

> H_2: *The number of subscribers, views, likes, and comments (NSLVC) positively affects the usefulness of the information in the videos*

Perceived credibility of the information in the videos (PC)

In general, source credibility can be defined as a positive feature of sources that influence recipients to receive messages. Perceived credibility is a dimension of trust that positively or negatively influences the adoption of messages and can bring changes in consumer attitudes. (Bouhlel, Mzoughi, Ghachem, & Negra, 2010)

UGC is considered more trustworthy than seller-generated content because it states honest evaluation with both positive and negative sides. More credible sources are more successful in developing positive attitudes. Mir and Zaheer (2012) prove that the perception of UGC credibility on social media sites positively influences attitudes towards UGC-related products. In this study, the perception of the credibility of information in the video is defined as the level of consumer confidence about the credibility of information for their purchase. It is hypothesized that:

> H_3: *Perceived credibility of the information in the videos positively affects perceived usefulness of the information in the videos.*

> H_4: *Perceived credibility of the information in the videos positively affects attitude toward purchase.*

> H_5: *Perceived credibility of the information in the videos positively affects purchase intention.*

Perceived usefulness of information in the videos (PU)

The perceived usefulness is defined as "the extent to which a person believes that using a particular system will improve the performance of his work," and that is related to the expectation that a person hopes to get in the end. (McKnight & Kacmar, 2012). According to the Technology Acceptance Model (TAM), perceived usefulness influences attitudes (Mir and Rehman, 2013).

In the recent study, the perceived usefulness of the information in videos was defined as consumers' perceptions that watching YouTube videos would improve their purchasing performance. It is hypothesized that:

> H_6: *Perceived usefulness of the information in the videos positively affects attitude toward purchase.*

> H_7: *Perceived usefulness of the information in the videos positively affects purchase intention.*

Perceived video characteristics (PVC)

Special features of YouTube videos can influence purchase intentions. First of all, video quality is a factor that influences purchasing decisions, and high-quality video increases user involvement. (Dobrian, et al., 2013) Secondly, perceptions of video length can also be a factor.

Finally, the preparation and presentation of content are also considered influential for consumer purchase intentions. Because this can affect the level of information obtained by consumers and lead to the formation of attitudes. Therefore it is hypothesized that:

H_8: Perceived video characteristics positively affect the perceived credibility of the information in the videos.

H_9: Perceived video characteristics positively usefulness of the information.

H_{10}: Perceived video characteristics positively affect attitude toward purchasing.

*H_{11}: Perceived video characteristics positively affect purchase intention.*

Attitude toward purchase (ATP)

Attitudes can be defined as feelings and positive or negative evaluations of someone towards carrying out specific behaviors (Mir and Rehman, 2013) or positive or negative orientation of consumers towards a product or brand. (Bouhlel, Mzoughi, Ghachem, & Negra, 2010)

According to Bouhlel et al. (2010) consumer attitudes influence online purchase intentions, and consumers who have positive attitudes towards blogs tend to make real purchases. In this study, attitudes toward purchases are defined as consumers' thoughts, feelings, and beliefs about purchasing products after watching YouTube videos. It is hypothesized that:

H_{12}: Attitude toward purchase positively affect purchase intention.

Table 2: Research Model
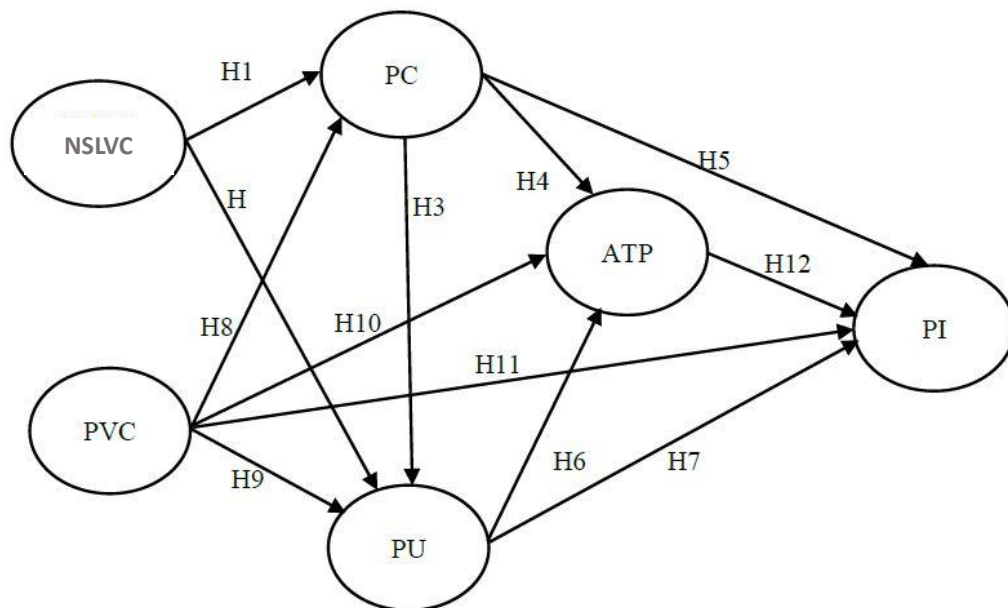
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Research Methods

Research Target

The primary focus of this research encompasses the Millennial generation, specifically individuals aged between 17 and 35 years, residing in Tasikmalaya city. The study will include both males and females who actively utilize the YouTube platform in their daily activities.

Research Design

To examine the impact of product-review videos on YouTube on consumers' purchase intentions regarding technology products, this study will employ a quantitative approach and collect primary data through an online survey-based questionnaire. The questionnaire will encompass several sections, including inquiries about participants' YouTube usage behaviors and segmentation of appropriate respondents. Additionally, it will consist of 37 questions aimed at identifying factors influencing purchase intentions, such as NSLVC (Number of subscribers, likes, views, and comments), perceived credibility and usefulness of video content, perceived video characteristics, attitude towards purchasing, and demographic information. Participants will rate all variables using a five-point *Likert* scale, ranging from strongly disagree (1) to strongly agree (5).

Data Collection

Data collection will be facilitated through the utilization of Google Forms. The author will design the questionnaire to incorporate all relevant variables that respondents can fill out. Since participants' responses will be automatically integrated into the Google Form upon questionnaire completion, all data will be collected online. The research aims to target 350 respondents to obtain a comprehensive understanding of Millennials' attitudes towards product-review videos on YouTube. The sampling method employed will be purposive, focusing on individuals categorized as Millennials. Additionally, snowball sampling, a non-probability technique, will be utilized, where existing study respondents will recruit future subjects from their peers or family members who share similar characteristics, in this case, being part of the Millennial generation.

Data Treatment

The statistical analysis will primarily employ AMOS 19.0 and SPSS 22.0 as tools. The dissertation will present the findings through statistical data obtained from the questionnaire, which will be measured using AMOS. The data set will be randomly divided into two groups. The first set will undergo exploratory factor analysis to finalize the model items, assess reliability and validity. Subsequently, the second set of data will be used for confirmatory factor analysis and evaluation of hypotheses in the Structural Equation Model (SEM) using AMOS software.

Results

Explanatory Factor Analysis

Explanatory is used to finalize the model items and to evaluate the validity and reliability. The initial step taken is to test the adequacy of the sample or the feasibility of a variable through the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.904
Bartlett's Test of Sphericity	Approx. Chi-Square	4904.797
	df	378
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy Index (KMO MSA) and the Bartlett's Test of Sphericity significance value are if the KMO value is between 0.5 to 1 and the significance of the Bartlett's Test of Sphericity is smaller than the level of significance (α = 0.05) used can mean that factor analysis is right to use. From the SPSS 20 output, the KMO value is 0.904, and the significance value of Bartlett's Test of Sphericity is 0,000 <0.05, so it can be concluded that the factor analysis in this study can be continued because it meets the requirements.

It is namely testing the construct (indicator) whether it has a high proportion of variance or not. Meet the criteria if "Loading Factor" or "Standardized Loading Estimate"> 0.5. (Fornell & Larcker, 1981). Based on the table below, it can be concluded that all constructs (indicators) have a high proportion of variance. That is because the entire loading factor value is more than 0.5, which means that all indicators can be declared valid, and the evaluation process can be continued. However, if there is a value of less than 0.5, then it must be re-estimated by eliminating the indicator. The reliability of the items had been measured with Cronbach's Alpha coefficient and for all factors had values ranged from 0.771to 0.884. All of these values exceeding the 0.7 (Nunnally & Bernstein, 1994)

Table 3: Item statistics, Cronbach's Alpha values and factor correlations for explanatory factor analysis

Variable	Item	Mean	Std. Deviation	Factor Loading	Cronbach's Alpha	NSLVC	PC	PU	PVC	ATP	PI
NSLVC	X1.1	4.289	0.619	0.632	0.771	1.000	0.414	0.205	0.484	0.276	0.500
	X1.2	4.351	0.614	0.676							
	X1.3	4.414	0.584	0.785							

	X1.4	4.186	0.692	0.642							
PC	X2.1	4.043	0.761	0.637	0.780	0.414	1.000	0.237	0.553	0.203	0.609
	X2.2	4.040	0.872	0.675							
	X2.3	4.200	0.746	0.664							
	X2.4	4.234	0.781	0.654							
	X2.5	4.554	0.611	0.600							
PU	X3.1	4.317	0.693	0.787	0.880	0.205	0.237	1.000	0.156	0.339	0.260
	X3.2	4.191	0.656	0.702							
	X3.3	4.160	0.732	0.698							
	X3.4	4.029	0.790	0.713							
	X3.5	4.134	0.695	0.801							
	X3.6	4.451	0.607	0.784							
PVC	X4.1	4.574	0.518	0.653	0.777	0.484	0.553	0.156	1.000	0.151	0.917
	X4.2	4.363	0.608	0.709							
	X4.3	4.037	0.691	0.712							
	X4.4	4.383	0.683	0.700							
ATP	X5.1	4.400	0.669	0.710	0.802	0.276	0.203	0.339	0.151	1.000	0.277
	X5.2	4.003	0.821	0.744							
	X5.3	4.140	0.677	0.678							
	X5.4	4.354	0.582	0.737							
PI	Y.1	4.117	0.816	0.795	0.884	0.500	0.609	0.260	0.917	0.277	1.000
	Y.2	3.966	0.797	0.790							
	Y.3	3.946	0.808	0.735							
	Y.4	4.031	0.884	0.796							
	Y.5	4.174	0.784	0.782							

Confirmatory Factor Analysis

Then, the second data used to perform confirmatory factor analysis and to evaluate the hypotheses in the Structural Equation Model (SEM) through AMOS software. Before proceeding with the structural model, the reliability and validity of the measurement model

were rechecked. There is a modification while conducting the model fit test. Eight research items were being eliminated, which had the immense modification index value and has the most errors then rerunning the model until the Probability level is obtained according to the criteria (p> 0.05). In addition, the *chi-square* also had a better score, as can be seen in the table 4 below.

Table 4: Model Fit Transformation Results

No	Index	Cut Off Value	Before modification	Information	After Modification	Information
1	*Chi Square*	Expected to be low	605,204	Not Fit	181,488	**Marginal**
2	Probability	≥ 0,05	0,000	Not Fit	0,088	**Good**
3	CMIN/df	≤ 2,00	1,796	Good	1,156	**Good**
4	RMSEA	≤ 0,08	0,048	Good	0,021	**Good**
5	RMR	≤ 0,08	0,025	Good	0,020	**Good**
6	CFI	≥ 0,95	0,943	Not Fit	0,990	**Good**
7	NFI	≥ 0,90	0,880	Not Fit	0,932	**Good**
8	GFI	≥ 0,90	0,888	Not Fit	0,952	**Good**
9	AGFI	≥ 0,90	0,865	Not Fit	0,936	**Good**
10	TLI	≥ 0,90	0,936	Good	0,988	**Good**

The obtained values from the chi-square analysis are presented in Table 4 (left side). The *chi-square* table for a degree of freedom of 337 at a probability level of 0.05 is recorded as 380.809. Comparatively, the *chi-square* value derived from the model is higher, measuring 605.204. Consequently, modifications were implemented to enhance the *chi-square* value. The revised calculation involved inputting the degree of freedom of 157, maintaining the same probability level of 0.05. The resultant *chi-square* table value was determined as 187.23. After the modification, the chi-square value from the model reached 181.488. Notably, these

outcomes indicate favorable results, as the chi-square value from the modified model is lower than the *chi-square* table value for a degree of freedom of 157.

From the Standardized regression weights value of AMOS output, then it is entered into Microsoft Excel to calculate the value of construct reliability (CR) and average variance extracted (AVE).

Table 5: Confirmatory Factor Analysis Statistics (after modification)

	Mean	SD	CR	AVE	NSLVC	PC	PU	PVC	ATP	PI
NSLVC	4.185	0.642	0.754	0.506	**0.711**					
PC	4.174	0.770	0.800	0.501	0.503	**0.708**				
PU	4.210	0.688	0.849	0.532	0.518	0.516	**0.729**			
PVC	4.260	0.653	0.755	0.506	0.506	0.504	0.519	**0.712**		
ATP	4.201	0.681	0.753	0.506	0.506	0.503	0.519	0.506	**0.711**	
PI	4.042	0.789	0.741	0.588	0.545	0.543	0.559	0.546	0.546	**0.767**

(header spans: Confirmatory Factor Analysis)

Square root of AVE for each construct are shown on the main diagonal with bold. SD: Standard deviation; CR: Composite reliability; AVE: Average Variance Extracted

The calculation results show that the CR value obtained for each variable used, NSLVC variable has a CR value of 0.754, PC variable has a CR value of 0.800, PU variable has a CR value of 0.849, PVC variable has a CR value of 0.755, ATP variable has a CR value of 0.753, and the PI variable has a CR value of 0.741. The composite reliability value of the six variables is greater than the cut-off value of 0.7, the indicators have good internal consistency.

Then, it is also known that the average variance extracted (AVE) value for each variable used, NSLVC variable has a AVE value of 0.506, PC variable has a AVE value of 0.501, PU variable has a AVE value of 0.532, PVC variable has a AVE value of 0.588, variable ATP has a AVE value of 0.506, and the PI variable has a AVE value of 0.565. Extracted average variance value will be smaller than the composite reliability value. Because all five variables have a AVE value> 0.50, the variance extracted from the indicators is able to represent a latent or a convergent valid variable.

In addition, it can also be seen that the AVE value of the square root in each construct is displayed diagonally. If the AVE value of the square root of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant value. It was found that the AVE value of square root in the above table is greater than the correlation value between constructs in the previous table, it can be said that this model has a good discriminant value which means that discriminant validity is provided.

Hypothesis Testing final

Table 6: Hypotheses Testing (after modification)

No	Causal Relationships			Estimate	S.E.	C.R.	P	Acceptance Limit	Results
1	PC	<---	NSLVC	0.236	.088	2.753	.006	< 0,05	Supported
2	PU	<---	NSLVC	0.199	.099	2.022	.043	< 0,05	Supported
3	PU	<---	PC	0.220	.110	1.962	.050	< 0,05	Supported
4	ATP	<---	PC	0.140	.103	1.248	.212	< 0,05	Not Supported
5	PI	<---	PC	-0.221	.122	-2.338	.019	< 0,05	Not Supported
6	ATP	<---	PU	0.280	.063	4.163	***	< 0,05	Supported
7	PI	<---	PU	0.072	.067	1.403	.044	< 0,05	Supported
8	PC	<---	PVC	0.542	.098	5.760	***	< 0,05	Supported
9	PU	<---	PVC	-0.082	.114	-.738	.460	< 0,05	Not Supported
10	ATP	<---	PVC	0.114	.104	1.050	.294	< 0,05	Not Supported
11	PI	<---	PVC	1.229	.162	10.209	***	< 0,05	Supported
12	PI	<---	ATP	0.113	.077	2.072	.039	< 0,05	Supported

Hypothesis testing by looking at the P-value and standardized regression weight as shown in the model image above, is as follows:

a. Hypothesis Testing 1: The number of views, likes, comments and replies positively affect perceived credibility of the information in the video.
The estimated parameter value of the *standardized regression weight* coefficient between NSLVC and PC is 0.236 (which is positive) and the relationship between the two variables shows a probability value of 0.006 (p < 0.05) from the estimated value of 0.236. Thus, H1 is accepted because there is a significant positive effect between NSLVC on the PC so that the higher the NSLVC the higher the PC.

b. H2: The number of views, likes, comments and replies positively affect usefulness of the information in the video.
The estimated parameter value of the *standardized regression weight* coefficient between NSLVC and PU is 0.199 (which is positive) and testing the relationship of the two variables shows a probability value of 0.043 < 0.05 from the estimated value of 0.199. Thus, H2 is

accepted because there is a significant positive effect between NSLVC on PU so that the higher the NSLVC the higher PU.

c. H3: Perceived credibility of the information in the video positively affects the perceived usefulness of the information in the video.
    The estimated parameter value of the *standardized regression weight* coefficient between PC and PU is 0.220 (which is positive) and the relationship between the two variables shows a probability value of 0.050 ($p < 0.05$) from the estimated value of 0.220. Thus, H3 is accepted because there is a significant positive effect between PC on PU so that the higher the PC the higher the PU.

d. **H4**: Perceived credibility of information in the video positively affects attitudes towards purchase.
    The estimated parameter value of the *standardized regression weight* coefficient between PC and ATP is 0.140 (which is positive) but the testing of the relationship between the two variables shows a probability value of $0.212 > 0.05$ (exceed the limit) from the estimated value of 0.140. Thus, H4 is not accepted because there is no significant influence between PC on ATP. So, it can be concluded that the hypothesis that PC has a significant positive effect on ATP cannot be proven.

e. **H5**: Perceived credibility of the information in the video positively affects purchase intention.
    The estimated parameter value of the *standardized regression weight* coefficient between PC and PI is -0.221 (which is negative) and testing the relationship between the two variables shows a probability value of $0.019 < 0.05$ from the estimated value of -0.221. Thus, H5 is not accepted because there is no significant influence between the PC to the PI. So, it can be concluded that the hypothesis stating that the PC has a significant positive effect on the PI cannot be proven.

f. H6: Peceived usefulness of the information in the video positively affect attitudes towards purchase.
    The estimated parameter value of the *standardized regression weight* coefficient between PU and ATP is 0.280 (which is positive) and the relationship between the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 0.280. Thus, H6 is accepted because there is a significant positive effect between PU on ATP so that the higher the PU the higher the ATP.

g. H7: Perceived usefulness of information in the video positively affects purchase intentions.
    The estimated parameter value of the *standardized regression weight* coefficient between PU and PI is 0.072 (which is positive) and testing the relationship between the two variables shows a probability value of 0.044 ($p < 0.05$) from the estimated value of 0.072. Thus, H7 is accepted because there is a significant positive effect between PU on PI so that the higher PU the higher PI.

h. H8: Perceived video characteristics positively affect perceived credibility of the information in the video.
    The estimated parameter value of the *standardized regression weight* coefficient between PVC and PC is 0.542 (which is positive) and testing the relationship between the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 0.542.

Thus, H8 is accepted because there is a significant positive influence between PVC on PC so that the higher the PVC the higher the PC.

i. **H9**: Perceived video characteristics positively affect perceived usefulness of the information in the video.

The estimated parameter value of *the standardized regression weight* coefficient between PVC and PU is -0,082 (which is negative) and the test of the relationship between the two variables shows a probability value of $0.460 > 0.05$ (exceed the limit) from the estimated value of -0.082. Thus, H9 is not accepted because there is no significant influence between PVC on PU. So, it can be concluded that the hypothesis stating that PVC has a significant positive effect on PU cannot be proven.

j. **H10**: Perceived video characteristics positively affect attitude toward purchase.

The estimated parameter value of the *standardized regression weight* coefficient between PVC and ATP is 0.114 (which is positive) but testing the relationship between the two variables shows a probability value of $0.294 > 0.05$(exceed the limit) from the estimated value of 0.114. Thus, H10 is not accepted because there is no significant influence between PVC on ATP. So, it can be concluded that the hypothesis that PVC has a significant positive effect on ATP cannot be proven.

k. H11: Perceived video characteristics positively affect purchase intention.

The estimated parameter value of the *standardized regression weight* coefficient between PVC and PI is 1.229 (which is positive) and testing the relationship of the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 1.229. Thus, H11 is accepted because there is a significant positive effect between PVC on PI so that the higher the PVC the higher the PI.

l. H12: Attitudes towards purchases positively affect purchase intentions.

The estimated parameter value of the *standardized regression weight* coefficient between ATP and PI is 0.113 (which is positive) and the relationship between the two variables shows a probability value of 0.039 ($p < 0.05$) from the estimated value of 0.113. Thus, H12 is accepted because there is a significant positive effect between ATP on PI so that the higher ATP the higher PI.

Discussions

YouTube as a Means of Marketing Strategies for Effective Smartphone Products

YouTube, as a widely visited social media platform, offers an effective avenue for marketing products. Boasting a user base exceeding 1.3 billion and attracting over 30 million daily visitors, YouTube has become the third most visited website globally (Spencer, 2019). Consequently, the platform's substantial visitor count facilitates an increased number of display ads within its content. Users on YouTube evaluate video content based on factors such as the number of subscribers, views, likes, and comments (NSLVC).

The study's findings indicate that NSLVC significantly influences the perceived credibility of information within videos (PC). The estimated standardized regression weight coefficient between NSLVC and PC is 0.236 (positive), with a probability value of 0.006 ($p <$

0.05) based on the estimated value of 0.236. This suggests that as NSLVC increases, the credibility of a video also tends to rise. A video on YouTube that garners a substantial number of subscribers, views, likes, and comments from other users contributes to enhancing its credibility. It is evident that user interactions have a notable impact on consumers' perception of information credibility while watching product-related YouTube videos.

Moreover, NSLVC also exhibits a significant positive effect on the perceived usefulness of information in YouTube videos (PU). The estimated standardized regression weight coefficient between NSLVC and PU is 0.199 (positive), and the relationship between the two variables yields a probability value of 0.043 ($p < 0.05$) from the estimated value of 0.199. These results indicate that a higher NSLVC value correlates with increased usefulness of information derived from YouTube video content for its users. Thus, it can be inferred that the interactions among users have the potential to influence the perception of information usefulness.

Influence of User-Generated Content (UGC) in Marketing Smartphone Products Through YouTube

User-generated content (UGC) plays a crucial role on YouTube, where video content serves as an example of content created and shared by users (Moens, Li, & Chua, 2014). According to Wunsh-Vincent and Vickery's (2007) definition of UGC, YouTube's video content falls under publicly available internet content that reflects creative efforts beyond routine and professional practices. The creative development of YouTube videos leads to a diverse range of UGC, attracting the attention of YouTube users.

The study's findings reveal a significant positive relationship between video credibility and the usefulness of information presented in the videos. The estimated standardized regression weight coefficient between video credibility (PC) and the usefulness of information (PU) is 0.220 (positive), with a probability value of 0.050 ($p < 0.05$) based on the estimated value of 0.220. This indicates that an increase in the credibility of video content on YouTube can significantly enhance the information's usefulness provided in the videos.

Furthermore, perceived video characteristics (PVC) also have a significant positive impact on the perceived credibility of the information within the videos (PC). The estimated coefficient between PVC and PC is 0.542 (positive), with a probability value of 0.000 ($p < 0.05$) from the estimated value of 0.542. Thus, improving the quality of video characteristics can contribute to enhancing the credibility of the videos.

However, the study did not find a significant positive effect of video characteristics on the perceived usefulness of the information in the videos or on attitudes toward purchase. This is evident from the estimated coefficient between PVC and PU, which is -0.082 (negative), and the probability value of 0.460, exceeding the threshold of 0.05. Similarly, the estimated coefficient between PVC and attitudes toward purchase (ATP) is 0.114 (positive), but the probability value of 0.294 exceeds the significance threshold of 0.05.

Purchase Intention of Millennial as Smartphone Consumer Target via YouTube

When marketing smartphone products, it is crucial to identify the right target consumers and utilize appropriate marketing media to increase their purchase intentions. This study

focuses on the purchase intentions of smartphone products among millennials using YouTube as a marketing medium. YouTube offers easy accessibility for millennials to gather information, requiring only electronic devices and an internet connection. This makes YouTube an attractive platform for companies aiming to promote their products. Despite being a video-based social media platform, YouTube content can incorporate various elements such as photos, sounds, designs, and written information. Millennials can access product information through diverse means, ultimately influencing their attitudes towards purchasing and, consequently, increasing their purchase intentions.

Attitudes towards purchase (ATP) are significantly and positively influenced by the perceived usefulness of information (PU) but negatively influenced by perceived video characteristics (PVC). The estimated standardized regression weight coefficient between PU and ATP is 0.280 (positive), with a probability value of 0.000 ($p < 0.05$). On the other hand, the estimated coefficient between PVC and ATP is 0.114 (positive), but the probability value of 0.294 exceeds the significance threshold of 0.05.

These results indicate that enhancing the usefulness of information contributes to a positive shift in attitudes towards purchasing. Considering millennials' needs to improve their attitudes towards purchasing, video quality plays a significant role in determining the usefulness of the video content. This implies that millennials search for YouTube videos that provide useful information when they are interested in a product. However, perceived video credibility (PC) has not been shown to have a positive influence on attitudes towards purchasing (ATP) or purchase intentions (PI) among YouTube users. The estimated coefficient between PC and ATP is 0.140 (positive), but the probability value of 0.212 exceeds the significance threshold of 0.05. Similarly, the estimated coefficient between PC and PI is -0.221 (negative), with a probability value of 0.019 ($p < 0.05$). These results indicate that video credibility on YouTube does not significantly influence attitudes towards purchasing or purchase intentions.

Although perceived credibility (PC) does not significantly influence purchase intentions (PI), three other factors do have a significant positive impact: perceived usefulness of information (PU), perceived video characteristics (PVC), and attitudes towards purchasing (ATP). The estimated coefficient between PU and PI is 0.072 (positive), with a probability value of 0.044 ($p < 0.05$). This suggests that consumers perceive YouTube content as useful and reliable when they believe it enhances their purchase performance and reduces decision-making risks.

Likewise, the estimated coefficient between PVC and PI is 1.229 (positive), with a probability value of 0.000 ($p < 0.05$). This demonstrates that the duration, quality, preparation, and presentation of video content are crucial factors influencing consumers' intentions to purchase a product.

Lastly, attitudes towards purchase (ATP) significantly influence purchase intentions (PI). The estimated coefficient between ATP and PI is 0.113 (positive), with a probability value of 0.039 ($p < 0.05$). This indicates that consumers who develop a positive attitude towards a product after watching smartphone review videos on YouTube are more likely to have an

intention to purchase those products. These results suggest that millennial generation purchase intentions are significantly influenced by three factors: perceived usefulness of information, video characteristics, and attitudes towards purchasing smartphone products. These factors enable millennials to make informed decisions when considering the purchase of specific smartphone products.

Among these factors, particular attention should be given to attitudes towards purchasing, as it has a significant positive influence on purchase intentions. This implies that consumers who watch smartphone-related videos on YouTube and develop a positive attitude towards the product are more likely to intend to purchase those products mentioned in the videos. To target millennial consumers and increase purchase intentions, YouTube can be used as an effective marketing tool. Consumers who are knowledgeable in shopping, according to Geissler & Edison (2005), can influence other consumers in their purchasing decisions and provide recommendations for smartphone products. Hence, YouTube serves as a platform for expert consumers to offer smartphone product reviews, which potential consumers can consider.

The correlation between purchase intention, the millennial generation, and YouTube suggests that companies seeking to increase purchase intentions among millennials can utilize YouTube as a marketing tool. However, several factors need to be considered, including the number of subscribers, views, likes, and comments on videos, video credibility, perceived usefulness of video information, video characteristics, and attitudes towards purchasing.

Moreover, the significance of these factors and their influence should also be considered. Factors such as the usefulness of information, video characteristics, and attitudes towards purchase require special attention. Video credibility, on the other hand, does not have a significant positive effect on purchase intentions. Nevertheless, the number of subscribers, views, likes, and comments can directly impact video credibility and the perceived usefulness of information, indirectly influencing millennial purchase intentions. To attract more consumers, adjustments to video content on YouTube as a marketing medium for smartphone products are necessary. These factors can serve as preferences and contribute to the effectiveness of YouTube as a marketing tool for targeting millennial consumers.

Conclusion

In the era of digitalization, marketers are leveraging technological advancements to develop their strategies, including utilizing platforms like YouTube. As a prominent video-based social media platform with a vast user base, YouTube offers opportunities for marketing smartphone products. However, not all YouTube content captures the attention and trust of millennials. Instead, they tend to rely more on user-generated content (UGC) created by fellow YouTube users rather than videos published by companies. To effectively implement marketing strategies on YouTube, various factors can influence millennials' purchase intentions, both directly and indirectly.

To increase purchase intentions among millennials using YouTube as a marketing tool for smartphone products, it is crucial to enhance the perceived usefulness of information and the perceived characteristics of the videos. These factors have a significant and positive impact on purchase decisions made by millennials. Consequently, the quality, duration, preparation, and presentation of the videos play pivotal roles in influencing the purchasing behavior of millennials.

Interestingly, video credibility does not have a significant positive influence on increasing purchase intentions. However, the number of subscribers, views, likes, and comments indirectly impact purchase intentions. It is important to note that the increase in purchase intentions should start with enhancing the credibility of the videos and the perceived usefulness of the information. Moreover, the perceived usefulness of the information directly influences attitudes towards purchases.

When utilizing YouTube as a marketing tool for products, attention should be given to factors such as the number of customers, appearance, likes, comments, perceived usefulness of information, video characteristics, and attitudes towards purchases. Additionally, marketing strategies are more effective when implemented through UGC created by fellow YouTube users rather than relying solely on company-produced content.

In conclusion, the marketing strategy for smartphone products targeting the millennial generation as the consumer base can leverage UGC as the driving force behind video uploads. It is important to consider key factors such as the number of customers, views, likes, comments, perceived usefulness of information, and perceived video characteristics to positively influence the marketing of smartphone products. However, the significance of video credibility in influencing the millennial generation's purchase intentions has not been established.

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Appendix

List Of Questions

Questionnaire:

1.What is your gender?

- male

- female

- prefer not to say

2.Are you in the age of 17-35?

- yes

- no

3.Are you Indonesian?

- yes

- no

4.What is your current/highest level of education?

- lower than bachelor

- bachelor

- master

- higher than master

5.Are you a YouTube user?

- yes

- no

6.How much time do you spend per week on YouTube?.........hours per week

- Less than 7 hours

- 7 – 14 hours

- 14 – 21 hours

- More than 21 hours

7.How many times have you viewed product review on YouTube for suggestion before purchasing a product in the last 6 months?

- never

- 1 to 2 times

- 3 to 4 times

- 5 to 6 times

- more than 6 times

8.How many times have you followed YouTuber product-reviewer's (Youtuber) recommendations and eventually bought the product/service?

- never

- 1 to 2 times

- 3 to 4 times

- 5 to 6 times

- more than 6 times

5-point Likert scale question

Strongly disagree (1) – Strongly agree (5)

NSVLC (The number of subscribers, views, likes, and comments)

9. If the video is coming from YouTube who has more than 100k subscribers, it affects my perspective on the information given in the video.

10. If the video is viewed by many people, it affects my perspective on the information given in the video

11. If the video is liked by many people, it affects my perspective on the information given in the video

12. If plenty of people comment on the video, it affects my perspective on the information given in the video

Perceived credibility of the information in the videos (PC)

13. I think that the product information given in the video is credible

14. I think that the product information given in the video is expert

15. I think that the product information given in the video is trustworthy

16. I think that the product information given in the video is accurate

17. I think that the product information given in the video is unbiased

Perceived usefulness of information in the videos (PU)

18. I think that the product information given in the video makes my purchase easier

19. I think that the product information given in the video provides useful information for my purchase

20. I think that the product information given in the video is valuable for my purchase

21. I think that the product information given in the videois a convenient source of information for my purchase

22. I think that the product information given in the video makes my purchase more effective

23. I think that the product information given in the video makes my purchase more efficient

Perceived video characteristics (PVC)

24. if the content of the video is well-prepared, it affects my perspective on the information given in the video

25. If the content of the video is well-presented, it affects my perspective on the information given in the video

26. If the shooting quality of the video is good, it affects my perspective on the information given in the video

27. If the length of the video is adequate, it affects my perspective on the information given in the video

Attitude toward purchasing (ATP)

28. After watching video, I think positively toward purchasing

29. After watching the video, I like purchasing

30. After watching the video, I feel good about purchasing

31. After watching the video, my attitude toward purchasing is positive

Purchase Intentions (PI)

32. Given the chance, I would consider purchasing the products that are mentioned in the video in the future

33. I intend to buy the product after watching the products in the video

34. It is likely that I shall actually purchase the products that are mentioned in the video in the near future

35. I will try the products that are mentioned in the video in the future

36. I intend to consider the products that are mentioned in the video in my future purchases