Impact of different types of online review presentation of products on e-commerce platforms on intention to purchase

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Ethical Clearance: This is a perception study and does not require any confidential, sensitive information from the participants. Hence the study does not need ethical clearance.

Abstract

Online customer reviews have become increasingly prevalent on various e-commerce platforms. Consumers utilize them to either search for products that align with their preferences or acquire information for physical shopping. Thus, digital reviews are emerging as one of the most influential sources of information for consumers when making purchasing decisions. The aim of this study is to investigate how various online review formats of products presented on e-commerce platforms affect consumers' intention to purchase. The study employed three criteria, namely Credibility, Helpfulness, and Persuasiveness, which were subsequently found to be associated with purchase intention, to investigate different types of reviews. The primary data was collected from southern part of India through a convenience sampling method using a survey questionnaire. 250 members of the Gen Z and millennial populations responded to and completed usable questionnaires for the study with the aim of assessing the hypothesised associations. The data were analyzed using SEM, and results indicate that each of the three variables had a distinct impact on the different types of reviews.

Keywords: *online reviews, video review, text review, picture review, credibility, helpfulness, persuasiveness, purchase intention*

Introduction

Social media marketing is an essential part of the marketing equation. Marketers use social media to advertise their products. Social media is thus a crucial communication instrument for marketers with their customers. Online social media are regarded as a digital instrument that assists consumers in assessing brands (Phua, Jin and Kim, 2017). The growth of the Internet and social media has led to a surge in the practice of individuals sharing their evaluations of products via

online reviews. A significant number of consumers perceive online reviews as a more dependable information source compared to traditional sources. Electronic word of mouth (eWOM), or online review, has developed as a fresh way to communicate in this context and is becoming more and more popular with people (Majali, 2018). Consumers in Hong Kong, Japan, China, and India, place a greater emphasis on online reviews than consumers in other regions (KPMG, 2017). Consumers have the maximum level of confidence in shared channels, such as online consumer reviews and social media, according to the researchers (Jacobsen, 2018). In other words, online evaluations provide significant understanding of the brand. Online reviews are very crucial to India's shopping system because they enable one customer to recommend specific products and brands to other shoppers. In addition to product descriptions, a multitude of e-commerce sites also provide online reviews to assist consumers in making purchasing decisions. Buyers consult online evaluations to learn about a brand's usefulness, which influences their purchase intent (Kim, Suh and Lee, 2013).

Thus, Online evaluations have a substantial effect on sales and can influence consumer behavior in numerous ways. They give buyers from across the globe a platform to share their unique views on products and services, enabling them to make more informed judgements about what to buy (Thomas, Wirtz and Weyerer, 2019). Positive online reviews can foster customer loyalty, purchasing probability, brand reputation and word-of-mouth sales (Ullal et al., 2021).

Within the realm of online commerce, the perception of a product has emerged as a highly significant determinant of consumers' purchasing inclination. Therefore, it is essential for practitioners and scholars to analyse various formats for presenting reviews. The increasing prevalence of smart devices, such as smartphones, tablets, and other analogous devices, has led to an increase in image and video-based product reviews on e-commerce platforms (Liu and Du, 2019). Text-based reviews, which are customer ratings, contain a limited quantity of textual

information. Image-based reviews combine textual and visual elements, whereas video-based reviews combine textual and video content. According to Xu, Chen and Santhanam. (2015), images and video reviews offer a greater range of multisensory cues to purchase the product than text. Whereas Xia and Ha (2023) conducted a study with the objective of investigating the influence of changes in consumer evaluations of online reviews on trust and behavioural intentions. The findings suggest that there is no significant statistical correlation between reviews that contain both text and images and the likelihood of individuals visiting a restaurant.

The current study aims to investigate the impact of various forms of digital reviews on consumer purchasing behaviour focusing mainly on the three variables: credibility, helpfulness and purchase intention.

Review of Literature

The term "purchase intention" pertains to an individual's predisposition towards acquiring goods or services. It indicates a customer's intent to purchase a product after assessing it (Lin and Lu, 2010). Therefore, it should be factored into sales projections (Morwitz, 2014). The influence of online reviews on consumer purchasing behaviour is substantial. In contemporary times, consumers place significant reliance on online reviews as a means of gathering information, evaluating product quality, and making informed decisions regarding purchases. According to Vimaladevi and Dhanabhakaym's (2012) research, a significant majority of consumers, approximately 93%, consider online reviews as a crucial factor in their shopping decisions. This suggests that consumers frequently peruse online reviews and depend on them to make informed purchasing choices. Extensive research has been conducted on the various factors that may affect the effect of digital reviews on purchasing decisions, as demonstrated by the study conducted by

Chen et al. (2022). However, there has been a dearth of research on the impact of different forms of online review presentations on customers' purchasing intentions.

Online Reviews and Types of Online Reviews

Online reviews, which can take the form of written text, photos, or video clips, are assessments of a good or service that is made by previous clients and posted on retailers' websites (Xu, Chen and Santhanam.,2015). A text online review is a description of content that is only text.. A product evaluation that includes both textual and visual information is referred to as an image online review. Many well-known vendor websites, though, now encourage users to leave image feedback. Before, the vast majority of digital reviews are text-based (Xu, Chen and Santhanam., 2015). The significance of readability in online text reviews has been established in previous literature, which has extensively investigated its impact on consumers' intention to purchase (Hu, Koh and Reddy, 2014). Even though text reviews aid customers in assessing options and mitigating uncertainty in purchasing decisions, the abundance of them is really challenging for the customers. The reason for this phenomenon is that a large number of text-based reviews were submitted for a single product, resulting in an overwhelming amount of information, as indicated by Furner and Zinko (2016). In order to assist customers in making prompt evaluations amidst a surplus of reviews, image reviews effectively capture their attention as the client photos give potential buyers a better idea of what a product looks like than product images from online sellers. Thus, image reviews are a crucial means of product assessment and serve as a significant aid for prospective customers in comprehending the product and making informed purchasing choices (Liu and Du, 2019).

The online review video, sometimes referred to as video-based e Word-of-Mouth (vWOM), offers dynamic product videos, extensive product information, and more intense personal views than other online evaluations (Agrawal and Mittal, 2022). They identified that prospective consumers

tend to prefer viewing video reviews of a product prior to purchase, particularly for technical commodities. Thus, online video review has garnered significant attention due to its substantial potential to generate revenue. According to Hu et al. (2012), review readability refers to the cognitive effort required by readers of a specific age and educational level to comprehend a written assessment. In this regard, customers perceive video reviews to be more comprehensive than text reviews (Tafesse, 2020). Scholars have emphasised the significance of visual elements in online reviews, revealing that consumers tend to allocate more attention to visual content compared to textual content (Bigne, Chatzipanagiotou and Ruiz, 2020)

Thus, Online reviews are a form of user-generated content (UGC) that can be classified into text, image, and video reviews due to their substantial volume of data. This categorisation poses a challenge in determining which format of reviews is more credible/helpful/persuasive.

Credibility of Online Reviews

According to Freeman and Spyridakis (2004), credibility "does not reside in a person, thing, or a piece of information; it is a perceived quality." Digital reviews are often composed of remarks from anonymous web users, which may result in a lower level of source reliability when compared to conventional word-of-mouth communication (Kim, Maslowska and Malthouse, 2017). So, the importance of credible online reviews cannot be overstated in the context of e-commerce as they serve as a significant basis for customer decision-making by providing genuine user-generated firsthand experiences. Moreover, 66% of consumers have faith in online reviews posted by other consumers (Verma and Dewani, 2020) and millennials exhibit the highest level of trust (70%) in digital review compared to other age groups (Nielsen, 2015). However, since the content in online reviews does not adhere to any quality control requirements, their authenticity is usually questioned (Flanagin and Metzger, 2007).

Empirical evidence suggests that visual reviews, including both picture and video formats, possess greater credibility and engagement compared to textual reviews (Lin, Lu and Wu, 2012). Yin et al., (2018) also reported that the vivid information in microblogs enhances the quality of the message's argument, thereby exerting a positive influence on the credibility of the information conveyed through microblogs. In addition, Zhai et al. (2022) noted the significance of the credibility of online video reviews and their impact on purchase intent. The following theory has been put out in light of this reviewed literature:

H1- Video review has more credibility than text and picture review on purchase intention

Helpfulness of Digital Review

The helpfulness of online reviews implies to the extent to which buyers rely on pertinent review information to aid their purchase intention. This concept has been explored by Mudambi and Schuff (2010) as well as Yin, Bond and Zhang (2014). The definition of a helpful customer review is a product evaluation created by peers that aids a consumer's purchasing choice (Mudambi and Schuff, 2010). Frequently, online retailers use a review's "helpfulness" as the primary metric for assessing how customers feel about it, and it includes the reviews which are most beneficial on the product's detail page. Consumers can also arrange reviews according to their helpfulness. Helpfulness is thus identified as a key factor in the customer's decision-making process. A simple feedback question posed by Amazon, namely "do you think this review is helpful," resulted in an additional revenue of $2.7 billion for the company and thereby promotes sales effectively (Hong et al., 2017).

The comprehension of review helpfulness aligns with the conceptualization of perceived diagnosticity (Mudambi and Schuff, 2010). The degree of helpfulness of information, commonly

referred to as diagnosticity, is contingent upon the perceived correlation between the available information and the decision-making process utilised by the consumer (Qiu, Pang and Lim, 2012). According to Filieri's (2015) findings, the perceived diagnosticity of digital reviews plays a crucial role in shaping customers' decision-making processes. The studies conducted by Hong et al. (2017) analysed numerous variables that impacts the perception of online review helpfulness. These factors include review depth, extremity, readability, and rating. The presentation format of the review also impacts helpfulness of the review.

The majority of the extant research was on the subject of text online reviews and demonstrated that the intensity of language, the valence of opinions, and the abstractness of comments have an impact on consumer purchase intent (Archak, Ghose and Ipeirotis, 2011). With the evolution of the Internet, the structure of online reviews has undergone a transformation from being solely text-based to encompassing both textual and visual elements. This shift has resulted in an augmented challenge in identifying the underlying determinants of review helpfulness (Xu, Chen and Santhanam., 2015). Thus incorporation of diverse cues such as colour, motion, and sound in a video review amplifies its clarity, significance, and capacity to seize attention, thereby rendering it more helpful in comparison to alternative forms of reviews. According to Cheng and Ho's (2015) research, visual cues in online reviews had a greater impact on perceived helpfulness thereby facilitating customers purchase decision process. Based on this review of relevant literature, the following hypothesis has been proposed:

H2- Video review has more helpfulness than text and picture review on purchase intention

Persuasiveness of Online review

The persuasiveness of online reviews can be defined as the degree to which they influence a customer's decision to take a particular course of action. Hong and Park (2012) assert that the persuasive power of online consumer reviews has the capacity to influence people's perceptions of a product, thereby affecting their purchasing behaviours. In previous studies, the effectiveness of persuasion has been assessed using quantitative methods like star ratings (Duan, Gu and Whinston, 2008) or textual traits like the emotional tone of the review content (Yin, Bond and Zhang, 2014). The incorporation of multimedia components in video reviews amplifies the vividness of information, consequently augmenting its persuasiveness (Fang et al., 2016). The research of Bartosiak (2020) indicates that the mode of presentation of online evaluations has a major effect on their persuasiveness and influence over purchase intent. Online video reviews are more genuine and persuasive when compared to other formats of review presentation according to Agrawal and Mittal (2022) and Brand and Reith (2022). Video-based reviews, as opposed to text-based reviews, have the potential to increase message efficacy and make the message more persuasive, thereby influencing consumers' purchasing decisions. Thus, although text-based reviews accurately depict the product features in detail, they fall short of depicting the customer-product interactions required to evaluate the quality. We can therefore assume that video reviews are more credible, helpful and persuasive. After a comprehensive literature review, the following hypotheses have been formulated:

H3- Video review has more persuasiveness than text and picture review on purchase intention

A conceptual model was proposed based on a comprehensive literature review and the development of a hypothesis (Figure 1). Table 1 displays the types and sources of the variables used in the investigation.

Fig 1 here

Table 1 here

Research Methodology

The study poses the following research question: Do different types of online review presentation formats on e-commerce platforms have different impacts on consumers' intention to purchase? Thus, the study tried to understand the general attitude of customers towards different types of online review presentations in E-commerce sites which in turn affects their purchasing behaviour. Descriptive Research is used because it is typically structured with clearly stated hypotheses and describes the situation and characteristics of the studied population.

A well-structured questionnaire with close-ended questions was administered to respondents to collect primary data pertinent to the study's objectives. Respondents were made aware of the research's purpose. The text review, picture review and the link to the video review of the same product were incorporated in the questionnaire. The survey participants were requested to specify their preferred mode of review presentation to gauge purchase intent. This was achieved by evaluating the credibility, helpfulness, and persuasiveness of each review format. The sample population consisted of individuals belonging to the Millennial and Gen Z cohorts within the age range of 18 to 35 years, as they are the primary users of e-commerce platforms and engage in self-shopping more frequently. The study was conducted with a total of 250 respondents who completed the survey. The distribution of surveys was carried out through the utilisation of Google Form. The research framework comprised of four distinct constructs. All scale items were measured with seven-point Likert scales ranging from 1 (strongly disagree) to 7 (strongly agree).

Kerala, the southern state in the Indian peninsula has been selected as the geographical location of the study.

The methodology utilised for data analysis was the Structural Equation Modelling (SEM). SEM was used to examine the correlation among the variables of Credibility, Helpfulness, Persuasiveness, and Purchase Intention across three modalities: text review, picture review, and video review. Although the use of SEM methodology is deemed acceptable, the present study was focused on prediction and sought to elucidate the review presentation style that exerts a greater influence on consumers' purchase intention. The study models were analysed using SEM based on Partial Least Squares (PLS) methodology, utilising the Warp PLS 7 software. Cronbach's alpha was utilised to assess the internal consistency reliability. The assessment of validity is conducted through the utilisation of Discriminant Validity and Average Variance Extracted (AVE). Descriptive statistics was employed during the process of data analysis. Thus, current study aimed to enhance comprehension regarding the distinct impacts of diverse review presentation formats on consumer purchasing behaviour, with a specific emphasis on three key variables: credibility, helpfulness, and persuasiveness.

Results and Discussion

Table 2 displays the demographic characteristics of the 250 participants. The majority of the population falls within the age bracket of 18-25 years, while a notable 40% falling within the age range of 26-35 years. The significance of this demographic report lies in the fact that purchase intention, as influenced by online review formats, exhibits variations based on the respondent's age, education, and occupation. The majority of participants in the study were found to hold postgraduate degrees, comprising 47.6% of the sample. Undergraduates constituted the second largest group, accounting for 32.8% of the sample, while individuals with a senior school level of

education represented 8.4% of the sample. The primary participants in the study were students, accounting for 53.2% of the sample. Private employees comprised 23.2% of the sample, while government employees and businesspersons accounted for 9.6%.

Table 2 here

Based on the obtained results, it can be inferred that the variables exhibit high levels of reliability (Table 3). Specifically, the composite reliability values exceed the threshold of 0.70, while the average variance extracted (AVE) values surpass 0.50. The Cronbach's Alpha coefficients for all variables exceed 0.60, indicating a satisfactory level of reliability and acceptability (Table3, Table 7, Table 11). These findings suggest a positive correlation among the variables and a satisfactory model fit. The Fronell-Larcker criterion is employed to assess the discriminant validity of measurement models. In accordance with the Fornell – Larcker criterion, discriminant validity is established when the highest value (square root of AVE) in each column is greater than and horizontal to the values below it. Hence, the measurement model's discriminant validity can be deemed acceptable, as evidenced by the results presented in Tables 4, 8, and 12, which lend support to the discriminant validity of the constructs. Tables 5, 9, and 13 present the descriptive statistics for each variable included in the model.

Measurement Model for Text Review

Table 3 here

Table 4 here

Table 5 here

Table 6 here

Fig 2 here

Measurement Model of Picture Review

Table 7 here

Table 8 here

Table 9 here

Table 10 here

Fig 3 here

Measurement Model for Video Review

Table 11 here

Table 12 here

Table 13 here

Table 14 here

Fig 4 here

The comparative analysis of beta values indicates that the credibility of picture review ($\beta=0.377$) is relatively higher than that of text review ($\beta=0.240$) and video review ($\beta=0.030$). The P value for the relationship between Credibility and purchase intent is significant to the Picture review alone ($p=0.033$). The statistical analysis reveals that the p-values associated with the credibility of text and video reviews are $p=0.124$ and $p=0.624$, respectively. These values are deemed insignificant at a significance level of 5%. Thus, the hypothesis that proposes the superiority of video reviews

over text and picture reviews in terms of credibility on purchase decisions, denoted as H1 is rejected.

The results indicate that the beta coefficient for helpfulness is greater for video reviews (β=0.353) in comparison to text reviews (β=-0.161) and image reviews (β=-0.045). The statistical significance of the P value for the association between Helpfulness and buying intent is limited to video reviews alone, with a value of p=0.001. The statistical significance tests conducted on the p values of both text and image reviews indicate that they are not statistically significant at the 0.05 level. Thus, the hypothesis H2, which states that video reviews are more helpful than text and picture reviews, has been accepted at a 5% significance level.

The study found that the beta value for persuasiveness in text review was higher (β=0.612) compared to image review (β=0.433) and video review (β=0.490). The P value with regard to the persuasiveness of the reviews on the intention to purchase is evident, as all three reviews exhibit P values that are equal to or less than 0.05. Thus, hypothesis H3, which proposes that video reviews are more persuasive than text and picture reviews, has been rejected.

The purpose of the study was to determine the effect of various varieties of digital review presentations of products on e-commerce platforms on purchase intent. It could be seen that the R^2 value is greater for the video review (fig.4) (0.675), followed by the picture review (Fig.3) (0.538) and Text review (Fig.2) (0.461). This would mean that a 67.5% change in intention to purchase can be explained by the variable's credibility, helpfulness and persuasiveness for the video review. It was discovered that the picture review is more credible than text reviews. This could be because they are unbiased and supported by evidence, pictures are regarded as being more believable. Similarly, Nazlan, Tanford and Montgomery (2018), in their study on restaurant ratings, also discovered that online reviews with images are more credible, suggesting that marketing teams

combine visually appealing images with numerical ratings to elicit positive product ratings through advertising across multiple media platforms. Hong and Pittman (2020) also found that digital reviews with image and high star rating are found to be more credible. This is in contrast with the studies by Zhai et al., (2022), Brand and Reith, (2022) and Yin et al., (2018) who claims that video review is more credible than others.

It can also be noticed that Video review is more helpful than other reviews which is in accordance with the study by Xu, Chen and Santhanam., (2015). The reason could be that the impression of live communication is created by video review. Videos are able to combine text, sound, and movement to convey a lot of information in a condensed way. This finding contradicts the outcomes reported by Yin, Bond and Zhang (2014) and Mariani and Borghi (2021), which indicate that textual reviews are perceived as more helpful. Whereas Yang, Wang and Zhao (2023) discovered that online image reviews exert a favorable impact on the perceived usefulness of reviews and customer perception and the study revealed that a number of factors, including the quality of the image and the type of product, served as mediators of this phenomenon.

The present study extended the work done by Xu, Chen and Santhanam (2015). The findings of Xu, Chen and Santhanam (2015) were based on an experimental study with 114 participants. The different review formats presented to the participants were of different products but in this study the researcher has gauged the customer perception for different review formats of the same product. The survey method of study conducted with 250 participants who represent the actual customer profile provides more generalizability to the findings.

Managerial Implications

It is a well-researched fact that reviews are very important for customers in the process of making purchase decision. The present study advances this knowledge by conclusively bringing out the difference in the impact of different formats of reviews. It is proved that video reviews have the most impact followed by picture reviews and text reviews. Thus managers must insist that their customers should post video reviews of the products so that it has a better impact on prospective customers. The descriptive statistics reveal that in all the parameters considered in this study like credibility, helpfulness, persuasiveness and intention to purchase, the mean values were highest for the video format of reviews.

Limitations and Suggestions

In spite that it is comprehensive, this study represents a preliminary exploration of the field. It is recommended that future researchers undertake comprehensive investigations from multiple viewpoints. The examination of the impact of online reviews is contingent upon the product category, which is a crucial determinant. To extend the findings of this investigation, future research may verify the applicability of the proposed framework across multiple product categories, such as pragmatic products (e.g., smartphones, automobiles etc). Moreover, further study is required to identify other factors that influence the customer perception of online review presentation formats. Also, scholars should consider new constructs that could enhance the predictive potential of models. Future investigations may examine real purchases to ascertain the influence of evaluations. In addition, since studies have shown that the platform itself is a significant contextual factor that influences the perception of eWOM, researchers could compare various forms of eWOM, such as blogs, internet forums, social media networks, and online shopping sites.

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Table 1: Variables used in the study

S No	Variables	Type	Source
1	Credibility	Independent Variable	Hilligoss and Rieh (2008)
2	Helpfulness	Independent Variable	Jiang and Benbasat, (2004); Mudambi and Schuff (2010)
3	Persuasiveness	Independent Variable	Zhang, Craciun and Shin (2010)
4	Intention to Purchase	Dependent Variable	Jiang and Benbasat, (2007)

Table 2: Demographic profile of the respondents

Demography	Frequency	Number	Percentage
Age (in years)	18-25	150	60%

	26-35	100	40%
Education	High School	11	4.4%
	Senior School	21	8.4%
	Under graduation	82	32.8%
	Post-graduation	119	47.6%
	Others	17	6.8%
Occupation	Business	24	9.6%
	Government Employee	24	9.6%
	Private Employee	58	23.2%
	Student	133	53.2%
	Others	11	4.4%

Source: Primary Data

Table 3: Cronbach Alpha coefficient, Composite Reliability and AVE for Text Review

Variables	Cronbach Alpha coefficient	Composite Reliability(rho_a)	Composite Reliability(rho_c)	AVE
Credibility	0.910	0.916	0.936	0.787
Helpfulness	0.908	0.911	0.942	0.844
Persuasiveness	0.924	0.927	0.946	0.814
Purchase Intention	0.920	0.925	0.944	0.807

Source: Warp PLS output

Table 4: Discriminant Validity (Text)

	Credibility	Helpfulness	Purchase Intention	Persuasiveness
Credibility				
Helpfulness	**0.914**			
Purchase Intention	0.652	**0.620**		
Persuasiveness	0.887	0.950	**0.718**	

Source: SEM output

Table 5: Descriptive Statistics (Text)

	Mean	Standard Deviation
Credibility	4.163	1.470
Helpfulness	4.287	1.571
Purchase Intention	2.722	0.466
Persuasiveness	4.407	1.508

Source: SEM output

Table 6: Structural Model (Text)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Credibility ⟶ Purchase Intention	0.240	0.217	0.156	1.540	0.124
Helpfulness ⟶ Purchase Intention	-0.161	-0.129	0.143	1.130	0.258
Persuasiveness ⟶ Purchase Intention	0.612	0.606	0.134	4.559	0.000

Source: SEM output

Table 7: Cronbach Alpha coefficient, Composite Reliability and AVE for Picture Review

Variables	Cronbach Alpha coefficient	Composite Reliability(rho_a)	Composite Reliability(rho_c)	AVE
Credibility	0.933	0.934	0.952	0.832
Helpfulness	0.925	0.925	0.952	0.870
Persuasiveness	0.935	0.935	0.953	0.836
Purchase Intention	0.934	0.934	0.953	0.835

Source: Warp PLS output

Table 8: Discriminant Validity (Picture)

	Credibility	Helpfulness	Purchase Intention	Persuasiveness
Credibility				
Helpfulness	**0.958**			
Purchase Intention	0.743	**0.715**		
Persuasiveness	0.884	0.929	**0.755**	

Source: SEM output

Table 9: Descriptive Statistics (Picture)

	Mean	Standard Deviation
Credibility	4.407	1.513
Helpfulness	4.500	1.567
Purchase Intention	2.509	0.420
Persuasiveness	4.594	1.508

Source: SEM output

Table 10: Structural Model (Picture)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Credibility → Purchase Intention	0.377	0.338	0.177	2.132	0.033
Helpfulness → Purchase Intention	-0.045	-0.009	0.159	0.283	0.777
Persuasiveness → Purchase Intention	0.433	0.438	0.127	3.415	0.001

Source: SEM output

Table 11: Cronbach Alpha coefficient, Composite Reliability and AVE for Video Review

Variables	Cronbach Alpha coefficient	Composite Reliability(rho_a)	Composite Reliability(rho_c)	AVE
Credibility	0.889	0.897	0.923	0.751
Helpfulness	0.904	0.908	0.940	0.839
Persuasiveness	0.894	0.897	0.927	0.760
Purchase Intention	0.921	0.921	0.944	0.808

Source: Warp PLS output

Table 12: Discriminant Validity (Video)

	Credibility	Helpfulness	Purchase Intention	Persuasiveness
Credibility				
Helpfulness	**0.935**			
Purchase Intention	0.726	**0.842**		
Persuasiveness	0.736	0.859	**0.861**	

Source: SEM output

Table 13: Descriptive Statistics (Video)

	Mean	Standard Deviation
Credibility	5.731	1.283
Helpfulness	5.883	1.163
Purchase Intention	5.886	1.222
Persuasiveness	5.886	1.222

Source: SEM output

Table 14: Structural Model (Video)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Credibility → Purchase Intention	0.030	0.040	0.062	0.491	0.624
Helpfulness → Purchase Intention	0.353	0.356	0.107	3.288	0.001
Persuasiveness → Purchase Intention	0.490	0.479	0.113	4.340	0.000

Source: SEM output
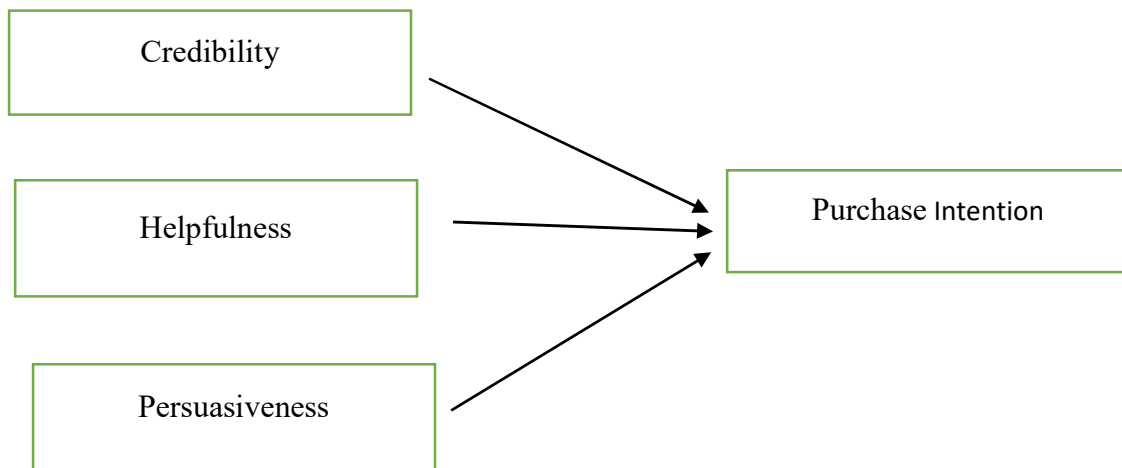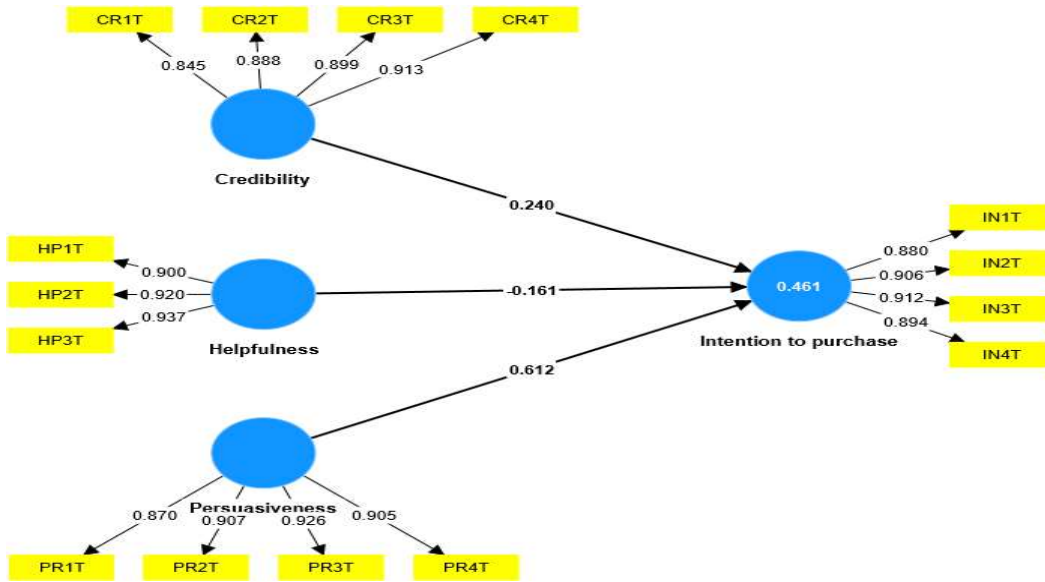

Figure: 1 Conceptual Model

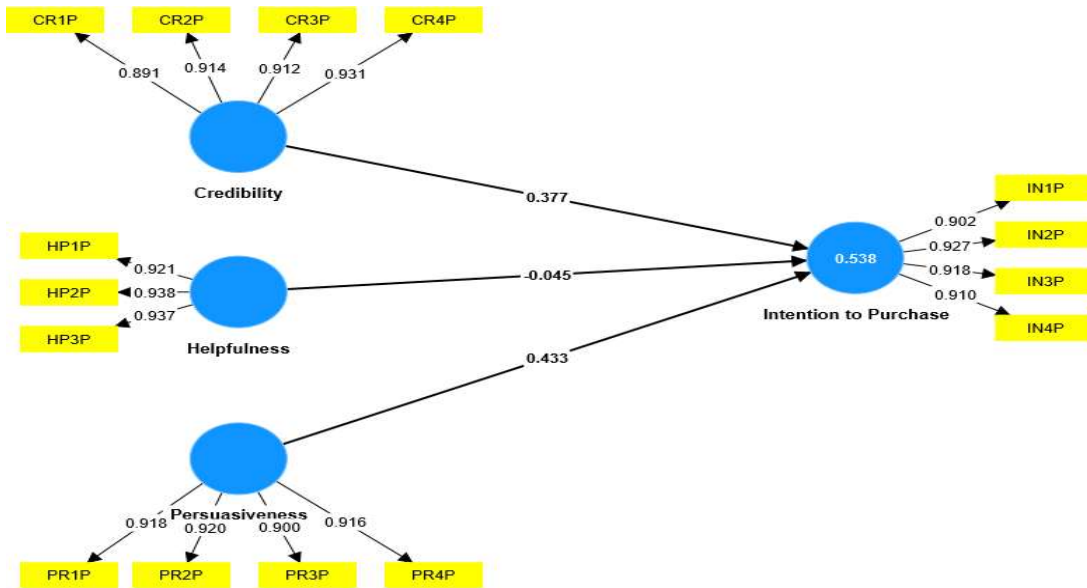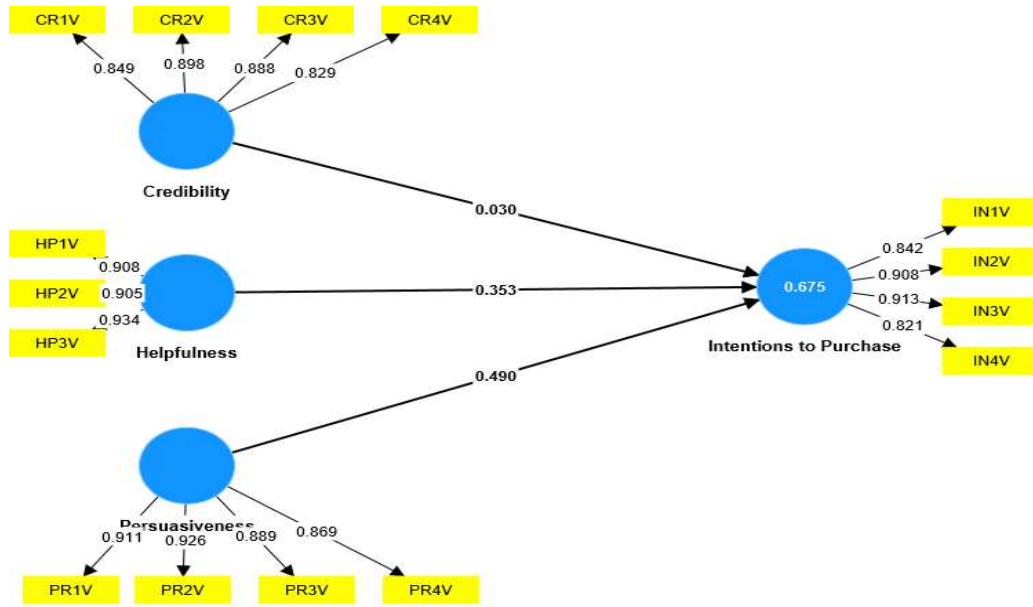Source: Xu, Chen and Santhanam, (2015)

Figure 2: SEM Analysis (Text)

Figure 3: SEM Analysis (Picture)

Figure 4: SEM Analysis (Video)