A Model of Trusted Video Word of Mouth (vWOM) Factors that Can Influence Purchase Intention

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Abstract

The culture of online shopping has evolved as more people turn to video word of mouth (vWOM) before making a purchase decision. vWOM is referred to online product reviews using a video-based format. The vWOM was created by reviewers to share their experience and information with other customers. Therefore, customers who seek information about particular product can watch vWOM to know the reviewer's experience. However, there is a lack of attention on how the information conveyed through vWOM can be trusted and influence purchase intention. Due to that, this study identifies the factors of trusted vWOM in influencing purchase intention through literature review. Therefore, there are seven vWOM factors identified, which consists of informative, credible, perceived transparency, perceived benefit, expertise, attractiveness, and perceived emotion. All the selected vWOM factors are calculated using formula and only factors that achieve weight of factor 0.5 and above are selected. Next, the definition of trust is applied in this study in order to analyse all the vWOM factors to make sure it is trusted. The three components of Rhetoric Theory which are Logos, Pathos and Ethos have also been identified as the underpinned theory in this study. Before developing a model, this study mapping the trusted factors of vWOM to the components of Rhetoric Theory. The vWOM factors categorized under Logos are informative, credible, perceived benefit, and perceived transparency. While facial expression and tone of voice factors are categorized under Pathos. Expertise and attractiveness are categorized under Ethos. The finding of this study is a model of the trusted vWOM that can influence the purchase intention and its hypothesis.

Keywords: Video Word of Mouth, Trusted Video Word of Mouth, Product Review Video, Purchase Intention, Rhetoric Theory

Introduction

The rise of social commerce platforms has spurred reviewers to adopt new habits, which include sharing their reviews online. In other words, vWOM is an online medium for a connection between the reviewers and the customers. Lores and Ramon (2019) justified that

by implementing modern communication strategies, we must take advantage of social commerce platforms to leverage reviewers' influence. Interesting video content is significant for reviewers to create a video where it can attract other customers to watch the video uploaded (Wang et al., 2019). Apparently, the multimedia presentation makes the idea of vWOM much stronger and more appealing because it can demonstrate whether the products are effective or not. Before making a purchase decision in social commerce, many customers rely on vWOM.

However, there are still few studies conducted about what important features of vWOM that make them useful and can aid in creating positive customer perceptions (Ghosh, 2020). Numerous studies have found that vWOMs are posted on social commerce platforms to share experience or information with online customers that need it (Bezbaruah & Trivedi, 2020; Jain et al., 2018; Sokolova & Kefi, 2020; Tellis et al., 2019; Yang et al., 2017; Zhu et al., 2020) , but to date, there is a lack of studies looking at trusted attributes of vWOM, and how communication is carried out through the videos that can be trusted and influence purchase intention. A number of authors have given more attention to the characteristics of the reviewer in the video as one of the trusted attributes of vWOM (Chen & Dermawan, 2020; Fitriani et al., 2020; Sofian, 2020), with little attention given to video content that the reviewer conveys to the audiences (Ananda & Wandebori, 2016; Sokolova & Kefi, 2020). Identification of trusted vWOM factors is important in influencing purchase intention, and purchase decision. Therefore, this study identifies the trusted vWOM factors and develops a trusted vWOM model based on the identified trusted vWOM that can influence purchase intention.

Literature Review
1. Video Word of Mouth (vWOM)
Video word of mouth or shortly called vWOM is a video-based electronic word of mouth that focuses on product review videos. vWOM is to provide human faces and vivid demonstrations compared to the online reviews using text format do not provide. This underscores that vWOM has a powerful persuasive effect because of the multimedia presentation in the video that gives impact to the customers and influences their purchase intention (Bi et al., 2019). Besides, Chen and Dermawan (2020) defined vWOM by referring to eWOM created by reviewers to review the products and express their opinions and product experience through social commerce platforms.

2. Trusted Factors of Video Word of Mouth (vWOM) that can Influence Purchase Intention
The first factor identified is informative. Informative refers to the sufficient amount of information in the vWOM that can help customers to purchase. The reviewer share the use of the product in the vWOM that considered as a reliable source of product information which can influence customer purchase intention (Bezbaruah and Trivedi, 2020). Based on our analysis, a number of studies have used information as a factor that can influence purchase intention. Fitriani et al (2020), used information that can provide complete information by the reviewer to the customers, which effectively provides a great deal of information. Moreover, customer more prefers to choose vWOM which can convey product informativeness because this can give great experiences and knowledge to the customers' (Yang et al., 2017).

Next, the credibility factor refers to how the customer can trust other individuals who convey the information. The way the speaker presents professional public speaking to convince the audience is credible. The credible speaker may deliver an amount of information using semi-informal language to make sure the audience understand what the speaker deliver

(Sofian, 2020). Therefore, previous scholars (Fitriani et al., 2020)adopted credibility to examine whether the reviewer that provides information in a reliable and trustworthy manner has the potential to increase the customer's interest to pay attention to watch the video review. Moreover, Liu and Ji (2018) developed a model based on the Technology Acceptance Model (TAM) and information Adoption Model (IAM), which includes perceived credibility and perceived usefulness of online reviews that can influence purchase intention.

The third factor identified which is perceived benefit is defined as beneficial to help the customer in facilitating their purchase decision-making process. The video review is considered a perceived benefit if it can confirm the benefit that the customer will receive before purchasing. The perceived benefit vWOM can help customer to know the advantages to purchase the product from particular seller and can prevent from risk of purchase (Mumuni et al., 2019). Moreover, previous scholars which as Chua and Banerjee (2016) adopted perceived benefits to make sure that the review video can help the customer be more aware and not make an impulse purchase without knowing any negative things about the product. It is because the customer always gives full attention to trusted vWOM that provides beneficial and complete information (Fitriani et al., 2020).

Next, the perceived transparency factor refers to the belief of the information conveyed is a truthful reality about an experience. The information provided in the vWOM needs to be truthful and balance either positive or negative information about their experience with the product reviewed (Rajamma et al., 2019). In another study by Fitriani et al (2020), perceived transparency is founded to show how communication an individual can be conveyed to another individual to understand the information without an in-depth explanation.

Facial expressions of the reviewer play a key role in that can influence purchase intention. Based on facial expression, the customer can understand the reviewer's impression of the product whether it is worthy or otherwise. The facial expression of positive and negative emotions depends on the reviewer's impression. Specifically, when the review is positive, the facial expression of the reviewer is happy because the reviewer tends to talk positively about the product (Lee et al., 2013). In addition, happy facial expressions such as smiling will influence customers' moods positively and lead to influence customers' intention to purchase. Accordingly, customers will perceive the smiling face of the reviewer as more honest and favorable. The smiling face also can enhance the customer's feeling to be familiar with the reviewer (Deng & Ravichandran, 2020).

Another factor identified is tone of voice which is a key role in emotion that is adapted in communication to make customers feel closer. On online platforms, the tone of voice can be particularly important through vWOM because it can reduce uncertainty and influence the trustworthiness of vWOM. Therefore, the tone of voice includes attributes such as humanness and closeness are suitable for customer perceived emotion. The humanness tone of voice expresses the reviewer's emotions such as happiness or sadness,(Barcelos, Dantas, & Sénécal, 2018). In other words, the information shared must be conveyed in a manner that can attract customer attention and leave an imprint in the memory of the customer. However, if the tone of voice is flat and the communication style lacks rhythm, it will make the customer feel uninterested and bored. Therefore, it is important to modify the rhythm of the tone of voice which means not speaking quickly and pausing a little bit (Baccarani & Bonfanti, 2015).

Next, the expertise factor identified in this study refers to the individual professionals sharing their opinions and sufficient information about the product which can enhance customer purchase decisions. Moreover, expertise can be sensed through their experience, skills, abilities, and knowledge (Chen & Dermawan, 2020). Zhu et al (2020) defined expertise

as an individual character that has professional background and good image to encourage customer more believe the individual who communicates in the video. Another study by Sofian (2020), found expertise may deliver an amount of information using semi-informal language to make sure all audiences understand the information conveyed through video. The vocal of reviewer sounds relaxed but in a severe tone for increasing the trust of customers.

The last factor identified is attractiveness. It refers to the degree of attraction of the influencer to the audience. The influencer that has attractiveness may attract the attention of new and old customers to stay loyal to watch the video. Attractiveness is founded based on the look of the influencer either beautiful or handsome, which this attractiveness may attract attention and produce a good impression (Ma et al., 2019). Hence, previous scholars (Ananda & Wandebori, 2016; Chen & Dermawan, 2020) proposed the conceptual model based on the source credibility model that includes the attractiveness factor. Another study by Chen and Dermawan (2020), identified that the reviewer also needs to be trustworthy and attractive in order to influence purchase intention among customers. It is because of the likeability of the individual that can attract other people to pay attention to them.

3. Rhetoric Theory

Rhetoric theory is applied in this study. According to Aristotle, rhetoric theory is derived from Aristotle's persuasive communication method which is expected to enrich the communication theory (Sofian, 2020). Moreover, Rhetoric refers to the ability of an individual to identify ways to convince another individual. In addition, rhetoric theory consists of three effective components which include Logos, Ethos, and Pathos. Logos refers to the validity of arguments, Ethos refers to the speaker's credibility or characteristics, and Pathos refers to the ability of emotions (Aristotle, 1991). It shows that rhetoric theory is a communication theory that is very related to conveying vWOM.

Rhetoric theory is defined as the ability to see available means of persuasion in a particular case, which consists of the validity of arguments, characteristics of the speaker, and ability of emotions (Aristotle, 1991). The rhetoric theory is also particular in communication skills that can influence customers to purchase the product featured in the vWOM by conveying credible information to the customers (Huber & Pable, 2019). Each of the Rhetoric Theory components has a different meaning, which either refers to the information conveyed, the speaker, or the emotion of the speaker.

Research Methodology

In this section, the researcher describes the methodology that will be used to develop a model of trusted vWOM in influencing purchase intention. From the literature review, the trusted vWOM factors that can influence purchase intention are identified. The selected factors identified based on weight of criteria as adopted from (Jeyaraj et al., 2006) and definition of trust from (McKnight & Chervany, 2001; Abdulgani & Suhaimi, 2014; Truong et al., 2017). The vWOM factors are considered as good factors because it achieves weight of factor 0.5 and above. Hence, there are seven vWOM factors that achieve weight of factor 0.5 and above which is informative, credible, perceived transparency, perceived benefit, expertise, attractiveness, and perceived emotion. Then, all the seven vWOM factors are analysed based on the definition of trust to ensure that the selected vWOM factors are trusted. Next, the suitable theory which is Rhetoric Theory is identified as a suitable theory for the communication process has also been identified through a literature review.

The next phase is to map the trusted vWOM factors with the Rhetoric Theory components. The trusted factors are categorized based on Rhetoric Theory components which are logos, pathos, and ethos. Each of the rhetoric components has a different meaning, which refers to the information conveyed, the speaker, or the emotion of the speaker. This study mapping the definition of trusted vWOM factors with definition of rhetoric components. Hence, all trusted vWOM factors are categorised under rhetoric components. The four trusted factors which are informative, credible, perceived transparency and perceived benefit are categorized under logos. Expertise and attractiveness are categorised under ethos. Perceived emotion is expressed through facial expression and tone of voice which are categorised under pathos. Then, a trusted model vWOM is developed based on the trusted vWOM factors and rhetoric theory. There are four trusted vWOM factors that focused on the information content that delivered by the reviewer in the vWOM which are informative, credible, perceived transparency and perceived credible. Another two trusted vWOM factors which are expertise and attractiveness focus on the background knowledge and appearance of the reviewer in the vWOM. Perceived emotion focused on the emotion that expressed by reviewer through facial expression or tone of voice in the vWOM.

Results and Discussion
1. Mapping of Trusted vWOM Factors with Rhetoric Theory Components
The identified trusted vWOM factors that can influence purchase intention are categorized based on Rhetoric Theory components which are logos, pathos, and ethos based on the definition of each component of Rhetoric Theory. The mapping of the identified vWOM trusted factors with the component of Rhetoric Theory is as in Table 1.

Table 1
Mapping between Trusted vWOM Factors with Rhetoric Theory Components

Trusted factors	Definition of trusted factors	Rhetoric components	Definition of rhetoric components
Informative	Sufficient information or explanation can be provided by the reviewer to the customers (Bezbaruah and Trivedi, 2020).	Logos (verbal messages)	The arguments on the subject presented by the speaker (Panigyrakis, Panopoulos and Koronaki, 2020).
Credible	The information based on the reviewer's actual experiences through vWOM (Tsai & Bui, 2021)		
Perceived transparency	The information provided in the video need to be truthful and balance(Fitriani et al., 2020)		
Perceived benefit	The information provided give benefit to the customer if purchase the product reviewed in the vWOM (Bueno & Gallego, 2021) (Xu et al., 2015)		

Trusted factors	Definition of trusted factors	Rhetoric components	Definition of rhetoric components
Expertise	The reviewer is someone who has background knowledge and expertise in a particular field (Ananda and Wandebori, 2016).	Ethos (characteristic of speaker)	The credibility of the speaker (Panigyrakis, Panopoulos and Koronaki, 2020).
Attractiveness	The reviewer's attractiveness to the customers (Ananda and Wandebori, 2016).		
Perceived emotion	The emotion expression presented in the video through facial expression or tone of voice (Zhu et al., 2020). The emotion might be perceived through either facial expression or tone of voice (Barcelos et al., 2018; Lee et al., 2013). Facial expression refers to the reviewer's face impression during review the product in vWOM. While tone of voice refers to the tone of voice of reviewer during review the product.	Pathos (non-verbal messages)	Expressed emotions and the similarities between the speaker and audiences (Huber and Pable, 2019).

2. Trusted vWOM Model

In order to understand the trusted factors of vWOM in influencing purchase intention, this study develop a trusted vWOM model which is shown in Figure 1.
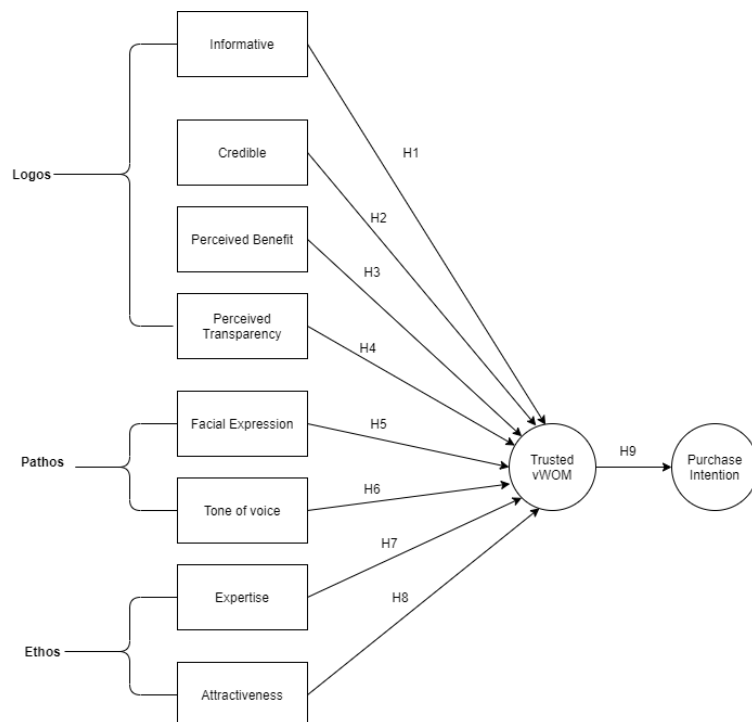
Figure 1. Trusted vWOM Model

Based on Figure 1, the model is developed based on Rhetoric Theory which has three components: ethos, logos, and pathos. There are four factors categorized under logos which are informative, credible, perceived benefit, and perceived transparency. Logos used in this study refer to providing valid and accurate information in the video that might be helpful and useful for customers. Informative is about the amount of information provided by the reviewer in the vWOM. Credible refers to how a customer perceived that the vWOM is credible and trustworthy. Perceived benefit refers to the helpful information provided in influencing customer purchase intention. Then, perceived transparency refers to information that conveyed a truthful reality about an experience, either a negative or positive statement.

Next, Phatos used in this study refers to how to deliver the communication about the vWOM. Hence, perceived emotion is categorized under Phatos. The reviewer can show their emotion expression in the vWOM. The happiness or sadness emotion might be perceived through either facial expression or tone of voice, (Lee et al., 2013; Barcelos et al., 2018). Hence, this study stated that perceived emotion is conveyed as two factors which is facial expression and tone of voice.

Lastly, Ethos used in this study refers to the character of the reviewer in the video. Expertise and attractiveness are categorized under ethos. Expertise and attractiveness are related to the character of the user who is talking in the video. Expertise refers to the background knowledge of the reviewer in the vWOM and attractiveness refers to the personality traits of the reviewer.

3. Hypothesis Development

In this section, hypotheses are developed and explained. Based on Figure 1, there are nine (9) hypotheses are developed in this study.

H1: Informative will positively influence trusted vWOM

When customers need purchase opinions and advice, the reviewer needs to provide information in the vWOM to influence customer purchase intention. The reviewer should share information in detail such as functionalities and characteristics of product in order to facilitate the customer's understanding toward product reviewed in vWOM. Providing product specific information can help customers to understand the function of product reviewed and can determine whether the product can fully satisfy their needs. Informative factor categorized under logos which is allow the reviewer to share the completeness of information to the customers in vWOM (Bezbaruah & Trivedi, 2020).

H2: Credible will positively influence trusted vWOM
The vWOM which can be generated and shared through the online platform, the reviewer deliver vivid demonstrations with convincing effect due to audiovisual presentation, where the reviewers narrate their experience like an in-person recommendation (Bi et al., 2019). The reviewer may demonstrate how they use the product based on their experience and understanding in order to show the customers how the product working (Mowlabocus, 2020). The credible information which categorized under logos component is presented by the reviewer in vWOM can influence purchase intention.

H3: Perceived benefit will positively influence trusted vWOM
The beneficial information that reviewers can share is any discount codes to get these products cheaper or free. This can help customers to save money rather than pay for the full-price product by applying the discount codes to purchase which lead to influence customer purchase intention (Dekavalla, 2020). The perceived benefit is categorized under logos, which is considered as beneficial information that can help customers to receive any benefits if purchase the product featured in vWOM.

H4: Perceived transparency will positively influence trusted vWOM
The reviewer should be as transparent as possible to avoid the customers feeling cheated during watching their vWOM (Audrezet et al., 2018). The reviewer must explain whether the review product is sponsored or non-sponsored to maintain trustworthy relationships. Previous study by Rahmi et al. (2017) explains that customers tend to trust reviewers who are not sponsored because their product review is not biased and can share opinions openly (Rahmi et al., 2017). The perceived transparency is categorized under logos which is considered information that shared by the reviewer in vWOM which can influence purchase intention.

H5: Facial expression will positively influence trusted vWOM

Based on facial expression, the customer can understand the reviewer's impression of the product whether it is worthy or otherwise. The facial expression of positive and negative emotions depends on the reviewer's impression. Specifically, when the review is positive, the facial expression of the reviewer is happy because the reviewer tends to talk positively about the product (Lee et al., 2013). The reviewer with an angry facial expression shows low agreeableness during the product review. Customers tend to perceive that the reviewer gives a negative review due to less satisfaction (Lee et al., 2013). Perceived emotion can be expressed by the reviewer through facial expression which is categorized under pathos.

H6: Tone of voice will positively influence trusted vWOM

The tone of voice can be particularly important through vWOM because it can reduce uncertainty and influence the trustworthiness of vWOM. Therefore, the tone of voice includes attributes such as humanness and closeness are suitable for customer perceived emotion. The human tone of voice expresses the reviewer's emotion such as happiness or sadness (Barcelos et al., 2018). Perceived emotion can be expressed by the reviewer through tone of voice during review the product, which is categorized under pathos. Hence, the customer can listen to the tone of voice of reviewer whether it is happy or vice versa.

H7: Expertise will positively influence trusted vWOM

The reviewer who is qualified to provide useful and accurate information to audiences must have background knowledge and competence in a certain field. Expertise refers to the individual professional sharing their opinions and sufficient information about the product which can influence customer purchase intention (Ananda & Wandebori, 2016; Chen & Dermawan, 2020; De Veirman et al., 2019). The reviewer would look more knowledgeable since they feature how they use the product through the video (Rahmi et al., 2017). The reviewer should be well informed about the product and have accurate knowledge to explain the benefit of the product. Therefore, the reviewer tends to be more professional in conveying the relevant information in vWOM, which makes the customers respond more favorably towards the reviewer. Expertise is categorized under ethos which refers to the characteristic of the reviewer that focuses on background knowledge and expertise of reviewer.

H8: Attractiveness will positively influence trusted vWOM
The attractiveness of the reviewer is to present positive physical attraction through social commerce platforms. It can be defined that attractiveness is found through likability, familiarity, and similarity, which refers to a stimulus person's facial features are pleasing to observe. Hence, it will be a greater attraction to the reviewer's personalities that lead their review through vWOM is watched regularly by online customers (Chapple & Cownie, 2017). Attractiveness is categorized under ethos which refers to the attraction characteristic of the reviewer.

H9: Trusted vWOM will positively influence purchase intention
There are seven trusted vWOM factors identified which are informative, credible, perceived transparency, perceived benefit, expertise, attractiveness, and perceived emotion. Social commerce is increasing nowadays, which makes purchase intention significant for online purchase behavior among online customers. Therefore, the reviewer needs to prepare a digital strategy formulation to produce good video content that can enhance customers' online purchase intention.

Conclusions
In conclusion, this paper aims to develop the trusted vWOM model in influencing purchase intention. The vWOM factors are identified based on previous study, as well as Rhetoric Theory. Based on the mapping between trusted factors of vWOM and Rhetoric Theory components, this study categorizes each of the trusted vWOM factors according to related

Rhetoric Theory components. Hence, this study develops the trusted vWOM model in influencing purchase intention. The Rhetoric Theory components consist of pathos, logos and ethos. In the logos component, there are four factors which are informative, credible, perceived benefit, and perceived transparency. While pathos component consists of facial expression and tone of voice. Lastly, expertise and attractiveness are categorized under ethos. In the next phase of this study, measurement items will be developed in measuring the developed hypotheses.

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