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YouTube factors that Millennials living in Ireland find important
when deciding whether to buy electronic products

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Abstract

More and more people watch online video-content since the advent of the Internet and, more recently, the global pandemic. In the middle of this phenomenon, there is user-generated content such as YouTube videos which have become increasingly important in modern life. This research focuses on YouTube review videos because of its characteristics as electronic word-of-mouth (eWOM) influencing consumer purchasing decisions. The target population was Millennials living in Ireland, as Millennials are one of the highest consumers of YouTube video and have great purchasing power as well. Lastly, electronic goods were chosen as an additional focus with research finding that consumers tend to search and need information on these products before they make a purchase. In line with this, the current research aimed to identify what components or factors of YouTube review videos Millennials in Ireland find most important when deciding whether to buy electronic goods. By reviewing previous literature, four categories including related factors were chosen to examine due to their potential influence on purchase decisions including Reviewer Characteristics (e.g., Trustworthiness), Video Engagement (e.g., Number of Likes on the video), Video Characteristics (e.g., Video Length) and Video Content (e.g., Information about the Product Quality). An online survey was conducted to collect primary data. In total, 159 responses were collected, with 120 eligible responses analysed using SPSS. Participants answered Likert-scale questions to rate how important each YouTube review video factor was from 1 (not at all important) to 5 (very important). Mean scores revealed that Video Content was the most important category overall. There were no significant gender differences in responding towards the importance of these categories. Findings of this research contribute to our understand of the YouTube review video factors perceived as important to Millennials and suggest ways that video marketers or YouTube creators should approach creating this content for Millennials.

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List of Abbreviations

eWOM - electronic Word of Mouth.

SMIs - Social Media Influencers.

COO - Country of Origin.

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Chapter 1: Introduction

YouTube is armed with distinguishing characteristics that mainly convey information through video content and has become one of the vital Search Engine platforms (Brooks, 2017). This information provided by video-based content can influence viewers' behaviours (Borghol et al., 2012) especially during the purchase decision-making process (Yu and Natalia, 2013). This may be particularly relevant for Millennials who prefer to use video content websites such as YouTube (O'Connor, 2016). Millennials represent a key population to better understand in terms of influences on their purchase decision-making behaviour as they represent the most important generation group when it comes to the spending power in the contemporary market (Lee Taylor and Cosenza, 2002). Additionally, there have been rapid increases in the electronic industry due to the further development of low-income countries (Beers, 2020). Therefore, better understanding what factors in the context of video-based content may be important for individuals when deciding whether to purchase electronic goods may be particularly interesting given the increasing importance of innovation in the electronics industry (Zohoori et al., 2013). Thus, the current research aims to identify what components or factors of YouTube review videos millennials in Ireland find most important when deciding whether to buy electronic goods. This chapter will introduce this research by briefly discussing the main topics of interest, namely YouTube, Millennials, online video reviews, purchase decision-making, and electronic products with reference given to the Irish context. Finally, the importance of the study will be discussed, and the specific research question will be defined.

YouTube

The development of technology has been constantly changing consumers' lifestyles. Particularly, the emergence of the Internet has made it easier for the world to seek helpful information. For consumers, however, low quality decisions can be led by the increasing quantity of information (Lurie, 2004) - the more information consumers get, the higher chance there is to make a worse decision. Accordingly, to provide consumers with useful means of navigating all this information, many search engine websites have emerged. The video web-based site, YouTube, is one of the fastest-growing search engine websites. YouTube videos regularly appear at the top

of Google and Bing websites, indicating that YouTube is critical for Search Engine Optimisation (Brooks, 2017).

Consumers' media consumption behaviour has changed from traditional media to new social media platforms where they can interact with other consumers. YouTube, Twitter, and Facebook are examples of diverse social media platforms, each with its own shape, culture, and rules (Smith, Fischer, and Yongjian, 2012). As a result of each unique social media structure, vast amounts of information are generated by social media. A variety of sources of online information that are generated, shared, and used by consumers to inform one another of products, services, and brands available in the marketplace are also included in social media (Murugesan, 2007). Whiting and Williams (2013) identified ten reasons for using social media. The top 2 of their findings are social interaction and information seeking.

YouTube is fascinating from a research standpoint because of the number of ways it is used for not only entertainment purposes but also social networking via user comments and searching and providing information through videos and text (Khan, 2017). As a result, by 2025, the number of YouTube users in Ireland is expected to reach 3.9 million (Statista, 2021). Consequently, social media marketing is now the widest, fastest, and also most useful marketing network where consumers can easily obtain information of goods while also having the ability to complete the ordering and sale process without having to visit offline, physical shops (Iblasi et al., 2016). In other words, YouTube is an influential and significant website and social media platform which can be used as a marketing tool through its video reviews as will be discussed later in this chapter.

Millennials

A business needs to identify a target market and understand the behaviour of the target market. Target marketing allows a corporation to split its market into various segments, using a variety of approaches, and then target these segments in the most efficient way possible to attract a certain target group (Viertola, 2018). When it comes to target groups, Millennials have become the most significant generation group to observe. Millennials are made up of age groups including people who were born between 1981 and 2000 (Ordun, 2015) and are the largest population group since the baby boomers. Besides, Millennials spending power makes them an important consumer group in the market once they join the workforce (Lee Taylor and Cosenza,

2002). This will result in Millennials taking not only essential occupational positions but also affecting the modern market environment. Millennials are evolving in the workplace and will soon become the next generation of corporate leaders, the largest consumer group, and, as they earn income, a considerable number of investors (Weber, 2017). Additionally, Millennials' lives have been closely entwined with technological development. Most importantly, the Internet has been used to gain information and entertainment by Millennials throughout their life (Oblinger, 2003).

Millennials' position in the market as influential consumers and their frequent usage of technology and the Internet makes them distinct from other generations. As a result, many researchers have studied a variety of Millennials' characteristics. According to a study by Vijay and Varsha (2013), Millennials are more likely to be influenced by others' opinions. Millennials use a variety of online media platforms to express their feelings openly and regularly by using status updates, blogs, reviews, images, and video social networks (Hershatter and Epstein, 2010). Millennials use social media not only for sharing but also for obtaining information (Cooley, and Parks-Yancy, 2019). Unlike Generation X, Millennials watch far less television and prefer to use Video on Demand apps such as YouTube instead (O'Connor, 2016). O'Connor (2016) pointed out that it is vital to understand Millennials' preferences in order to properly target marketing to this group - trying to attain the appropriate audience at the appropriate time. Taken together, therefore, Millennials exclusive market position and unique generational characteristics, especially, their behaviour of media consumption, suggest that they are a valuable consumer group and important to research when considering the context of their YouTube usage and how best to market products, particularly online. It is therefore interesting to consider what factors Millennials find important in helping them decide whether to buy products after watching YouTube review videos.

Online Video Reviews

Since the emergence of Web 2.0, consumer engagement has been vividly increasing. Besides, Web 2.0 has created a new method to link the globe by not just gathering data but also allowing it to be shared effectively (Shivalingaiah and Naik, 2008). These days, by using different kinds of social media such as YouTube or Facebook, the general public can upload photos or videos that they make on social

media. Some upload content online to share or keep the moment (e.g., photos of a special occasion), others provide content online to give useful information to viewers.

User-generated content (UGC) is media material generated or made by members of the public instead of paid experts, and it is mostly delivered over the Internet (Daugherty, Eastin and Bright, 2008). The transmission of electronic Word of Mouth (eWOM) data by a large number of people is encouraged by social media (Sohn, 2014). As UGC and social media, as a form of eWOM, is becoming an increasingly influential form of information, it has been affecting shopping decisions as well. In 2019, one survey conducted in the U.S. showed that Online customer reviews were regarded as extremely useful by 62% of respondents (Kunst, 2020). Also, according to a report conducted by PwC (2018), the most influential source for influencing purchases among Irish customers was social media (38%), followed by particular merchant websites. Surprisingly, social media is used by 90% of 18-24 year olds to make purchases.

YouTube, as a social media channel and a relatively new platform for eWOM, allows users to connect with their networks in a variety of ways (Baek et al, 2017). YouTube is a multimedia community which enables users to create their own videos or view videos from other users, then share and comment on them (Bi, Zhang and Ha, 2019). YouTube video distribution has the potential to have a large influence on people's beliefs, attitudes, and cultures (Borghol et al., 2012). Positive correlations exist between consumers' views regarding product related UGC on YouTube and their desire to use this information to inform their purchase decisions (Mir and Ur Rehman, 2013). Customers consider other consumers' online product evaluations and comments to be beneficial and a source of risk reduction in the context of purchase decision-making (Goldsmith and Horowitz, 2006). Therefore, it is important to determine the exact factors in video reviews that contribute to their perceived value for purchase decision-making.

Purchase decision-making

Since consumers have their points of view that may be different from one another, it is difficult to fully comprehend their needs and perspectives. However, discovering and addressing the consumers' needs is one of the cores, vital business approaches in current competitive markets. Customer preferences and trust in customer-centeredness are the core values of today's competitive market (Kushwaha,

Rao and Ahmad, 2015). By generating a greater understanding of consumer behaviour, a business would be able to set practical business strategies to achieve its ultimate goal. Business competitiveness is ensured by understanding customer situations, factors, and behavioural motivations (Zhao et al., 2021).

Buying behaviour is a collection of ways of thinking that describe how people make decisions about what to purchase (Dawson, Findlay, and Sparks, 2020). Kotler (2009) identified several significant factors affecting the consumer decision-making process particularly during the information search including individual sources such as family members and friends; commercial sources such as advertising and websites; public sources such as media, consumer-rating organisations; and observational sources such as reviewing and utilising the product. As consumers are living in an era of massive information flow, it is unavoidable for them to seek useful information when it comes to purchasing products. Furthermore, their purchase behaviours and the factors that influence them may also change depending on what product categories they are going to buy (Kudeshia and Kumar, 2017). This research will focus on electronic products.

Electronic Products

In 2021, the Consumer Electronics market is predicted to generate sales of 138,710 million US Dollars (USD), with an annual growth rate of 1.50% (Statista, 2020). In Ireland, Consumer Electronics revenue is estimated to expand at a 7.58% annual pace, leading in a market volume of 990 million USD by 2025 (Statista, 2021). Also, the number of consumers in the Consumer Electronics market is estimated to reach 2.3 million by 2025 (Statista, 2021). As many countries have developed from low level industrial developments with a low income to high income, modern industrial societies, the electronic sector appeals to a broad consumer base (Beers, 2020). As technology advances, newer, more advanced electronic products become available in the markets. These products are armed with new technology that appeals to consumers to buy and experience the new benefits on offer from these products. However, consumers must also explore information related to this new technology to help them make an informed purchase decision. Shankar, Smith and Rangaswamy, (2003) claimed that the online environment could increase consumer satisfaction by providing relevant and thorough information improving the quality of available informational options.

Electronic products are more heavily affected by technology and information gathering than other product categories such as groceries and apparel, for example (Marketing Charts, 2020). Previous research suggests that consumers prefer to consult reviews provided by experts before buying electronic products (Marketing Charts, 2020). These reviews may increasingly take the form of eWOM such as YouTube review videos. According to research conducted by Khan (2017), a factor significantly influencing YouTube consumption can be people's use of YouTube to seek information by viewing YouTube videos. Based on other consumers' comments or recommendations posted on social media, many consumers tend to make purchase decisions (Harris and Rae, 2009). As such, it is important to determine what elements of these review videos are most important for Millennial consumers in Ireland when deciding whether to purchase an electronic product given the importance for companies of studying consumer behaviour, and the growth in the electronic consumer sector in recent years.

Importance of Study

The goal of a well-crafted business strategy is not just short-term competitive success and profits, but long-term success that can sustain expansion and safeguard the company's future (Thompson, Gamble and Strickland, 2020). Thus, understanding the influence of current external factors including sociocultural factors such as social media usage, and internal factors such as current technology is crucial for the development of effective business strategies (Thompson et al., 2020). The current research is focused on exploring how online review videos on YouTube may influence purchasing decisions by identifying and analysing which YouTube review video factors Millennials' living in Ireland believe are important when deciding whether to buy electronic products. This information may inform the future production of these videos by YouTube content creators and may also inform how these electronic goods are marketed to boost sales including online sales. Online sales are particularly relevant to companies given the current pandemic.

Since 2020, the world has been experiencing unprecedented public health concerns. Covid-19 has changed the way people live in many different ways. After almost one year of the global pandemic, rolling out a vaccine is letting the world hope to return to a form of 'normal' life. The COVID-19 pandemic, however, has affected and will keep changing the world and the way we work, relax, and play - the key now

is to face the challenge of drawing a "new normal" (Pringle, 2020). One of the changes influenced by Covid-19 has been the way in which people engage with media platforms moving from mainly engaging with traditional media such as TV towards increased engagement with more social media formats such as YouTube. In 2021, YouTube's global user base is expected to reach 2,240 million users, and the number of YouTube users is predicted to reach 2,854.1 million users by 2025 (Statista, 2021). This involves a huge amount of media traffic on YouTube. Additionally, YouTube has increasingly diversified its role from just an entertainment video website to a video website that creates valuable videos (Vonderau, 2016) by providing information that YouTube users need (Tolson, 2010). The users either generating YouTube videos (reviewers/content creators) or sharing their opinions of the content of the video (viewers commenting on the video) are affecting other users by providing this information. Also, according to research co-conducted by Google and Talkshoppe, 70% of YouTube users made a purchase of a brand after watching videos reviewing the brand on YouTube (Rettke, 2020).

YouTube's format that combines new technology with an Internet platform appeals to younger generations such as Millennials. Seventy-seven percent of U.S. internet users aged 15 to 25 and 26-35 years in the third quarter of 2020 visited YouTube (Statista 2021). YouTube's power of influence combined with Millennials' familiarity with the Internet and social media platforms and their great spending power presents an interesting opportunity for business research such as the current research.

The purchase of electronic goods is also an interesting choice for the current research as Covid-19 has affected the usage of and need for consumer electronic products. Interest in appliances and consumer electronics has increased as a result of many consumers being restricted to their homes, working remotely, or home-schooling their children (Silva and Lane, 2020). Thus, in terms of researching consumer buying behaviour to respond to the contemporary situation, increasing demand for consumer electronics makes these products an appealing category to include in the current research on YouTube review videos.

Consumers may also be shopping online now more than ever before given the various restrictions on movement and non-essential retail during the current pandemic in Ireland. One study found that 68% of Irish consumers do more online purchasing today than before the pandemic (Savage, 2021). These restrictions have made in-store shopping less accessible with non-essential retail only recently re-opening to the

general public. As a result, examining the factors that may influence consumer on- and offline shopping behaviour in the Irish context will be vital to understand their purchase decisions.

Therefore, in response to the 'new normal' way of living due to the global pandemic and even post- pandemic living where online shopping and eWOM may have increased in importance, this research aims to examine the specific YouTube review video factors that are deemed important by Millennials in Ireland when deciding whether to buy electronic products. Particularly, this study will contribute to the literature on Irish consumers, especially the Millennial consumer group as well as exploring the influence of YouTube marketing for Irish Millennials. This research will be particularly useful since previous studies have suggested that Irish millennials' spending increased from 9% to 25% in 2020 (Deloitte, 2020) and approximately 50% of electronic shoppers purchased a product after they found it on YouTube (VARStreet, 2020). Irish consumers mainly seek out the information of Consumer Electronics and Household Appliances through the Internet (Statista, 2020), again highlighting the importance of understanding what aspects of YouTube review videos make them an important source of information prior to purchasing electronic products. Interestingly, despite Millennials' living in Ireland potential in the market, the YouTube review video factors they perceive as important when deciding whether to buy an electronic product has not previously been studied.

This research will be of interest to sales marketers, especially, those seeking to advertise and promote consumer electronic products via video marketing strategies on YouTube. The findings of this research may also be of interest to YouTubers who create video review content as this study will provide an understanding about which YouTube review video factors are most important out of a range of given factors. Also, it will provide a critical insight for video marketers of the influence and importance of these factors during the context of the COVID-19 pandemic when online shopping and information seeking may be most relevant.

Research Aims and Objectives

The current research aims to identify what components or factors of YouTube review videos Millennials in Ireland find most important when deciding whether to buy electronic goods. It will focus on a number of categories of components selected based on the literature and detailed in Chapter 2 of this dissertation including characteristics

of the reviewer, video engagement factors, characteristics of the video and the informational contents of the video. Through descriptive statistics, this research will identify which of these categories are most important for Millennials in Ireland and which factors within each of the categories are deemed more or most important.

Using inferential statistics, this research will also explore whether there are any differences between genders in terms of the components deemed most important. Thelwall and Foster (2021) indicated that videos with less gendered topics and binary gender-balanced commentators were likely to be viewed more, according to measures of view counts and video commenters' gender. This suggests that there may be gender differences in engagement between different YouTube video topics and categories. No specific research to date has explored gender differences in relation to the importance of specific components of video reviews of electronic products for purchase decisions. This study will, therefore, provide further relevant information for video marketers by examining whether viewer gender should be considered when determining the differential importance of YouTube review video factors and components.

Research Questions

The main aim of this research is to determine what categories or factors of YouTube review videos do millennials in Ireland find most important when deciding to buy electronic goods. In line with this the following research questions will be addressed:

- 1a. Do millennials in Ireland find characteristics of the video reviewer important?
- 1b. Which of these video reviewer factors do they find most important?
- 2a. Do millennials in Ireland find factors related to video engagement important?
- 2b. Which of these video engagement factors do they find most important?
- 3a. Do millennials in Ireland find factors related to characteristics of the video important?
- 3b. Which of these characteristics of the video do they find most important?
- 4a. Do millennials in Ireland find factors related to video content pertaining to product information important?
- 4b. Which of these video content factors do they find most important?
5. Are there significant differences between men and women in terms of the factors they deem most important in YouTube review videos?

Overview of the Dissertation

This dissertation consists of 4 more chapters following after this introduction chapter. In chapter 2, related previous research will be reviewed to address the information search stage in the purchase decision process, influence of electronic word of mouth (eWOM) on purchase decisions, and YouTube review video factors that were chosen for this research purpose. In chapter 3, the methodology of this research will be discussed. Also, it will provide the data collection and analysis process in detail. In chapter 4, based on the data collection, the results and analysis of this research will be discussed. Chapter 5 will report the discussion of the findings. Also, it will discuss limitations of the research, conclusions, and suggestions of future research.

Chapter 2: Literature Review

In this chapter, a review of the previous relevant research literature will be presented. This dissertation is concerned with exploring how YouTube review videos may be important for millennials in Ireland when deciding whether to buy electronic goods. The first section of the literature review, therefore, will start with reviewing the literature on the purchase decision process. The following sections will review key factors related to YouTube reviews - eWOM associated with the purchase decision. Then, most importantly, the last section will review and discuss the YouTube video review factors that have been chosen to be researched in this study and which may influence purchase decisions.

The Purchase Decision Process

Marketing science has published a massive amount of literature on various elements of customer behaviour since the 1960s (Zhang and Zhang, 2007). Hsu and Tsou (2011) described that purchase intention is a buyer's intention to acquire a product in the future. Purchase intention is the psychological stage in the decision-making process when the customer has acquired an actual intention to proceed with purchasing a product or brand (Hutter et al., 2013). Engel, Blackwell, and Miniard (1995) describe the most well-known consumer purchase decision-making model. The five steps of the customer purchase decision process are 1) recognising a problem, 2) searching information, 3) evaluating alternatives, 4) purchase decision, and 5) evaluation post-purchase. Although the basic features of decision-making can be broken down into phases of experience, customers do not necessarily go through all five phases when purchasing a product (Kotler, 2009). According to Sheth and Howard (1969), the decision process is divided into two stages: pre-purchase and post-purchase behaviour. Pre-purchase behaviour is further divided into three stages: awareness of a problem or need, information gathering, and alternative evaluation, which can be constructed and adjusted until a final choice is reached (Iwasaki et al., 2017).

There are different types of information. Asking friends, reading documents, visiting stores, and conducting internet searches to learn about the brand, goods, and services are all examples of active information searches for purchasers (Kotler, 2009). And this information has an influence on consumers' purchase decisions.

The Internet provides greater flexibility related to freedom from time and space, and, therefore, consumers have access to a much wider range of information search opportunities in terms of their interests. Accordingly, a higher level of interest in a product may increase a consumer's Internet usage for searching for relevant information (Jepsen, 2007). Thus, in the context that consumers tend to be influenced by others' recommendations or suggestions (Astuti and Putri, 2018) and the increased usage of the Internet (Jepsen, 2007), it is worth finding out what factor relating to consumers' information search stage influences on purchase decision in an online context.

The influence of eWOM on Purchase Decisions

The internet provides numerous platforms for eWOM which has increased in importance as a means of exchanging ideas and sharing information, while previously traditional WOM occurred offline (Hennig-Thurau et al, 2004). This Internet element is not just considered as a type of information, but also has attracted many researchers interested in the purchase decision domain. Several studies found that eWOM has an influence on purchase decision involvement (Prasad, Garg and Prasad, 2019; Kudeshia and Kumar, 2017; Prasad, Gupta, and Totala, 2017). However, during the research, Prasad et al. (2019) asked participants questions without mentioning a particular product category during their study. Also, Kudeshia and Kumar (2017) examined influence of eWOM on solely smartphones. Therefore, this research would be able to advance the research area by examining the influence of eWOM on the general electronic product domain. Furthermore, although Prasad et al. (2019) and Persad et al. (2017) choose general members of the Millennial generation for their study, there may be different results when considering Millennials in a specific country. Therefore, this research will also advance the research area by specifically focusing on Millennials living in Ireland.

Consumers are willing to keep searching for eWOM, but also they consider other consumers' opinions more important than advertising (Goldsmith and Horowitz, 2006). In other words, eWOM plays an essential role in the searching for information stage as one important form of information, so companies or marketers should be aware of the effect this has on consumer behaviour. While searching for product information before purchase, it becomes more and more common to search for online product reviews for consumers (Zhu and Zhang, 2010). YouTube is considered a

rapidly growing social media platform for UGC which provides a form of eWOM to viewers (Mir and Ur Rehman, 2013). YouTube as a social media platform provides viewers with video reviews (Fitriani et al., 2020). Thus, it is novel to do further research about what elements of YouTube reviews are perceived important to Millennials living in Ireland when they buy an electronic product.

Important Factors related to YouTube Review Videos

YouTube video review factors that may be important for consumers when deciding whether to purchase goods will be discussed below. These factors were chosen for the current research based on previous studies which suggested that they may or have been shown to influence consumers' purchase decisions. For the purpose of this study these factors have been grouped into four overarching categories based on their common focus. The categories are Reviewer Characteristics, Video Engagement, Video Characteristics and Video Content. By grouping the factors in this way, we will get a clearer picture of exactly which elements or categories are most important for Millennials when considering YouTube review videos as well as exploring the individual factors themselves.

Reviewer Characteristics

So-called "YouTubers" are those who produce UGC in the form of videos and post these videos on their YouTube channels (Corrêa et al, 2020). YouTubers create and distribute information that actively influences internet communities, resulting in the formation of strong bonds with their peers (Sabich and Steinberg, 2017). On social media platforms, YouTubers can be recognised as microcelebrities (Driessens, 2015). In other words, YouTubers are influencers who have an impact on members of a community who have shared interests (Uzunoğlu and Kip, 2014). In this context, YouTubers or reviewers, are considered to be sources of information, Social Media Influencers, and providers of eWOM as a form of UGC in this study. Therefore, it is important to study and specify what type of reviewer characteristics are perceived as an important element during the purchase decision stage of information searching, so the following reviewer characteristics were chosen based on previous literature related to eWOM and its influence on purchase decisions.

Trustworthiness

To find the relationship between source trustworthiness and purchase intention, several studies have been conducted. Lis (2013) proposes that trustworthiness in the source leads to purchase intention, based on theories of planned behaviour and reasoned action. Through online and in-person (hardcopy) questionnaires to Facebook users to investigate the effect of trustworthiness, eWOM and purchase intention in social media sites, Saleem and Ellahi (2017) suggest that trustworthiness, eWOM, and purchase intention are significantly related to one another. Dou et al. (2012) found the increase in trustworthiness of reviewers has a positive effect on viewers' purchase intention. Their results indicate that if a person believes a video was created by a user on an independent product review site, they are more likely to believe the reviewer in the product-related video, making them more trustworthy. Increased trustworthiness will result in a more positive attitude about the video, as well as a more favourable attitude regarding the goods and purchasing intention (Dou et al., 2012).

Previous literature shows that trustworthiness has an influence on the purchase decision process. This also means that trustworthiness is an important factor when it comes to the reviewer. Thus, this research will advance beyond the previous research by particularly investigating the importance of YouTube reviewer's trustworthiness relative to other factors in the information search stage. Besides, Millennials have distinguishable characteristics to other generation groups (Hershatter and Epstein, 2010) and previous literature did not examine this generation group particularly. Accordingly, this research result may elucidate the influence of the YouTube reviewer on Millennials' purchase decisions.

Expertise

The addition of information from an expert source during the decision-making process is seen as a key method for minimizing the risk of employing eWOM communications (Casaló, Flavián and Guinalú, 2008). Expert information on any product has a greater impact on purchasing intention (Saleem and Ellahi, 2017). Some researchers have looked at the impact of source expertise as a kind of eWOM on purchasing intention (Ismagilova et al., 2019; Xiao et al., 2018; Saleem and Ellahi 2017). Saleem and Ellahi (2017) studied to identify the key drivers of eWOM that might influence the purchase intention of fashion goods on social websites. They found that

there was a significant correlation between expertness and purchase intentions for fashion goods, and expertness is one of the eWOM drivers that persuades Facebook users to search for expertness as a form of information by themselves. Ismagilova et al. (2019) argued that Individual expertise is an essential aspect in making eWOM messages more convincing and increasing purchasing intention. Experts who produce eWOM reviews have a greater persuasive power over purchase intentions as their expertise may persuade customers (Lis, 2013).

Previous literature results show that source expertise is an important factor when it comes to influencing purchase intention. Findings of Saleem and Ellahi (2017) are in a similar line with this research, however, this research will expand the research area by examining electronic products and Millennials in an Irish context which they did not research. Therefore, this research may suggest how important Millennials think reviewer expertise in YouTube videos is which may give an advantageous point of view, especially to persuade Millennial users when they search for product information by watching YouTube videos.

Similarity

Attractive speakers have the power to change people's thoughts (Sharma, 1990). According to Simons, Berkowitz and Moyer (1970), individuals favour others who have similar perspectives. Also, Ismagilova et al. (2019) claim, for example, that in an online situation, customers are more likely to be affected by opinions from reviewers who are similar to them. As such, this similarity effect research has extended to the area of social media. Several researches have examined the impact of similarity between reviewers and message receivers in a social media context (Andreani, Gunawan and Haryono, 2021; Fu, Yan and Feng, 2018; Solis and Webber, 2012). Solis and Webber (2012) characterized Social Media Influencers (SMIs) as having three dimensions: reach, relevance, and resonance. According to them, Relevance may also refer to how closely influencers and customers share beliefs, cultures, and demographics. Also, one of the indicators of relevance is affinity that consumers who are linked to SMIs create a sense of community in the social media platforms, which helps SMIs to enhance their position according to consumer preferences that are related.

In line with Solis and Webber's relevance definition, Andreani, Gunawan and Haryono (2021) investigated Generation Z. The result showed that SMIs' relevance

influences on Generation Z's purchase decisions positively and importantly. Further to this distinction, Fu, Yan and Feng (2018) explored social media purchase intentions towards movie tickets by dividing reviewer similarity into two factors which are external similarities such as age or gender and internal similarities such as values or interests and found that both similarities account for a 49.6 % of online purchase intentions of movie tickets by social media users. Their findings additionally demonstrated differences between external and internal similarity effects. Internal similarities had a greater effect than external similarities on deciding to buy movie tickets.

On the basis of previous literature, this research result may enhance the research area since previous research is limited in the generation groups (generation Z) countries (China, Indonesia, and U.S.) and product categories (movie tickets) examined. And, more importantly, no research was conducted to examine the importance of YouTube reviewer similarity. Therefore, examining internal and external similarities, in line with Fu et al.'s (2018) distinction, in the context of YouTube video reviews of electronic products and investigating Millennials living in Ireland may contribute to this research domain.

To summarise, based on previous literature examining the impact of various reviewer characteristics on consumer purchase decisions, three reviewer factors (namely, trustworthiness, expertise, and similarity - divided into internal and external similarity) will be examined to determine whether these categories of factors are important for Millennials living in Ireland when deciding whether to buy electronic products via YouTube review videos. This may provide insight into which of these reviewer characteristics (if any) are deemed most important comparatively in the stage of information gathering by this population.

Video Engagement

Video engagement in the context of social media platforms refers to the number of views, likes and comments by other viewers that the video accrues along with the number of replies to comments made by the video creator/reviewer. Consumers are influenced by other people's ratings, the volume of postings, and the value according to other viewers of the content offered (O'Reilly and Marx, 2011). They see UGC as a helpful tool in making purchasing decisions (Cheong and Morrison, 2008). The presence of comment sections, as a form of eWOM alongside its videos, is one of

YouTube's distinguishing features (Xiao, et al., 2018). Furthermore, with the comment sections, there are other noticeable indicators of value that viewers can utilize such as the number of likes or views. Furthermore, Yüksel (2016) proposed replies by the video creator as another potentially important factor. This online video engagement has drawn the attention of researchers interested in investigating how and what kind of components affect consumer purchase behaviour.

On social media, other users' ratings and suggestions are crucial in determining the credibility of UGC (Flanagin et al., 2011; Mir and Zaheer, 2012). Metzger et al. (2010) discovered that when a product gets good ratings, consumers are more convinced by information about the product and, as a result, more persuaded to buy the product. In line with this, Flanagin et al. (2011) discovered that user-generated product ratings and comments by others are crucial for consumers when determining the credibility of commercial content on the internet. YouTube doesn't have a rating scale but rather indicates its ratings by the number of likes for a video. On YouTube, viewers may rate and comment on the video by giving it a thumbs up or down (Snelson, 2011).

Other researchers focused on the number of views and comments on a video to study its influence on consumer behaviour. Wunsch-Vincent (2007) identified that the number of views and comments influence the perceived credibility and usefulness of product details uploaded to YouTube by users. Similarly, by considering the number of views and comments as a single construct, Mir and Ur Rehman (2013) found that YouTube users looking for UGC on YouTube rely on the number of views and comments to decide whether the video will be credible and useful. Furthermore, not only does the comment area allow viewers of a video to engage and influence one another, but it also lets video creators communicate with their followers or subscribers (Xiao et al., 2018). Xiao et al. (2018) suggested that people may see YouTubers who often communicate with their audiences as open and easy-going, which may seem more credible.

This study focuses on whether YouTube video engagement factors are deemed important for purchase decisions among Millennial consumers. Many previous literature results show the influence of the number of views, likes, comments by other users on YouTube users' behaviour. Thus, this research result may highlight which of these YouTube factors is most believed to be an important element. Yüksel (2016), for example, found that there was no significant effect of the number of replies by the

video creator on YouTube users. However, this research may advance the result by examining a particular generation group and product category to explore whether the number of replies by the video creator and other engagement factors are important.

Video Characteristics

In addition to reviewer characteristics, the video itself has certain characteristics – in particular, the quality of the video (e.g. image quality) and the length of the video. As video distribution via the Internet becomes more common, customer expectations for great video quality are rising (Dobrian et al., 2013). As a result, in consumers' purchase decisions, image quality is frequently considered as an important aspect (Engeldrum, 2004).

Additionally, video length represents a major difference between YouTube videos and other conventional media content suppliers. YouTube has grown to become one of the most popular Internet platform for sharing short videos (Cheng, Dale and Liu, 2007). According to a survey of the most popular Top 50 YouTube videos, the average length of YouTube marketing videos is 3-3.5 minutes, (Jarboe, 2012). To the author's best knowledge, there is only one previous piece of literature covering the quality and length of YouTube videos in terms of purchase decisions. By engaging with two beauty YouTubers to gather study data, Yüksel (2016) found that the quality and length of YouTube videos are factors that influence on consumers' purchase decisions.

Besides, some studies found that consumers' social media engagements have a positive effect on their purchase intention (Husnain and Toor, 2017; Hutter et al., 2013). Plus, in reaction to increasing usage of the Internet and video distribution, Dobrian et al. (2013) showed the correlation between quality and length of online videos and user engagement. According to their result, improving quality led to increased user engagement, and the longer video users watch, the more users engage with the video.

The quality and length of videos may be important factors when it comes to consumer purchase decisions based on previous literature. YouTube as a video sharing platform may be affected by these video characteristics. Moreover, by examining in relation to electronic products, this research result may advance the literature. Consequently, it is important to understand whether these video characteristics are deemed important when Millennials use YouTube review videos to

help them make purchase decisions regarding electronic products. Also, this research may encourage researchers of consumers' social media video engagement to conduct further detailed research.

Video Content

Content classification enables content providers to provide consumer-relevant material and hence increase customer participation (Ahuja and Medury, 2010). Therefore, it is beneficial for content providers to find out what type of information is important so they can include it in their content. The contents that are chosen and have an influence on consumer purchase decision will be discussed by reviewing relevant literature. These are the information about the Product Price, Quality, Design, Brand and Country of Origin (COO). These content factors will be discussed in relation to purchase decisions in the following sections.

Information about the Product Price

Pricing refers to the value of a thing or product, whether it is high, low, or fair, and how this affects an individual's ability to acquire the product (Ahmad and Vays 2011). Novansa and Ali (2017) claim that price influences a customer's buying decision, and that price is one of the most significant aspects that a customer considers when making a purchase choice. In line with the importance of price, several studies found a significant effect of price on customer purchase decisions (Novansa and Ail, 2017; Husic and Gregurec, 2015). Husic and Gregurec (2015), however, found that although price does influence consumer purchase decisions, the price was not the most important factor for respondents. Instead, they found that price plays the most important role when consumers buy discounted products. Therefore, the effect of price on purchase decision can differ depending on the context such as the type of product being considered or whether the product is on discount. On top of this, the importance of price information may differ between users who get the price information in video reviews. In line with this, investigating Millennials may give different results in this context. Also, to the author's best knowledge, there is no research examining the importance of the inclusion of product price in a YouTube review video. Thus, this research may suggest an advanced point of view of the product price in YouTube review video by associating with Millennials and the electronic product category.

Product information regarding Quality

The quality of a product is essential in today's commerce, as a result, the quality of a product is frequently compared to its price in practice (Hustic and Gregurec, 2015). Customers will be more likely to buy a product of higher quality, and customers' purchasing intention is positively influenced by product quality (Chi, Yeh and Huang, 2009). Thus, the quality of a product is now one of the most crucial factors in a consumer's decision to buy the product (Anggita and Ali, 2017). Many researchers have studied the effect of product quality on consumer purchase decisions in different product domains, such as shoes (Mirabi, Akbariyeh, and Tahmasebifard, 2015), food (Brata, Husani and Ali, 2017), and electronics (Andriani, 2020). The research findings of Mirabi et al. (2015) showed that product quality was the first factor influencing customers' purchasing intentions, indicating that product quality is an important element in consumers' purchase decisions. In relation to sports shoes, Brata, Husani and Ali (2017) demonstrate that when the quality of sneakers is improved, purchase decisions are enhanced as well. Particularly relevant to the current research, Andriani (2020) discovered that the higher the quality of the electronic product (in this instance Apple devices specifically), the more likely it will be purchased.

It has shown that product quality has a positive effect on the purchase decision of consumers across different business industries. However, to the author's best knowledge, there is no research that studied product quality as the type of information included in an online video review. YouTube review videos can provide this type of information by demonstrating with the physical product. Therefore, it can be beneficial to know whether the information of product quality is important or not in this domain. Moreover, as it examines Millennials, a high-volume YouTube user group, this research may provide an expanded perspective in research related to generation differences.

Product information regarding design

The fundamental factor that sets one product apart from another in the marketplace is its design (Peters 2005). Bloch (1995) emphasized that design is critical in terms of conveying information to customers. Corresponding to the value of product design, Homburg, Schwemmler and Kuehnl (2015) revealed that design dimensions had an optimistic influence on motivation to pay as well as purchase intentions. Also, Widyastuti and Said (2017) discovered that product design has a

strong beneficial impact on purchasing decisions by studying customer behaviour when it comes to buying sportswear. Furthermore, they found that product design has a beneficial impact - as a product's design improves, the consumer's intention to buy gets more robust.

According to previous literature, product design shows significant influence on the purchase decision-making process. In a similar line with the information of product quality, the information of product design also can be demonstrated with physical products by showing them in the review video. And, to the author's best knowledge, there is no research that explores the importance of including product design information in YouTube review videos. Moreover, this research can contribute to the research area by focusing on a particular generational group and product category which are not specified in previous research. Therefore, examining the importance of providing information regarding product design as one of the YouTube review video factors when Millennials decide to buy an electronic product can provide a better understanding in this research domain.

Information about the Product Brand

According to Kazemi, Hosseini and Moradi (2013), brand awareness and brand image have a direct and indirect impact on consumer purchases. Brand image is a customer view of a brand that reflects the customer's memory of their attachment with the brand (Kessuvan, Parthanadee and Buddhakulsomsiri, 2015). Rindell, Korkman and Gummerus (2011) found that brand image has a favourable and significant impact on purchasing behaviour. Also, Macdonald and Sharp (2000) argue that even if consumers are familiar with and eager to buy a product, brand awareness is still a significant component in influencing purchasing decisions.

With the recognition of the influence of brand image and awareness on purchase decisions, there are many studies that have researched this subject. Widyastuti and Said (2017) found that brand image heavily influences purchase decisions in relation to sports shoes. Novansa and Ail (2017) discovered that brand image of one of Indonesia's brands positively influenced an individual's choice to purchase the brand's items in Indonesia. Apriyani (2013) found a positive and significant relationship between brand image and Pizza Hut's repurchase decision. Furthermore, Apriyani (2013) discovered that if the brand's image is enhanced, the repurchase of that brand's products will increase.

When it comes to brand awareness and purchase decisions, Chi et al. (2009) discovered that the more brand awareness, the greater the chance of making a purchase. In addition to this, some studies associated with electronic products, especially Apple products researched the influence of brand awareness on purchase decisions (Andriani, 2020; Wijaya, 2013). Wijaya (2013) found that the brand image has a substantial impact on purchasing intention. As a result, customers are more likely to create a favourable opinion of Apple smartphones with a positive brand image. Besides, they discovered that brand awareness affects consumers' perceptions of how strongly the Apple brand is established in their thoughts, influencing their decision to buy an Apple smartphone. According to Andriani's (2020) research on the influence of brand image and brand awareness on purchasing decisions for iPhones, both brand image and brand awareness have a favourable association with purchase decisions. Previous researches have shown a significant influence of brand image and awareness on purchase decisions across various categories of brands.

Through previous literature, it has been found that brand awareness and image are important factors that influence on purchase decision. When it comes to review videos, YouTube users can notice what the brand of the product is since the reviewer may show or mention the brand. Therefore, it is important to find out whether the information of product brand is an important factor in YouTube review video. Also, to enhance the research area, this research concentrates on Millennials especially those who are living in Ireland as related literature did not cover this generation nor region.

Product information regarding Country of Origin (COO)

Consumers have shown interest in the nation from which their goods originated and where it was created (Parkvithee and Miranda, 2012). Country of Origin (COO) impact refers to general customer impressions of products from certain nations, which are based on past views of that country's manufacturing and marketing abilities (Roth and Romeo, 1992). Consumers' opinions of products and brands from any particular nation are heavily influenced by their country of origin (Hanzaee and Khosrozadeh, 2011). Yunus and Rashid (2016) studied how COO characteristics such as nation image, perceived product quality, and brand familiarity influenced Malaysian purchasing intentions. According to the findings of their study, all three independent factors of the COO had an impact on customer purchase intentions for a given country's mobile phone brands. Also, two further studies investigated the effect of

COO related to electronic products. Sevanandee and Damar-Ladkoo (2018) revealed that the majority of research participants always consider COO when purchasing a mobile phone and felt that COO is crucial since it assists them decide the level of sophistication of the phone. Javed and Hasnu (2013) examined three different products that had different COO such as Fabrics from Pakistani, Electronics from Japan, and Cosmetics from the USA to find out the effect of COO on purchase decisions. The results showed that each product's purchase decisions were significantly affected by COO. This means that customers are likely to search the COO information depending on the product.

As can be seen from previous research related to COO and purchase decisions, COO may be an important factor when it comes to purchase decisions. However, COO has not been researched as a YouTube review video factor. YouTube users can easily find out the COO of reviewed products in YouTube review videos. So, it may be advantageous to find out whether this type of information is important in the YouTube review video domain. Moreover, previous literature conducted its study in particular countries such as Mauritius or Pakistan, so this research can contribute not only to the research area of YouTube, but also to the research area of Ireland especially, investigating Millennials who are the largest generation of YouTube users.

To summarise, the preceding literature review has highlighted the influence of a number of factors on consumer's purchase decisions. To further research into factors affecting purchase decisions and contribute to the marketing literature, particularly YouTube video marketing, Reviewer Characteristics (Trustworthiness, Expertise, and Similarity), Video Engagement (Number of Views, Likes, Comments, and Replies), Video Characteristics (Quality and Length of Video), and Video Content regarding the Product (Price, Quality, Design, Brand, Country of Origin) will be examined as the YouTube review video factors in this study. Previous research has not compared these factors to determine their relative importance in the YouTube review video domain. Also, this research can contribute to the research areas of generational difference (examining the largest YouTube user group - Millennials), and product category (focusing on electronic products).

Gender difference

It has been an interesting topic for advertisers and marketers for years to study gender differences (Rodgers and Harris, 2003) and this has drawn the attention of researchers also.

Hoffman, Kalsbeek, and Novak (1996) discovered that males more tend to seek out product or service information than females. Cyr and Bonanni (2005) investigated gender difference in attitudes toward design, trust, satisfaction of website, and e-loyalty. As a result, the research revealed that there were substantial gender differences in that males have more positive views toward these factors than females.

These research findings indicate that there are gender differences related to perceptions of importance for certain purchase information factors. However, only a few research studies investigated gender difference related to social media's influence on purchase decisions, and to the author's best knowledge, no research investigated gender differences regarding YouTube review video factors and their importance. Thus, the finding of this research will contribute to the research area of potential gender differences in this domain.

Chapter 3: Methodology

In this chapter, research methods, approaches, and designs will be described in detail, emphasising those utilised throughout the research, and validating the choice of the researcher by depicting the pros and cons, and design while considering their validity to the research (Dudovskiy, 2018). This chapter will clearly detail the methods that were used to collect and analyse data to answer the current research questions. To facilitate this, the methodology will be discussed by following the “Research Onion” framework suggested by Saunders, Lewis and Thornhill, (2019; see Figure 1). Describing the methodology system based on the Research Onion will provide a better understanding of the methodology of this research. Thus, this chapter is made up of the following sections: research purpose; research philosophy; research approach; research design; sampling; data collection procedure and analysis; and limitations.

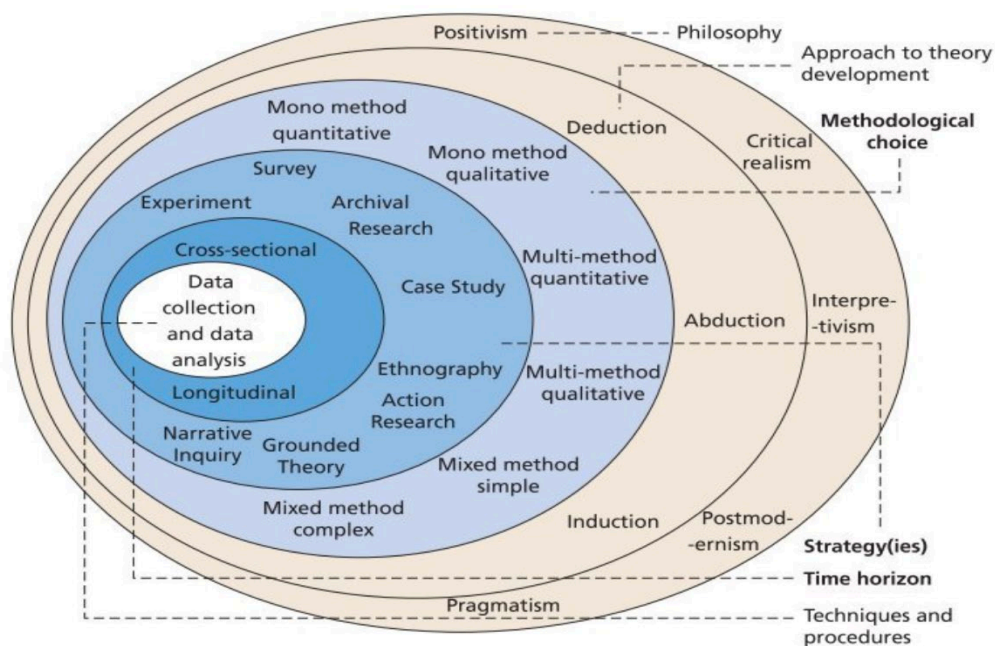


Figure 1: Research Onion, source: (Saunders, et al., 2019)

Research Purpose

Before addressing the ‘layers’ of the Research Onion, it is important to reiterate the aims of the study and the related research questions. The main aim of this research is to determine what components or factors of YouTube review videos millennials in Ireland find most important when deciding to buy electronic goods. The research questions are:

- 1a. Do millennials in Ireland find the characteristics of the video reviewer important?
- 1b. Which of these video reviewer factors do they find most important?
- 2a. Do millennials in Ireland find factors related to video engagement important?
- 2b. Which of these video engagement factors do they find most important?
- 3a. Do millennials in Ireland find factors related to characteristics of the video important?
- 3b. Which of these characteristics of the video do they find most important?
- 4a. Do millennials in Ireland find factors related to video content regarding product information important?
- 4b. Which of these video content factors do they find most important?
5. Are there significant differences between men and women in terms of the factors they deem most important in YouTube review videos?

Research Philosophy

The researcher's approach toward the research question is defined by their research philosophy (Ibrahim, 2013). Therefore, choosing the right research philosophy may be difficult but, at the same time, is one of the most important decisions. To choose the right research philosophy, the rationale of the research has to be considered as the research philosophy is determined by the research purpose and intentions (Hornibrook, May and Fearn, 2015).

Saunders et al. (2019) mentioned five major philosophies that are particularly relevant for business and management research: positivism; critical realism; interpretivism; postmodernism; and pragmatism. According to Saunders et al. (2019), the positivist approach focuses on using a purely scientific empiricist technique to provide pure data and facts largely independent of human interpretation or prejudice. Pragmatism can employ many research methodologies, such as interpretivism and positivism, to provide a "mixed-methods" approach to research (Dudovskiy, 2018). Interpretivism incorporates human interest into a study by allowing researchers to interpret the study's findings (Dudovskiy, 2018). Furthermore, several theorists agree that the interpretative approach aids researchers in seeing the universe through the eyes of participants and their interactions (Thanh and Thanh, 2015). Postmodernism highlights the importance of language and power relations in shaping the world (Saunders et al., 2019). The researchers in this type of study (Postmodernism) want

to challenge commonly held beliefs and speak to alternative points of view that have been ignored and silenced by popular viewpoints (Saunders et al., 2019). Critical realism is relevant to understanding what we see and feel in line with the basic reality structures that affect recognisable experience (Saunders et al., 2019).

In line with the rationale of the research aim, this research will take the positivist approach as a research philosophy. This research targeted not a subjective interpretation of research results, but rather aimed to look at the pure and factual quantitative data collected to find the importance of given video review factors according to a Millennial population in Ireland. Also, by conducting a quantitative approach with online questionnaires, there was less researcher involvement, so the research was more objective. A positivistic method implies that the research is entirely objective, and that the researcher is separate, which means that there is little connection with the research participants while the study is being carried out (Dudovskiy, 2018). Therefore, positivism is an appropriate philosophy to apply for this research.

Research Approach.

Easterby-Smith, Thorpe and Jackson (2012) suggested three reasons why choosing a research approach is important. To begin with, it allows a researcher to make a better-informed selection about the research design. Second, it will assist the researcher in determining which research techniques and research methods will benefit the researcher. Finally, understanding the various research approaches allows the researcher to modify his or her study strategy to accommodate restrictions.

There are three different research approaches: deductive, inductive, and abductive approaches (Saunders et al., 2019). A deductive approach is when a research study begins with a theory, which is typically generated via the researcher's reading of academic literature, and then the researcher constructs a research plan to test the hypothesis. An inductive method is one in which the researcher collects data to investigate a phenomenon and then generates or builds theory (typically in the form of a conceptual framework). Finally, using an abductive approach researchers collect data to investigate a phenomenon, find themes, and explain patterns, or to develop new or change existing hypotheses to be tested with further evidence.

According to Saunders et al. (2019), research using pragmatism, postmodernism, and critical realism as a research philosophy are likely to be

supported by an abductive approach. However, in this research, positivism was selected as its research philosophy so selecting an unsuitable research approach for this philosophy could result in conflicts such as limited access to data or a lack of prior knowledge of the subject (Easterby-Smith, Thorpe and Jackson, 2012). Therefore, an abductive approach was not chosen.

One of the characteristics of the deductive approach described by Saunders et al. (2019) is that deduction is used to construct a theory and hypotheses, as well as a research method to evaluate the hypothesis. The primary difference between deductive and inductive methods is the applicability of hypotheses to the research (Dudovskiy, 2018). This point about developing a theory and hypotheses was the main reason why the deductive approach was not appropriate for the current research, as the nature of this research was not to test a pre-existing hypothesis but rather gain new insights that may inform future theory development.

Therefore, an inductive approach appeared to be the most appropriate approach considering the research aims and questions. It is available with inductive research to process the research without any theories or hypotheses at the start of the research, and the researcher is ready to change the direction of the research once it has begun (Dudovskiy, 2018).

Research Design

Quantitative research

The distinction between numeric data such as numbers and non-numeric data such as pictures or audio recordings is one method by which to identify quantitative from qualitative research (Saunders et al., 2019). As this research aim focused on what components or factors of YouTube review videos millennials in Ireland find most important when deciding to buy electronic goods, numeric data was collected by a self-report survey technique. This research, therefore, constitutes quantitative research. Qualitative research focuses on investigating the meaning of phenomenon and the relationship between themes and participants' perspectives (Saunders et al., 2019). A qualitative approach may have used interviews to look at why certain YouTube components are important according to Millennials in Ireland. While this might be an interesting follow up study, it was not the aim of this initial study. Additionally, along with the chosen research philosophy of positivism, quantitative research is suitable for

this research. When positivism is used with specified and carefully organised data gathering procedures, quantitative research designs are commonly connected (Saunders et al., 2019). Thus, aligned with a quantitative approach, this research focuses on gathering objective, numeric data and analysing this data in line with a structured, a quantitative research.

Methodological Technique - Mono method

According to Saunders et al. (2019), methodological methods are divided into three categories. The Mono method involves data that is collected and analysed in the same and one single way. Multiple methods involve more than one technique to gather and analyse data. Mixed methods is the use of multiple methods that combines the techniques and analysis methods of quantitative and qualitative research within the same research. Furthermore, mono methods are categorised into two types: quantitative and qualitative. Quantitative methods often incorporate data collecting techniques like questionnaires and data analysis utilising statistics to examine numerical outcomes. Qualitative methods commonly employ data analysis utilising interviews and observations to examine non-numeric outcomes such as words or pictures.

The methodological technique used, as well as the data obtained, will have an impact on a study's findings (Saunders et al., 2009). For the current research, the quantitative mono method was selected. The reason for this is that this research gathered numeric data to answer its research questions by solely conducting an online self-report survey. A single data collecting tool, such as a questionnaire, and associated quantitative analytical procedures may be used in a quantitative, mono method research design (Saunders et al., 2019).

It may appear logical to utilize diverse methods to cancel out potential method effects, resulting in higher trust in the researchers' results, because all approaches and processes will have distinct impacts (Saunders et al., 2009). However, according to Bryman (2006), the rationales for employing multiple methodologies within a study may not have been thoroughly considered. His results showed that only ten articles offered a clear indication that quantitative and qualitative research were each meant to answer unique and diverse study objectives. As such, the quantitative mono method was chosen as a research design for this study that was deemed appropriate to answer the posed research questions.

Descriptive Research Design

It is important for researchers to determine the right research design to answer research questions or hypotheses, so the researcher won't worry about the concern of collecting meaningless or incorrect data (Edmonds and Kennedy, 2016). There are three main research designs: exploratory, explanatory and descriptive (Saunders et al., 2012). According to Saunders et al. (2012), the focus of explanatory research is on analysing an issue in order to provide an explanation for the correlations between variables – it deals with causes and effects of phenomenon typically. In the case of exploratory research, the research is typically used to investigate an issue that has yet to be properly identified (Dudovskiy, 2018). Also, the researcher must be able to shift direction when new data and insights become available. Lastly, the goal of descriptive research is to provide an accurate profile of events, individuals, patterns or circumstances. Saunders et al. (2019) claimed that descriptive research might be a follow-up to exploratory research or a precursor to explanatory research. With consideration of this research's aims, a descriptive research design appeared suitable for this research. Saunders et al. (2019) note that research questions that are likely to begin with, or include, either 'Who', 'What', 'Where', 'When' or 'How' are descriptive. Therefore, in this research, a descriptive research design was adopted to describe what YouTube video review components Millennials in Ireland reported as most important for their purchase decision-making related to electronic goods.

Research Strategy - Questionnaire

A research strategy can refer to a plan of action for achieving a goal (Saunders et al., 2012). Research questions and objectives, as well as the consistency with which they relate to the research philosophy, approach, and purpose, will thus, inform the researcher's type of research strategy (Saunders et al., 2019). According to Saunders et al. (2019), a survey is often referred to as self-completed questionnaires that are answered by participants. These questionnaires can be sent to participants online, most often over the Internet, and participants can access the questionnaire using a web browser or a URL.

Quinlan (2011) claims that questionnaires are exact and frequently utilized in quantitative research to generate quantitative data that is factual and positivistic. Thus, with the consideration of not only the research question of this study, that seek factual

data but also, the chosen positivistic research philosophy of this study, a questionnaire/survey-style research strategy was deemed appropriate. Moreover, this research strategy was predominantly used in the previous literature that was reviewed in the previous chapter and helped in determining the research direction. This literature showed credible results. Thus, as it can present robust results, it was appropriate to utilise a questionnaire research strategy in current research.

Another reason to choose the questionnaire approach is that it aids the efficient collection of data. Questionnaires are frequently used to collect data precisely and are designed for brief answers (Quinlan, 2011). By answering closed-ended questions, the participants can answer quickly and easily (Saunders et al., 2019). When gathering opinion data, Likert scale questions that ask for linear ratings in response to questions are frequently employed (Saunders et al., 2019) and were deemed most useful to assess the relative importance of different YouTube video review factors in the current study. Additionally, this research was constrained by real-time limits and the global coronavirus pandemic. Therefore, by using an online survey as a research strategy, the current study was able to collect meaningful data cost-effectively and safely in a short time span.

Time horizons - cross-sectional

According to Saunders et al. (2019), time horizons are divided into two categories: longitudinal and cross-sectional. Cross-sectional studies are intended to be snapshots obtained at a certain point in time. Longitudinal studies are meant to be a collection of pictures that depict occurrences throughout time.

In terms of choosing an appropriate time approach for this research, time constraint was a key factor as the research was bound by the master's degree timeline. The longitudinal study approach can allow a researcher to gather informative data, but it requires months to years to complete. Alternatively, a cross-sectional study approach enables the collection of meaningful data over a shorter time. A cross sectional approach was, therefore, deemed best suited to the needs of the current research and was appropriate given the research strategy of an online survey.

Sampling

Target Population

In sampling, the population refers to the entire set of examples or elements from which a sample can be drawn (Saunders et al., 2019). With the consideration of the research question, the target population in this research was Millennials living in Ireland.

Sampling Techniques

A census is when data is collected and analysed from all potential cases or group members (Saunders et al., 2019). However, it was not feasible to collect data from all the Millennials living in Ireland as there were issues of access and time considerations. A sampling technique represents a more feasible approach (Saunders et al., 2019). By examining just data from a sample rather than all potential cases or elements, sampling techniques allow researchers to limit the quantity of data that has to be collected (Saunders et al., 2019). Besides, Barnett (2002) claims that sampling allows for more overall accuracy than a census. This is because when a researcher decides to use the census, because of the large size of data and information, it requires the use of more detailed and complex research designs.

There are two types of sampling technique. Dudovskiy (2018) describes probability sampling such that every person in a target population has a known likelihood of participating in the research. Whereas non-probability sampling selects sample group members in a non-random way, meaning that not every person in the target population gets a chance to participate in the research. Thus, with the consideration of the research's other design components, the target population of this research, and the research's time, access and location constraints, non-probability sampling was employed. To collect data from the target population, this research was distributed on social media and via personal online contacts. In other words, every Millennial in Ireland did not have the same opportunity to participate in the survey. With the fast rise of online questionnaires, non-probability sampling has become considerably more common (Saunders et al., 2019).

Sample method- Convenience sampling

The most prevalent kind of non-probability sampling is convenience sampling, which is based on data gathering from individuals of the population who are readily accessible to participate in the study (Dudovskiy, 2018). The main reason to choose convenience sampling was due to the easily accessible research technique (survey) and the consideration of time constraints. One of the benefits of convenience sampling is the ease with which it can reach and collect data from the target group (Saunders et al., 2019). By conducting an online survey, this research was able to be distributed widely to participants in Ireland and save time and cost to reach the target sample size within the given time limits.

Sample size

Unlike probability sampling, non-probability sampling has no rule when it comes to choose the sample size, but it should rather be chosen based on the sample technique and research purpose of the research (Saunders et al., 2019).

However, Graves (2004) recommended between 60 and 120 as a sample size when studying a particular age group to increase the reliability of the study's results. In line with this, several studies targeting the Millennial population in this research domain had similar sample sizes ranging from 60-120 (Morning, 2020; Samdani, 2020). Moreover, Dudovskiy (2018) stated that subject availability and cost considerations are the most significant variables in deciding sample size. Therefore, a sample size of at least 100 Millennials living in Ireland was chosen for this research in line with previous similar research studies and previous literature recommendations.

Survey Design

In this research, the survey was designed by the author. Quinlan (2011) emphasizes the need for researchers to consider any damages or dangers that may arise from doing research, as well as the importance of confidentiality and anonymity, two fundamental concepts in research ethics. He also stresses that another essential aspect in ethical research is informed consent, which is the person's permission to participate in the study. Thus, these issues were addressed in the participants materials. At the very first page of the survey, participants were able to find out the information material related to Ethical Considerations. In this material, the research aims and purpose, data storage procedure, and informed consent for participation

were addressed. Participants were informed that their responses were anonymous, and they were free to withdraw at any point during the study. Then, participants were asked to answer questions related to participant eligibility for this survey. This included asking a participant's age, whether they were living in Ireland currently and whether they had previously watched YouTube review videos. With these questions, this research was able to distinguish which data could be included in the subsequent analysis.

Next, based on the literature review, Likert scale questions on YouTube review video factors were included and participants were asked to rate their importance when deciding whether to buy an electronics product. Previous literature suggested the influence of each review factor on purchase decisions. However, this research may advance this literature by examining the relative importance of these factors in YouTube review videos. Moreover, by grouping factors as 4 different categories, this enabled a clearer comparison of these categories in the YouTube review video domain. Participants were asked to answer Likert-scale questions for each factor to determine which factor was deemed important for the participants. The response options range was from 1 = Not at All Important, 2 = Of Little Importance, 3 = Neutral, 4 = Moderately Important and 5 = Very Important. Therefore, if the resulting score of the factor is above 3, the factor was deemed important. If the resulting score of the factor is below 3, the factor was not deemed important. If the score is 3, the factor was perceived as a neutral factor.

The survey was designed to be delivered online via Google Forms. The author's supervisor provided feedback to help further clarify the questions. Before data collection began, the author and his supervisor pilot tested the survey. This identified issues such as the data being recorded incorrectly due to an incorrect question format being initially applied. After these issues were amended based on the supervisor's feedback, the online survey was finalised.

Saunders et al. (2019) discusses the importance of validity and reliability in questionnaire design. The adequate coverage provided by the measurement for the topic of interest is referred to as content validity, and a thorough description of the research through the literature reviewed is one approach to determine adequate coverage (Saunders et al., 2019). The Internal consistency of a measure is one form of reliability that can be assessed using the Cronbach's alpha statistic. Cronbach's alpha is most frequently used to assess the consistency of replies to a subset of

questions that are integrated into a scale to assess a certain topic (Saunders et al., 2019). The current research assessed each questionnaire's reliability using Cronbach's alpha and this will be discussed in the next chapter.

Procedure and Data analysis

The survey was distributed by posting and sending the online survey URL to the author's social media including Facebook and Instagram and messaging apps such as WhatsApp. The link was also distributed to different college departments' students and colleagues. The period of data collection was from the 6th of May 2021 to the 1st of June 2021. In total, 159 participants participated in the online survey. However, the actual data that was able to be analysed for this research was 120 participants after eliminating ineligible participants. Participants were ineligible if they were not Millennials born between 1981 and 2000, were not living in Ireland and had not previously watched YouTube review videos on electronic products.

A key reason to choose Google Forms to formulate the survey was that through the correct choice of question format the data could be easily coded. This data was saved in a Microsoft Excel worksheet and imported into the Statistical Package for the Social Sciences (SPSS) analysis software. SPSS provided broader statistical techniques necessary for the current research.

In this research, mean scores were calculated for each factor and each review factor category to assess the importance of each individual factor and overall category of YouTube review videos evaluated by Millennials living in Ireland when they are deciding whether to buy electronic products. To facilitate this, the mean scores were ranked in order with higher scores indicating the factor was more important. Saunders et al. (2009) believe that rank data is important for gathering information about an order or ranking and classifying it. Also, in many different research areas, gender differences have been discovered, but there is no previous research that studied gender differences in relation to the importance of YouTube review video factors. Thus, by conducting independent t-tests, this research was able to explore gender differences in the examined categories.

Limitations

As with any research, there are a number of limitations to the current research design. These included the number of participants in the pilot test and the choice of

online questionnaires. By doing the pilot test, the researcher can amend the questionnaire to ensure participants have no problems in answering the questions and to ensure the data is recorded without problems (Saunders et al., 2019). In this research, the author did the pilot test to check for any issues with the survey's format and questions that might confuse or disrupt the participants, and issues with recording data that might interrupt the data analysis later. But the number of the pilot test was only 2, including the author himself and the supervisor. For most student surveys, Fink (2015) advises that the minimum number for a pilot test be 10. Pilot tests should also include individuals not involved in the research design itself. This might present an issue to the validity of the survey. However, Saunders et al. (2019) stated that it is better to do the pilot test with a small number, for example, friends or family members than not at all as it can still provide useful feedback to the researcher.

Besides, due to shortage of time, this survey was not able to examine all the Millennials living in Ireland. One research result shows that there are approximately over 1000 Millennials in Ireland (Central Statistics Office Ireland, 2020). This research collected and analysed 120 Millennials. However, by using sampling survey technique, it enables the research to get the result that should represent the whole population at a lower cost than when the research examines the whole population (Saunders et al., 2009).

Participants might misinterpret the survey questions in their own way although they realise the meaning of the questions (Hardy and Ford, 2014). As the survey was conducted online, it was not possible to determine whether the questions were misinterpreted in this way. However, an analysis of reliability can help allay some of these concerns (Saunders et al., 2019). Therefore, in this research to address this potential issues, Cronbach's alpha was utilised to assess the internal consistency of the questionnaires.

Chapter 4: Findings and analysis

Eligibility

Through an online questionnaire survey, this research was able to collect 159 responses in total. Thirty-nine participants were not eligible to analyse in this research due to either not being Millennials, not living in Ireland or not having previously watched YouTube review videos. As a result, data from 120 eligible participants were analysed by using SPSS.

Demographics

Figure 2 shows the result of the demographic section. Sixty seven participants were female and 52 participants were male. One participant did not want to reveal their gender.

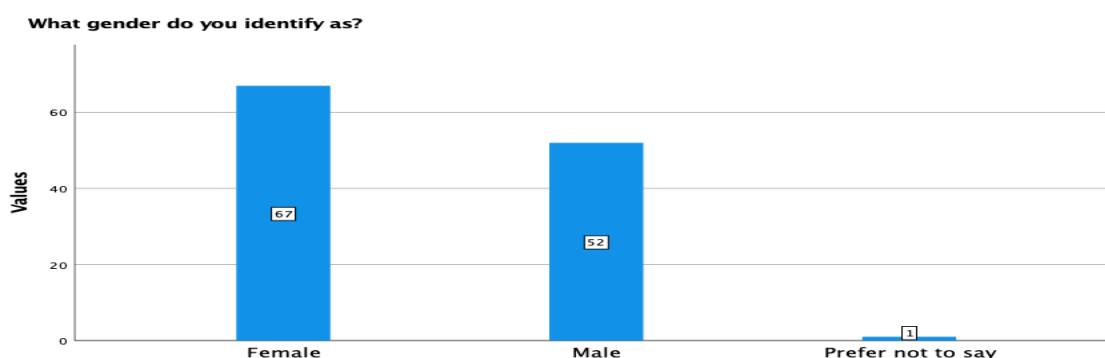


Figure 2 Participants' Gender

Participants' mean age was 27.13 ($SD = 4.39$), with age range = 20 – 39.

Reliability – Internal Consistency

One of the most commonly used measures of internal consistency is Cronbach's alpha coefficient, and a researcher frequently utilises this measure for a survey or questionnaire including Likert questions to check the reliability (Lund Research, 2018). Therefore, Cronbach's alpha was used to check the reliability of the items for each questionnaire to ensure that they were internally consistent. The correlation between the items of the measurement construct is referred to as internal consistency. Table 1 shows the values of Cronbach's Alpha for each category questionnaire.

According to Hinton, McMurray and Brownlow (2014), Cronbach's alpha greater than .90 implies great internal consistency, alphas between .70 and .90 show good internal consistency, alphas between .50 and .70 indicate reasonable internal consistency and alphas below .50 indicate weak internal consistency. In line with this, Video Engagement and Content showed good internal consistency. However, the Cronbach's alpha for the Video Characteristic and Reviewer Characteristic categories showed reasonable and weak internal consistency respectively. Cronbach's alpha values are highly dependent on the number of items on the scale (Pallant, 2020). Cronbach's alpha values are frequently found to be relatively low on short scales (e.g., less than ten items; Pallant, 2020). Thus, it is suggested to readers that they should be cautious when these scales are interpreted.

Table 1 Cronbach's Alpha of each category

YouTube Review Categories	Cronbach's Alpha
Video Engagement	0.78
Video Content	0.72
Video Characteristic	0.54
Reviewer Characteristic	0.44

Normality of the Data

Data normality is critical in many statistical methods since the interpretation and inference from parametric statistical tests may not be credible or valid if this assumption is violated (Park, 2008). When the sample sizes are large, Shapiro Wilks and other basic normality tests frequently show extra sensitive and unreliable results (Stehlík, Střelec and Thulin, 2014). Thus, this research used a method that involves numerical methods to observe values of skewness and kurtosis (Park, 2008) instead of using Shapiro Wilks. Skewness arises when responses are more common in one section of the measuring scale than in another, and Kurtosis is a measure of how flattened the distribution of the data is (Míndrilã, 2010).

Table 2 shows each value of skewness and Kurtosis for each category. Skewness and kurtosis values within the range of +/-1 indicate that the results are outstanding (George and Mallery, 2000). Thus, the result of this research shows that all the Skewness and Kurtosis of each category are within this range. This means that the data is approximately normally distributed.

Table 2 Skewness and Kurtosis of each category

YouTube Review Categories	Skewness	Kurtosis
Reviewer Characteristic	-0.25	0.73
Video Engagement	-0.18	0.22
Video Characteristic	-0.83	0.57
Video Content	-0.75	0.62

Descriptive Analysis

To answer the research questions and determine which factors of YouTube video reviews were deemed important by Millennials in Ireland when deciding whether to buy electronic goods, the Mean scores for each of the categories were assessed. The response options ranged from 1 = Not at All Important, 2 = Of Little Importance, 3 = Neutral, 4 = Moderately Important and 5 = Very Important. Thus, if the category and factor mean score was above 3 (the neutral point), the factor, then, was perceived important. If the factor's Mean score was below 3, the factor was perceived as not important. If the factor's Mean score was 3, it would be considered that the participants were not decided as to whether the factor was important or not. In addition, to determine the most important factor in each category, each mean score of each factor was estimated. If one factor's score was higher than others, it suggested that this factor was deemed more important than the other factors.

Figure 3 shows the participants considered Video Contents as the most important category. Also, the participants reported that all the categories were moderately important. These Mean score results answer research questions 1a, 2a, 3a, and 4a.

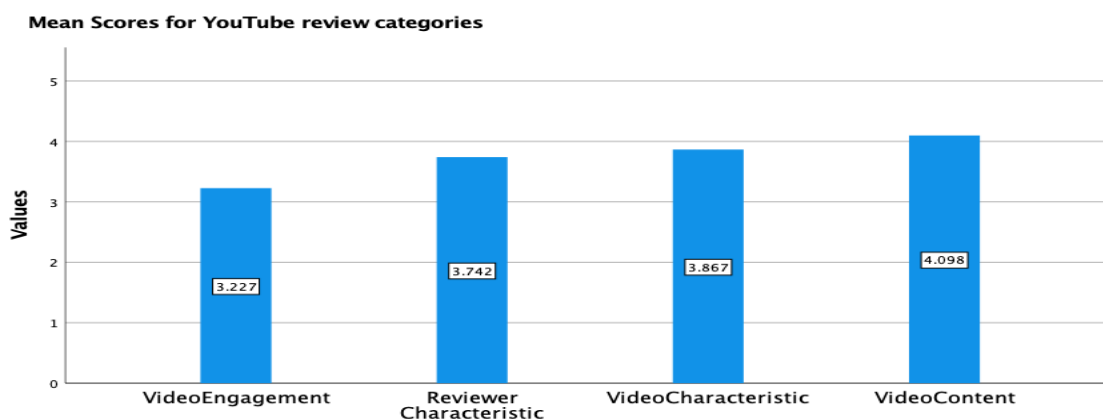


Figure 3 Mean scores for YouTube review video categories

Reviewer Characteristic

From Figure 4, Reviewer Trustworthiness, ($M = 4.40$), appeared to be the most important component in the Reviewer Characteristics category. In contrast, the Reviewer's external similarity was the least important component and was indeed deemed unimportant as it's mean score was below 3. With this result, the research was able to answer research question 1b.

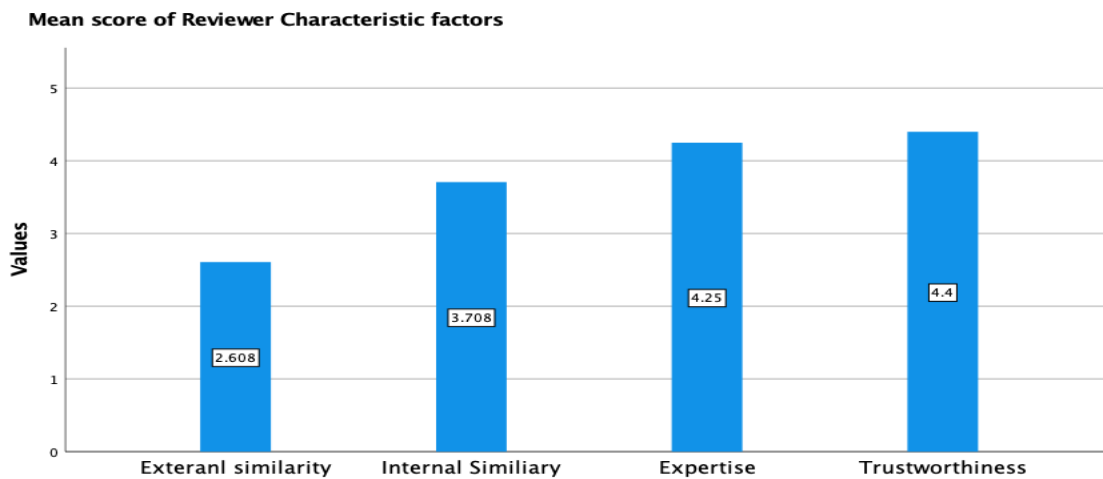


Figure 4 Mean score of Reviewer Characteristic factors

Video Engagement

From Figure 5, the number of Views of the YouTube video by others, ($M = 3.73$), was the most important of Video Engagement factor. However, the number of Replies by the reviewer was deemed unimportant and was the least important component in this category. With this result, the research was able to answer research question 2

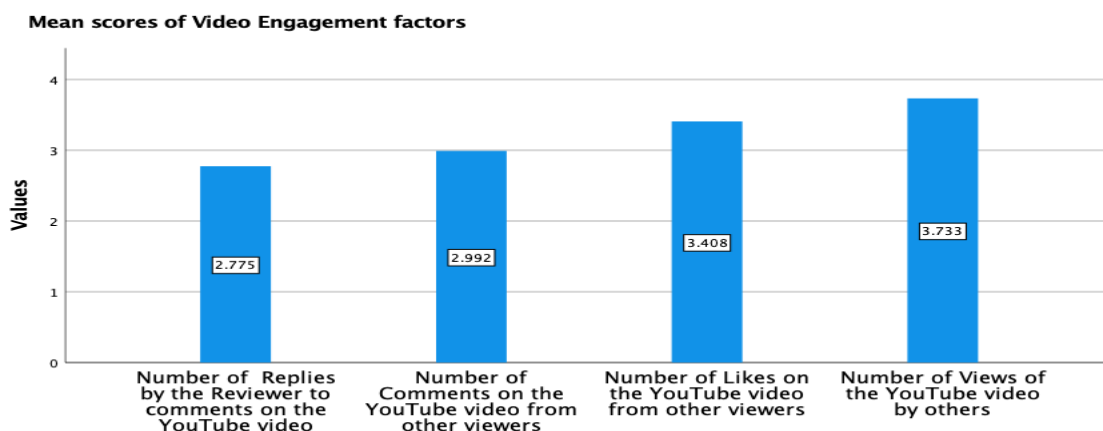


Figure 5 Mean scores of Video Engagement factors

Video Characteristic

From Figure 6, both Length and Quality of the YouTube Review video were moderately important components for participants in terms of Video Characteristics. But, between the two components, the Quality of the YouTube Review video, ($M = 4.15$), was placed in the more important position which answers research question 3b.

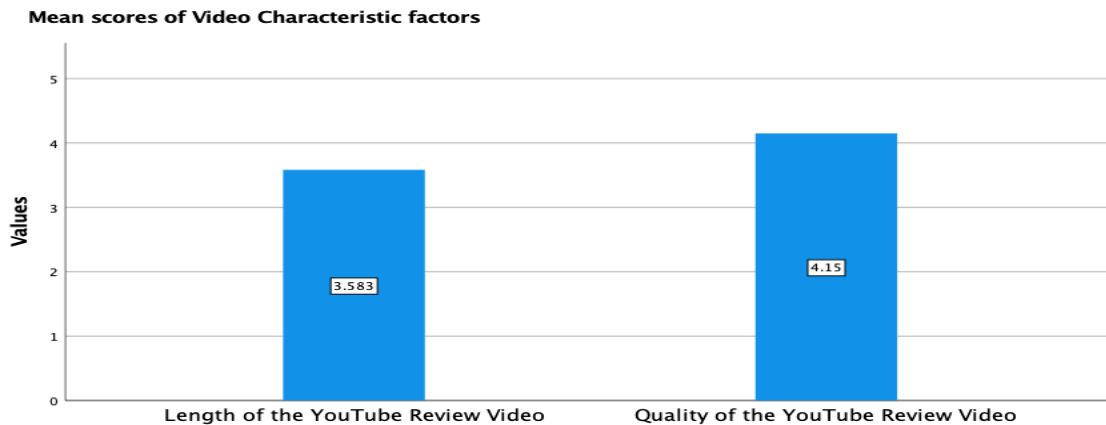


Figure 6 Mean scores of Video Characteristic factors

Video Content

From Figure 7, except for the information about the Country of Origin of the product, the other four components were deemed to be moderately to very important for participants. The information about the Product Quality, ($M = 4.75$), was the most important component for participants followed by the Information about the Product Design, Product Price, and Product Brand. With this result, the research was able to answer research question 4b.

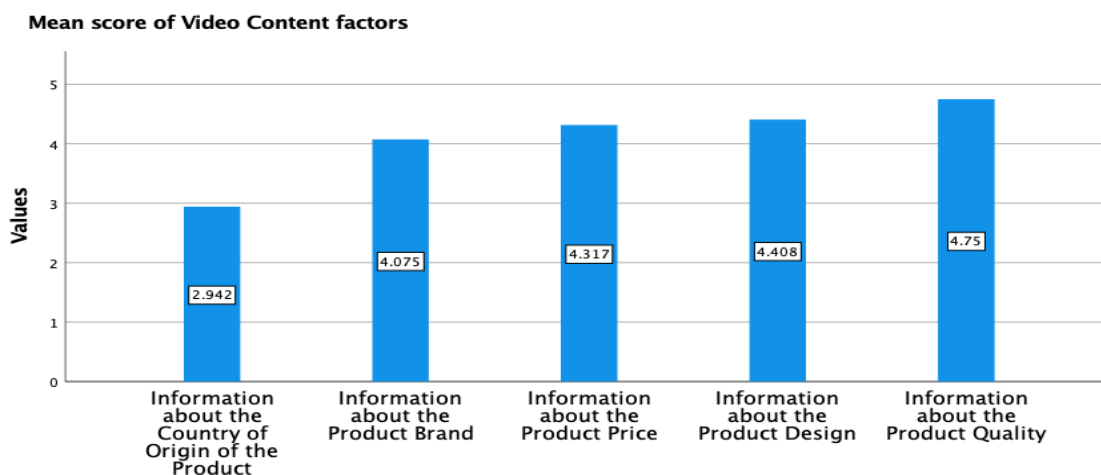


Figure 7 Mean scores of Video Content factors

Independent T-Tests and Effect Size

An independent-samples t-test was conducted for each of the categories to compare mean scores for male and female participants. These tests were conducted to determine whether there were any significant differences between men and women in terms of the factors they deemed most important in YouTube review videos. This analysis addressed research question 5. The effect size was also assessed. Regardless of the size of the study sample, the effect size is a measure that assesses the degree to which the study results should be deemed negligible or substantial (Hojat and Xu, 2004). The sample size was 120, however, there was one participant who didn't want to indicate their gender, therefore, the total number of participants included in the subsequent gender comparison was 119.

To analyse Independent t-tests, first of all, it should be decided which data should be used. The values of Equal variances assumed should be used if the Sig. value for Levene's test is larger than .05 (Pallant, 2020). Also, according to Pallant (2020), to uncover whether there is a significant difference, the researcher should look at the two-tailed significance value, p . If the p value is equal to or less than .05, there is a significant difference between the two groups. If the value is greater than .05, there is no statistically significant difference between the two groups.

According to Cohen (1988), if the effect size Cohen's d is bigger than or equal to .2 and smaller than .5, it means a small effect, if it is bigger than or equal to .5 and smaller than .8, it means a medium effect, and if it is bigger or equal to .8, it means a large effect.

Reviewer Characteristic

From Table 3, an observation of the means indicated that female participants ($M = 3.82$, $SD = 0.65$) consider Reviewer Characteristics more important than male participants ($M = 3.64$, $SD = 0.65$) did, however, according to an independent t-test this difference was not significant, $t(117) = 1.55$, $p = .125$, Cohen's $d = .29$. The results from this research show that there is no significant differences between male and female participant groups and the Reviewer Characteristic category is considered important to Millennials living in Ireland. Moreover, Cohen's d value was between .2 and .5. In other words, the effect size was small and the difference between male and female groups' was negligible.

Table 3 Group Statistic - Reviewer Characteristic

Gender	N	Mean	Std. Deviation
Female	67	3.82	0.65
Male	52	3.64	0.65

Video Engagement

From Table 4, an observation of the means indicated that female participants ($M = 3.38$, $SD = 1.06$) considered Video Engagement more important than male participants ($M = 3.02$, $SD = 0.98$) did, however, according to an independent t-test this difference was not significant, $t(117) = 1.90$, $p = .060$, Cohen's $d = .35$. The results from this test show that there were no significant differences between male and female participant groups for the Video Engagement category. Cohen's d value was between .2 and .5. In other words, the effect size was small.

Table 4 Group Statistic - Video Engagement

Gender	N	Mean	Std. Deviation
Female	67	3.38	1.06
Male	52	3.02	0.98

Video Characteristic

An observation of the means in Table 5 indicated that female participants ($M = 3.90$, $SD = 0.99$) consider Video Characteristics slightly more important than male participants ($M = 3.84$, $SD = 0.79$). According to an independent t-test though this difference was not significant, $t(117) = .40$, $p = .692$, Cohen's $d = .07$. The results from this research show that there is no significant differences between male and female participant groups for this category though it was deemed important by both groups. Again, Cohen's d value was between .2 and .5 and so the effect size was small and the mean difference between the male and female groups' was negligible.

Table 5 Group Statistic – Video Characteristic

Gender	N	Mean	Std. Deviation
Female	67	3.90	0.99
Male	52	3.84	0.79

Video Content

From Table 6, an observation of the means indicated that female participants ($M = 4.14$, $SD = 0.67$) considered Video Content more important than male participants ($M = 4.06$, $SD = 0.72$) did. Once again, however, according to an independent t-test this difference was not significant, $t(117) = .62$, $p = .537$, Cohen's $d = .11$, indicating no significant difference between male and female participant groups for this category. It was deemed important by both groups. Finally, Cohen's d value was between .2 and .5. In other words, the effect size was again small.

Table 6 Group Statistic – Video Characteristic

Gender	N	Mean	Std. Deviation
Female	67	4.14	0.67
Male	52	4.06	0.72

Chapter 5: Discussion and Conclusions

This research aimed to determine what categories or factors of YouTube review videos that Millennials in Ireland find most important when deciding to buy electronic goods. Furthermore, it intended to investigate which factors were considered most important within each category, as well as if there were any significant gender differences within each factor category.

The research question informed by reviewing previous literature mainly focused on each individual factor's importance in relation to purchase decisions especially during the information gathering stage. Each category consisted of relevant factors. To address the research questions, an online survey was conducted and completed by 120 eligible participants. By analysing the collected data with the SPSS program, this research was able to answer each research question pertaining to the importance of the different YouTube factors and categories by comparing the Mean score of each category and factor. Also, by analysing the independent t-test results and their accompanying effect sizes, the current study determined whether there were any significant gender differences in responding to these categories and ascertained the magnitude of these differences. The following sections will discuss how the current research findings of each category and factor of YouTube review videos was associated with previous research and contributed to the relevant domain, as well as what the gender difference results mean in this domain. Then, we will address the limitation of the research. Considering these limitations, suggestions for future research will be made. Finally, this chapter will conclude the research by discussing conclusions and recommending practical implication particularly for the video marketing domain.

Reviewer Characteristic

The category of Reviewer Characteristics was moderately important to Millennials living in Ireland. Furthermore, this finding suggests that when they watch YouTube review videos and they think the reviewer is trustworthy, the Millennials will listen to the reviewer and may follow their advice as to whether to buy the electronic product. This finding supports the research conducted by Dou et al. (2012) which found the trustworthiness of the reviewer influenced viewers' purchase intention. The result of the other factors such as the expertise and the internal similarity of the

Reviewer that were perceived as important by Millennials may influence them when deciding to buy an electronic product. However, external similarities of the reviewer such as age, nationality, and gender may not influence Millennials as much as other factors. This finding is in contrast to the Fu, Yan and Feng (2018) finding suggested that external similarity influences consumer purchase intention. However, the current findings suggest that Millennials may find external similarity unimportant as a YouTube review video factor when it comes to consumer purchase intentions.

Millennials living in Ireland believe that Reviewer Characteristics are generally an important YouTube review video category as a source of information and an influencer. This means that certain characteristics of the YouTube reviewer themselves, particularly their perceived trustworthiness and level of expertise, as presented in the video is important to Millennials when deciding whether to buy an electronic product based on that video review. YouTubers are also social media influencers (Driessens, 2015). This research result contributes to the literature on social media influencer effects (e.g., Guruge, 2018; Brown and Hayes, 2008) particularly in relation to Millennials by extending and examining specified factors related to the reviewer or social media influencer. To be more specific, this research result pertaining to the Reviewer Characteristics category, classified what type of YouTube reviewer factor was most important for Millennials living in Ireland when they are trying to clarify their purchase intention. A seemingly trustworthy and expert reviewer may have the most impact on purchase decisions though further experimental research is needed to confirm this as discussed later in this chapter.

Video Engagement

Video Engagement was considered the least important category to Millennials living in Ireland when they watch YouTube review videos with the lowest mean score of all the categories examined. This suggests that Millennials in Ireland are least affected by the Video Engagement factors which included the number of Views, Likes, and Comment by others and the number of Replies by the reviewer. Despite this, this category was still deemed somewhat important with the number of video Views and Likes by others rated as the most important factors in this category. It means that the Millennials check the number of views when they watch YouTube review videos as an important piece of information. This may be because the number of Views indicates how many other YouTube users watch the video and according to Vijay and Varsha (2013),

Millennials tend to be affected by others. Out of the other Video Engagement factors, the number of Likes on a video was similarly a somewhat important factor. This finding provides indirect support for Yüksel's (2016) research that found that the number of likes on YouTube videos played an important role in purchase intentions.

In contrast, the number of Comments and Replies by reviewers are not important factors to Millennials in Ireland according to their mean scores. This contrasts with the research conducted by Goldsmith and Horowitz (2006) and Yüksel (2016), respectively. The difference in target research populations may explain this divergence. For example, Goldsmith and Horowitz (2006) collected data based on the age group between 18 to 58 years. In the case of the research of Yüksel (2016), there was no particular age group. The current research, on the other hand, specifically analysed data from the age group of Millennials (born between 1981 and 2000), more specifically those living in Ireland.

Even though the general Video Engagement category was reported as a somewhat important YouTube review video category among Millennials, two specified factors (the number of video Views and Likes) appear more likely to be relied upon to help Millennials decide whether to buy an electronic product. The other two specified factors (the number of video Comments and Replies by the reviewer) may have less potential to help Millennials determine whether to buy an electronic product.

Video Characteristics

According to the results of this research, Video Characteristics were considered moderately important to Millennials living in Ireland. Both the quality and length of video were deemed important to Millennials. The importance of video quality and length is supported by Yüksel (2016) and Engeldrum, (2004) who determined that these factors could affect consumer purchase decisions, although these studies did not look at Millennials purchase decisions specifically. The quality of the video was perceived as the most important factor in this category over the length of the video. In other words, the quality of the video such as the quality of the video images is likely to affect Millennials' engagement with the video as a source of information for purchase decisions. A possible interpretation of this is that the higher quality the video, the higher possibility of it influencing Millennial's purchase decisions, however, this would need further, more direct empirical examination. Also, the findings of this research may suggest that an acceptable length of video could enhance user engagement with the

video. However, future research is needed to determine what length of review video appeals to Millennials.

Video Content.

The result of the Mean score of the Video Content category showed that Millennials living in Ireland considered Video Content quite an important factor. Indeed, it is the most important category for the Millennials within this sample. When it comes to looking at the individual factors of the Video Content category, all the factors are considered as fairly or very important to Millennials with the exception of the Country of Origin information. Information on the quality of the product received the highest mean rating of importance. In other words, if the YouTube review video conveys information about the quality of the reviewed product, Millennials in Ireland believe that the YouTube video is valuable to them to help them decide whether to buy an electronic product. This supports the research of Anggita and Ali (2017). Similarly, information on the product price, design, and brand (to a lesser extent) were deemed important informational influences for Millennials' buying decisions. This finding supports the previous literature related to price (Novansa and Ail, 2017), design (Widyastuti and Said, 2017), and brand information (Andriani, 2020; Wijaya, 2013).

However, information about the Country of Origin was not an important factor for the Millennials in this sample and, therefore, it may have little influence on purchase decisions towards electronic products among Millennials in Ireland . This is contrasted to the research done by Sevanandee and Damar-Ladkoo (2018). A potential explanation for this contrast may be the different target samples from different countries. The current research studied the research within an Irish context, but Sevanandee and Damar-Ladkoo (2018) studied their research within Mauritius. Also, the two studies targeted different age groups. The current research collected data mainly of Millennials, but Sevanandee and Damar-Ladkoo (2018) collected and analysed more diverse age groups between 18-60.

The Video Content category covers what information should be included in the YouTube review video. Based on the current results, product information regarding quality, design, brand, and price may help Millennial consumers decide whether to buy a particular electronic produce. But the country of origin of the product is unlikely to be influential for Millennials since it was not considered as important product information.

Gender Differences

An additional research question of this study was to explore any gender differences regarding the different degrees of importance assigned to YouTube review video factors by men and women. The result indicated that though there were some descriptive mean differences, but there were no statistically significant mean differences between male and female participants in terms of the YouTube review video factors that they deemed important. However, this suggests that all the YouTube review video factors were of some importance to Millennials living in Ireland regardless of gender when they decide whether to buy an electronic product.

In summary, this research was able to determine what category and factors of YouTube review videos are deemed important to Millennials living in Ireland when deciding whether to buy an electronic product. Video content was perceived to be the most important category. And reviewer trustworthiness, the number of video views, the quality of the video, and information about the product quality were the most important factors from each category. These findings were able to advance the literature and contrasted with previous literature by providing descriptive comparisons of specific YouTube review video factors that may influence on purchase decisions or intentions and suggesting further research that may help to further advance relevant research areas.

Limitations of the Research

Kothari (2004) states that researchers must be mindful of various potential flaws that might affect the research's findings and generalisability. Having considered the results of the current research, it is, therefore, important to consider the limitations of this research. Several limitations were identified and will be addressed in this section.

First a limitation was identified regarding the conceptualisation of the video review categories. Participants were presented with factors related to a number of broad YouTube review video categories and asked to rate their importance; however, these responses did not allow us to probe why these factors were chosen as important or not by Millennials. For example, current research did find that the trustworthiness of the reviewer and information about product quality were perceived as very important factors to Millennials in Ireland but was not able to determine exactly why or what

aspects of this factor made it so important when deciding whether to buy an electronic product based on a video review.

Second, even though the video engagement category focused on a number of video engagement factors, explicit numbers or ranges were not provided to participants to determine when these factors become helpful or important sources of information. The assumption is that higher views, likes etc. are viewed more positively. However, we did not directly address this. For example, in the case of the number of Views, is there a particular level at which this factor becomes important - after 1,000 or 10,000 views perhaps? Similarly, this research didn't examine explicit types of quality and length of the video. For example, do Millennials living in Ireland think the quality of the video is important because of image quality, edit quality, or content quality? Are longer or shorter videos perceived as more important? Therefore, more detail about these categories is needed through further research to clarify these points.

Finally, the current research only focused on Millennials living in Ireland, so the results may not be generalisable to Millennials in other countries. Cross-country comparisons would be required to examine this. The limitations of the current research provide a guide for future research, as will be discussed in the following section.

Future Research

During the course of this research, a number of potential avenues for future research were identified both to address the limitations of the current study and to further research in this area. These suggestions may help researchers to understand YouTube review factors more deeply in the future and are discussed below.

First, as noted in the previous Limitations section, it was mentioned that there was an absence of specific details regarding the YouTube review video components and why they were important. In relation to Reviewer Characteristics, it is recommended that future research should study motivating components such as how or why Millennials think that trustworthiness is an important factor. Further qualitative research may address this. For example, participants could watch different YouTube review videos emphasizing different Reviewer Characteristic factors such as video A with a trustworthy reviewer and video B with an expert reviewer. Then, participants could be interviewed afterwards about which video was more useful in helping them decide whether to buy the reviewed products and asked the rationale of this decision,

the research would examine how and why the participants find certain factors important.

Also, this study did not mention or specify numerical ranges regarding Video Engagement factors. By providing and assessing ratings of different numbers of views, likes, comments by other viewers, and replies by reviewers, future research might determine levels at which these factors become more or less important and propose more nuanced insights. Similarly, additional perspectives would be provided by future research that specifies the quality and length of videos by, for example, targeting each type of video quality, (e.g., editing or image quality), and exploring a range of video lengths, (e.g., are longer or shorter review videos rated as more important).

A further suggestion would be to show the same review video to participants and ask them to rate the importance of YouTube video review factors in the video then ask them to indicate how likely it would be that they would buy the reviewed product. The research could examine the correlation between the purchase decision and the video factors rated importance. In this way, future research would be able to provide additional insights about the importance of YouTube review video factors and their influence.

As the current research just looked at Millennials living in Ireland, future research would be beneficial that examines whether the same or similar results are found after replicating this study with a larger sample of Millennials in Ireland and comparing them with Millennials in different countries to determine if the results could generalise to Millennials more broadly and whether there are cultural differences.

Finally, future research should study different generations. This research focused on Millennials only. There were many reasons to choose this specific age group such as their great purchasing power (Lee Taylor and Cosenza, 2002), distinguishing characteristics (Vijay and Varsha, 2013), and high video consumption (O'Connor, 2016). However, to determine whether the current results generalise to other age groups, future research should study the importance of these factors for different generations, especially Generation Z. The reason for exploring Generation Z in particular is that they seem to be similar and also different from Millennials. Both generations are considered generations that are growing up alongside technological development (Coombs, 2013; Oblinger, 2003). However, according to Schawbel (2014), Millennials and Generation Z show different characteristics. Generation Z prefers traditional communication such as in-person communication, while Millennials

prefer to use email or messages to communicate. In line with this, future research studying YouTube review factors with Generation Z may present different results and findings from the current research.

Conclusions

According to Cisco (2020), online videos will account for more than 82 percent of all consumer internet traffic by 2022 which is a 15-fold increase over 2017. It is vital in the marketing business to develop a strategy to leverage the potential of video content. According to a study by Wyzowl (2019), videos are currently used as a marketing strategy by 87 percent of firms. Besides, the COVID19 pandemic contributed to a shift in consumer behaviour toward adopting e-commerce and relying on it as a daily living option (Hashem, 2020). Thus, companies should also prepare for the new era post-Covid-19. As a result, this research responded to contemporary marketing trends and circumstances.

YouTube was chosen as a video marketing platform, and specifically, YouTube review videos were examined as key sources of information for consumers when deciding whether to purchase a product. YouTube is mainly made up of videos and includes a means to provide eWOM through review videos (Mir and Ur Rehman, 2013). This research focused on a specific age group, Millennials, due to their unique characteristics such as a high demand for video-based content consumption (O'Connor, 2016). Specifically, this research focused on Millennials living in Ireland to contribute a Irish perspective to the research in this domain. Lastly, electronic products were chosen as the review video focus for reasons such as the increasing demand for these products (Silva and Lane, 2020).

Thus, the purpose of this research was to determine what categories or factors of YouTube review videos Millennials in Ireland found most important when deciding whether to buy electronic goods. On the basis of previous literature, four YouTube review video categories were selected (Reviewer Characteristics, Video Engagement, Video Characteristics, and Video Content) with 2-4 factors identified per category. Additionally, gender differences toward each YouTube review video category were examined to advance the literature in relation to the potential importance of consumer gender.

The findings of the research demonstrated which categories and factors were perceived as important to Millennials living in Ireland when they decided whether to

buy electronic goods. Generally, Millennials living in Ireland think that all four YouTube review video categories are important with Video Content being identified as the most important category while Video Engagement was the least important category. These results suggest to video marketers that YouTube review video factors should be carefully considered in order to draw the attention of viewers, especially Millennials living in Ireland. To be specific, video marketers should provide Millennials with YouTube review videos that include a trustworthy and expert reviewer with information regarding the product quality and design, and ensure the video is of appropriate quality and length to engage interest.

Notably, the finding of this research contributed to the video marketing field. There is too much information that Internet users can easily obtain (Lurie, 2004). With social media especially, an overload of information has been generated (Smith, Fischer, and Yongjian, 2012). In other words, consumers must spend a lot of their time trying to find the correct information that they want. The findings of this research may suggest information that YouTubers or video marketers should include. As a result, YouTubers or video marketers would save time deciding which content to include in a review video. Also, by focusing on the provision of product information, as suggested by this research, they might increase the engagement they receive from Millennials. This may increase sales of the product, provided the review is positive of course.

In sum, this suggests that it is vital for video marketing to convey the product information that address consumers' wants in product review videos.

Nowadays, 87 percent of internet marketers use videos in their digital marketing campaigns (Bowman, 2017). One of the reasons why videos have been so popular among digital marketers is their cost-efficiency. The internet has created the enormous potential to contact niche, international customers directly with customized information at a fraction of the expense of big-budget advertising (Scott, 2015). In other words, video marketing is one of the marketing strategies that does not require high cost with the synergy of the Internet that is capable of spreading the video in split seconds. Relatedly, this research provides recommendations to marketers regarding YouTube review video quality and length. Especially, they should address the fact that Millennials living in Ireland believe that those two factors are deemed important to consider. For example, if marketers promote the company's new electronic products to Millennials living in Ireland within the form of YouTube-style review videos with high quality video of an appropriate length, there is a higher possibility that Millennials will

be willing to watch the video. However, it is necessary for future research to find out what length and quality is best according to Millennials. Ultimately, this would help to achieve the goals of video marketers such as potentially increasing sales and facilitating product or brand awareness.

Influencer marketing is a type of marketing that focuses on a small number of significant individuals instead of the whole target market (Forbes, 2016). Particularly, this suggests that the findings and results in Reviewer Characteristics can have great utility for influencer marketing. In a YouTube review video, there is a person who reviews a product. This reviewer will play a significant role in the video, as viewers evaluate both the video and product. Therefore, the results of this research can provide a guide as to what factors video marketers should consider when they pick a reviewer or influencer to promote their product via YouTube or YouTube-style review videos. This has implications for YouTubers also. The trustworthiness and expertise of the reviewer should be considered since Millennials living in Ireland think they are moderately important factors. In other words, by employing a reviewer or influencer who is believed to be trustworthy and an expert in electronic goods, their YouTube review videos are more likely to be perceived positively and engaged with by Millennials living in Ireland.

In addition, video marketers can leverage YouTubers influence on viewers. The more subscribers YouTubers have, the more views will follow as subscribers are notified of new videos immediately (Cooper, 2020). This means that video marketers would be able to get a great number of video views by cooperating with YouTubers who have many subscribers. As Millennials living in Ireland do care about the number of views, it is likely that they will watch the video that has a greater number of views than the video that has a smaller number of views. Therefore, video marketers who want to target Millennials living in Ireland and promote the electronic goods sector will be likely to have a positive result by promoting their electronic goods with YouTubers with more subscribers than other YouTubers.

As more individuals consume videos as a source of information, the use of informational online videos is increasing significantly (Krämer and Böhrs, 2017), particularly among Millennials (Oblinger, 2003). This leads to the increased significance of video marketing. This research contributes to this area both practically and academically by providing a greater understanding of what YouTube video review factors are important to Millennials living in Ireland when they decide whether to buy

electronic goods during the information gathering stage of the purchase decision process. The current research findings add to the literature in this domain and also propose what video marketers in particular should consider when they produce YouTube review videos especially if they seek to target the Millennial generation group and the electronic products sector.

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Appendices

Appendix A

Information material

YOUTUBE REVIEW VIDEO FACTORS THAT ARE IMPORTANT FOR MILLENNIALS WHEN DECIDING WHETHER TO BUY ELECTRONIC PRODUCTS

Dear Participant,

My name is Junhyeok Sung and I am inviting you to take part in novel research that aims to identify and analyse which factors involved in YouTube review videos Millennials living in Ireland believe are important when deciding whether to buy electronic products. This survey is part of the requirement for the completion of my Masters of International Business at the National College of Ireland.

Research aim

The focus of the research is to examine the importance of specific YouTube review video factors when Millennials buy electronic products by using brief self-report questionnaires. The survey will take approximately 10mins to complete. This research will help inform how electronic goods are marketed online to better inform consumers and increase sales including online sales. Online sales are particularly salient given how COVID-19 restrictions have limited the accessibility of in-store shopping for products such as electronics. Your input, therefore, is highly valuable.

Who can participate?

Participants must be currently living in Ireland and born between the years 1981 and 2000 to be eligible for participation. Participants must also watch or have watched video reviews on YouTube to help them decide whether to buy an electronic product (such as a mobile phone, laptop, headphones, TV etc.).

What will happen to your responses?

The information you provide will be treated with strict confidentiality. The survey does not require any personal, identifiable information (i.e., your name, email address) or any information which can be traced to you and so your participation and responses are anonymous. The data from this study will be held on a password-protected computer, to which only the lead researcher will have access. A report of the study will be produced to meet course requirements and may be submitted for publication, but the data will be analysed on an aggregate level, and no individual participants will be identifiable.

Is participation voluntary?

Yes. Participation in this research is voluntary. You can discontinue the study simply by closing your internet browser window. However, you will be unable to withdraw after completing the study, as the data analysis process may have begun and as all responses are anonymous, we will not be able to identify your data.

Further information

At the conclusion of this study, you will receive further information to inform you about the nature of this research. Should you have any concerns or need clarification at any point, you may reach out to the lead researcher through the following email: x20128282@studnet.ncirl.ie (Junhyeok Sung; Lead Researcher)

Consent for participation

By completing this survey, you are consenting to participate in this study and to allow your survey responses to be analysed. If you do not wish to participate you can close this internet browser window.

Thank you.

Junhyeok Sung.

Lead Researcher.

Appendix B

Online survey questions

1. What gender do you identify as? (1) Man (2) Woman (3) Transgender (4) Non-binary (5) Prefer not to say
2. What is your age?
3. Were you born between the years 1981 and 2000? (1) Yes (2) No
4. Are you currently living in Ireland? (1) Yes (2) No
5. Do you watch or have you watched video reviews on YouTube to help you decide whether to buy an electronic product (such as a mobile phone, laptop, headphones, TV etc.)
(1) Yes (2) No

When thinking about the video reviews you have watched on YouTube for electronic products, please indicate how important the following factors were in helping you decide whether to buy the electronic product.

Response options range from 1 = Not Important at All; 2 = Of Little Importance; 3 = Neutral; 4 = Moderately Important; to 5 = Very Important.

A: Factors Related to Reviewer Characteristics	1: Not important at all	2: Of little Importance	3: Neutral	4: Moderately Important	5: Very important
Reviewer Trustworthiness					
Reviewer Expertise					
Reviewer shares similar opinions, interests and/or values as me					
Reviewer shares similar characteristics to me such as age, nationality, or gender					

B: Factors Related to Video Engagement	1: Not important at all	2: Of little Importance	3: Neutral	4: Moderately Important	5: Very important
Number of Views of the YouTube video by others					
Number of Likes on the YouTube video from other viewers					
Number of Comments on the YouTube Video from other viewers					
Number of Replies by the Reviewer to comments on the YouTube video					

C: Factors Related to Video Characteristics	1: Not important at all	2: Of little Importance	3: Neutral	4: Moderately Important	5: Very important
Length of the YouTube Review Video					
Quality of the YouTube Review Video (e.g., Image quality)					

D: Factors related to Video Content about the Electronic Product	1: Not important at all	2: Of little Importance	3: Neutral	4: Moderately Important	5: Very important
Information about the Product Quality					
Information about the Product Design					
Information about the Product Brand					
Information about the Product Price					
Information about the Country of Origin of the Product					