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# Understanding How Product Reviews on YouTube Affect Consumers' Purchase Behavior in Indonesia: An Exploration Using the Stimuli-Organism-Response Paradigm

VIEWING AN OLDER VERSION

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## ▼ Abstract

Product reviews on YouTube have become highly beneficial to consumers' decision-making as it helps them judge and experience products before making purchases. Consequently, scholars and managers must understand consumer behavior about product reviews and identify factors influencing consumers' purchasing decisions. The novel contribution of the study is the introduction of a research model based on stimuli (S) of sensory marketing, argument quality (central route), and source credibility (peripheral route) on individual organisms (O) such as parasocial interactions, information usefulness, and trust (cognitive and affective), which are correlated with consumers' responses (R) to stickiness, information adoption, and purchase intentions. To empirically evaluate the proposed research model, we conducted an online survey of 611 participants who had purchased products based on YouTube product reviews. We performed data analysis using structural equation modeling using Smart-PLS software and indicated that all the hypotheses were supported except for parasocial interaction and information usefulness, which was rejected. In conclusion, we provide insights into the antecedents and consequences of purchase intentions in light of YouTube product reviews, contributing knowledge to online consumer behavior to help managers understand consumer behavior through social media and formulate marketing strategies.

## > Author Declaration

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