INFORMATION ACCEPTANCE OF ELECTRONIC WORDS OF MOUTH (EWOM) AND PURCHASE INTENTION THROUGH HAUL VIDEOS YOUTUBE

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Abstract. Haul video is a new platform of EWOM that provides honest feedback towards fashion products that less persuassive and more attractive visual and information than heavy pages of fashion magazine. Based on TuburalInsights.com on "YouTube Beauty Industry", YouTube vloggers and haul video control 97% of conversations around beauty and brands on YouTube. They have 10x more videos on their channels than the brand itself. That's why female consumers are more engage with haul videos that made and spread by ordinary internet user that has passion in fashion. Haul videos can be very beneficial to fashion retailers. However, haul videos can be a source of problem if the haul video give a negative perception towards the brands or products so that it will decrease intention to purchase. Therefore, this study was conducted to enrich and improve the scarcity in previous studies about haul videos. By understanding the factors of haul videos, fashion retailers can use haul video as their new channel promotion effectively. The research excuted in Bandung and Jakarta. Questionnaire with Argument Quality, Source Credibility, Source Attractiveness, Perceived Usefulness, Source Style, Information Acceptance of EWOM, and Purchase Intention are filled by 350 women respondents in age range of 16-35 years old who are internet active user as the object of this research. The data collected was analyzed using Microsoft Excel, IBM SPSS Statistic 23 and processed through Frequency Analaysis, and Multi Linear Regression. The result found that most of haul video watchers come from age 16-20 years old and work as university student. The result found that before have purchase intention, the information acceptance of EWOM through haul videos is needed. The factors that influence the information acceptance of EWOM are Argument Quality, Source Credibility, Source Attractiveness, and Source Style. Factors that influence purchase intention directly are Source Attractiveness and Information Acceptance of EWOM. Based on the result, fashion retailer that wants to make haul videos as their channel promotion can do partnership with haul video makers that credible, have good argument quality, represent the target market of the products, and creative in delivering the haul video. Beside that, fashion retailer should control the content og haul video too.

Introduction

Haul Videos
EWom created not only to review products or service but also as a form of self-expression that can affect consumer behavior fields. In this new age, there is a new form of EWom communication. Not only in the form of words or comments from customer, but they also provides images, sound, and video. The development of YouTube in 2015, give opportunities to customer to review products and created EWom in more fun, honest, and reliable way by creating video, it is called "Haul Videos". Initially, haul video is "unboxing" electronic things such as gadget, machine, etc. But today, haul videos get into fashion and beauty matters. Haul Videos are a popular genre of fashion video in which consumers show off and discuss clothing, accessories, make-up they recently purchased or acquired

(Dimofte et al, 2015). Haul video makers majority come from early 20s years old, displaying items recently purchased. It basically goes something like this : girls using webcam shows off her recent purchases. Producers of haul videos acquire high self-confidence to share about their marketplace knowledge with others. The interesting fact about haul video is that haul videos not just like endorsement and brand ambassador strategy where endorser need to always give positive statement regarding the brand. Haul videos give honest information, not a persuasive message that really persuade people to purchase the product. Haul video becomes a hobby for some girls that loves fashion and for girls that want to express their taste of fashion. Furthermore, some girls turning this hobby into profit.

The growth of haul videos in Indonesia is not as grown as in other countries such as in American, Australia, and some of countries in Europe. Trend of endorsement in Instagram still be the most marketing strategy that most every fashion brands do. Though, haul videos grow rapidly from year to year, especially in cosmetic section. Observation method was chosen and done by collecting the number of haul videos in YouTube from Indonesia. There are 99.000 videos in YouTube with "Haul Video Indonesia" keyword, and 80.000 videos with "Haul Video Bahasa" in YouTube. One of the most popular haul video maker in Indonesia is Sarah Ayu with 93.000 subscribers and viewers more than 40.000. Fashion blogger such as Ayla Dimitri and Diana Rikasari not only do product review in their blog but they also started to make haul videos in 2015.

Theory and Hypotheses

Argument Quality
The strength, comprehensiveness, accuracy, timeliness, and relevance are recognized as critical elements for high-quality online reviews (Zhang, 2008). Based on previoues research by Zhan et al. (2008), argument quality significantly positively influences information acceptance. Chen et al. (2014) stated that argument quality significantly positively influence perceived usefulness.
H1 : Argument Quality significantly positive influences Information Acceptance
H2 : Argument Quality significantly positive influences Perceived Usefulness

Source Credibility,
Source Credibility is defined as "the perceived ability and motivation of the message source to produce accurate and truthful information" (Li and Zhan, 2011). The more credible the source information, the more positive their influence on consumer purchase intention (Goldsmith et al. 2000). Most researchers (Cheung & Thadani, 2010; Hovland, 1953; Fan & Miao,2012; Hansen et al, 2014) agreed that source credibility has significant effect on acceptance and use of EWom.
H3 :Source Credibility significantly positive Influences Information Acceptance
H4 : Source Credibility significantly positive influences Perceived Usefulness
H5 : Source Credibility significantly positive Influences Purchase Intention

Source Attractiveness
Source attractiveness contains similarity, familiarity and likeability (Triandis, 1971). Source Attractiveness has positive impact on information acceptance (Teng et al, 2014). Chen and Huddleston (2009) stated that source attractiveness positively and significantly influences information acceptance.
H6 : Source Attractiveness significantly positive Influences Information Acceptance
H7 : Source Attractiveness significantly positive Influences Purchase Intention

Perceived Usefulness
Cheung & Thadani (2010), find that information usefulness has a strong and significant impact on consumer decision to adopt information within online communities. Yoon (2008) stated that perceived usefulness positively influence Ewom information acceptance.
H8 : Perceived Usefulness significantly positive Influences Information Acceptance

H9 : Perceived Usefulness significantly positive y influences Purchase Intention

Source Style
Following findings from previous research, more multimedia effects in online video delivers more indications or stimuli for recipients, so it should bring more positive attitudes toward the received online video and increase intentions to forward it. Previous research stated that source style significantly positive influences information Acceptance (Teng et al., 2014)
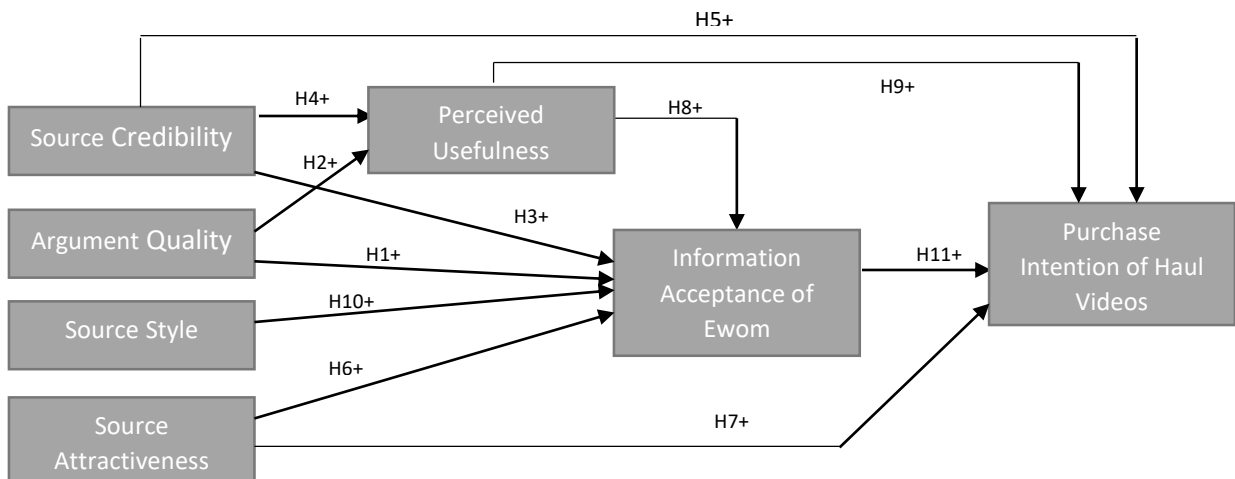*H10 : Source Style significantly positive Influences Information Acceptance*

Information Acceptance and Purchase Intention
Fan and Miao (2016), agreed that information acceptance of EWOM had a significant effect on purchase intention
H11 : Information Acceptance significantly positive Influences Intention to Purchase Intention

Here is the conceptual framework of this reserach;

Methodology

This research used non-probability sampling, purposive technique. It should be women, live in Bandung or Jakarta, age 16-35 years old, internet active user, and familiar with haul videos. By using non-probability sampling, purposive technique, there were 387 questionnaires filled. There were 350 questionnaires that valid to be further assessed by statistical analysis. The respondent's response will be measured by Likert Scale from 1 = strongly disagree to 7 = strongly agree
The data collected was analyzed using Microsoft Excel, SPSS Statistic 23, and processed through frequency analysis amd multi linear regresion.

Data Analysis

From the total respondent of 350 women, 168 respondents are in the age 16-20 years old. This group of age was the most potential group of women consumers in terms of haul video watchers in YouTube. Second largest respondents are from age 21-25 years old that is 150 respondents. Meanwhile, the least respondents were from the group age 31-35 years old. The older the age may be the reason why number of internet active user at this age is not as big as in early age 20. The limited acceptance of technology information may be the reason too.
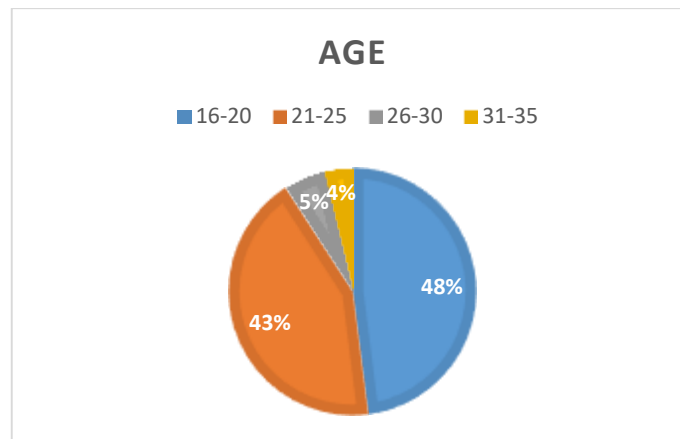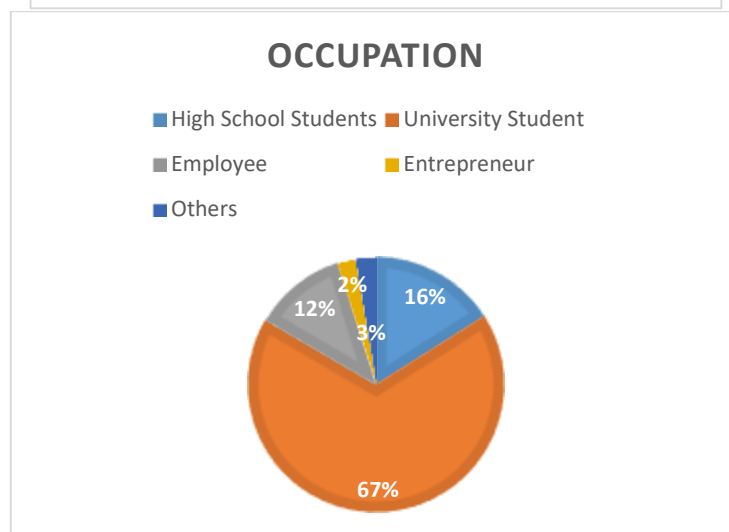
AGE

■16-20 ■21-25 ■26-30 ■31-35

5% 4%

43%

48%

Figure 1. Age

CITY REGION

■Bandung ■Jakarta

35%

65%

OCCUPATION

■High School Students ■University Student
■Employee ■Entrepreneur
■Others

2%

16%

12%

3%

67%

Based on diagram above, the percentages of respondents' occupation who participated in this research is shown. The survey distributed mainly to the university student to support the young population who is internet active user that pushed probability to watch haul videos in YouTube. The highest percentage in occupation was University student by 67% and followed by high school student by 16%. From the previous research, this result supports statement that said that haul video watchers and users are almost female in an early age 20, most people at this age has occupation as university students. University students assumed to be the most active internet users that has high probability to watch haul videos about fashion products.

Moreover, to draw the relationship between demography and intention to use Ewom haul videos, Three-Way ANOVA was performed to know how significance is demography aspects to the intention to use.

To set the hypotheses as presented in framework, linear regression is performed. Regression is used to analyze the influence factors have to other variables. The variables that has strong influence to the dependent variables should have significance below 0.05. The bigger Beta the bigger influence of independent variable on dependent variable.

Table2. The Relationship of Independent Variable to Dependent Variable

Dependent Variable	Independent Variable	Anova		Coefficient.		
		F	Sig,	Beta	Sig.	R^2
Information Acceptance	Argument Quality	110,101	0.000	0,153	0.000	0.615
	Source Credibility		0.000	0.162	0.000	
	Source Attractiveness		0.000	0.346	0.000	
	Perceived Usefulness		0.000	0.048	0.312	
	Source Style		0.000	0.284	0.000	
Perceived Usefulness	Argument Quality	25,575	0.000	0.143	0.007	0.128
	Source Credibility		0.000	0.288	0.000	
Purchase Intention	Information Acceptance	17.615	0.000	0.282	0.000	0.170
	Source Credibility		0.000	0.088	0.142	
	Perceived Usefulness		0.000	-0,064	0.346	
	Source Attractiveness		0.000	0.138	0.007	

The table above shows the result from multiple linear regression based on the proposed conceptual framework. The red box determine the not significant variables.

For dependant variable Information Acceptance, only Argument Quality, Source Credibility, Source Attractiveness, and Source Style that have positive and significant influence to Information Acceptance. Their significance level are below than 0.05 and their β are positive.Though perceived usefulness have positive influence, it is not significant because its significance level is above 0.05. The R^2 of information acceptance 61.5% means that those independent variables explained the independent variable, which is Information Acceptance, around 61.5%. So, there rest 38.5% are explained by other variables that is not include in this model. Argument quality and source credibility only explained 12.8% of perceived usefulness (R^2= 0.128). Information acceptance, source credibility, perceived usefulness, and spurce attractiveness only explained 17% of purchase intention (R^2= 0.170). In Perceived Usefulness as dependant variable, both argument quality and source credibility have positive and significant influence to perceived Usefulness.

In Purchase Intention as dependant variable, information acceptance and source attractiveness have positive and significant influence to purchase intention. Source credibility have positive influence (β = 0.088) but not significant (sig = 0.142). Perceived usefulness have negative influence (β = -0.064) and also not significant (sig = 0.346).

Table 3. Hypotheses Testing

Hypotheses	Path	β	Sig,	Result
H1	Argument Quality → Information Acceptance	0.153	0.000	Accepted
H2	Argument Quality → Perceived Usefulness	0.143	0.007	Accepted
H3	Source Credibility → Information Acceptance	0.162	0.000	Accepted
H4	Source Credibility → Perceived Usefulness	0.288	0.000	Accepted
H5	Source Credibility → Purchase Intention	0.088	0.142	Rejected
H6	Source Attractiveness → Information Acceptance	0.346	0.000	Accepted
H7	Source Attractiveness → Purchase Intention	0.138	0.007	Accepted
H8	Perceived Usefulness → Information Acceptance	0.048	0.312	Rejected
H9	Perceived Usefulness → Purchase Intention	-0,064	0.346	Rejected
H10	Source Style → Information Acceptance	0.284	0.000	Accepted
H11	Information Acceptance → Purchase Intention	0.282	0.000	Accepted

Most of hypotheses are accepted H5, H8, and H9. Source credibility positively influences purchase intention but not significant. Perceived Usefulness positively influences information acceptance but not significant. Perceived Usefulness negatively influences purchase intention. Those hypotheses are rejected because eventough H5 and H6 has positive β , (β H5 = 0.088 ; β H8 = 0.048), their significance level are not significant –based on multi regression analysis in Table 12. Variable perceives as sigificiant if the significant level is below 0.005. H9 has negative β (β = -0.064) and significand level 0.346 so this hypothese is rejected.
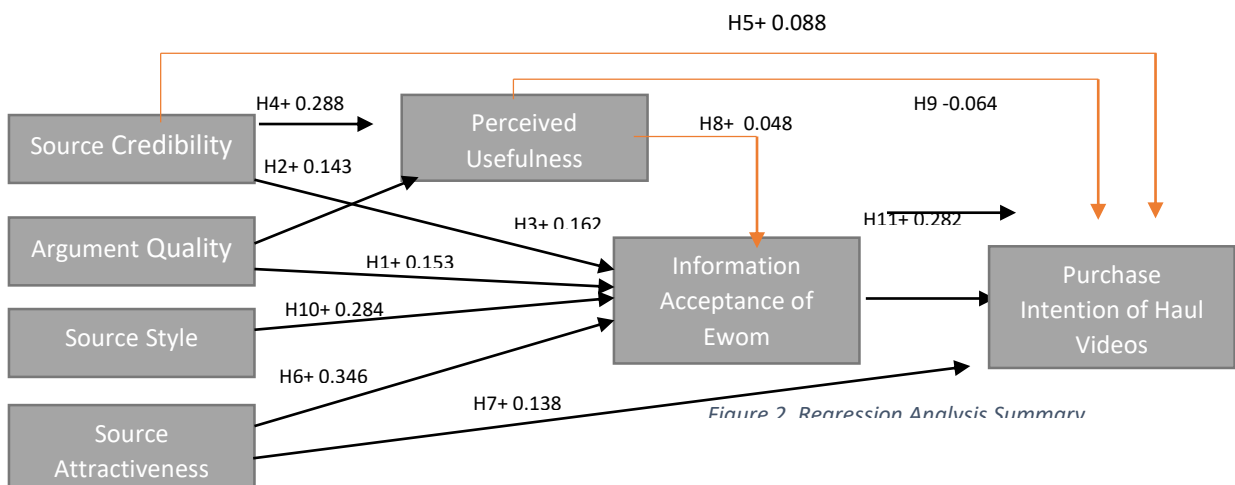All data analysis explained in this chapter follows the proposed conceptual framework.

Figure 2. Regression Analysis Summary

Figure 10 shows the calculation of influence based on multi linear regression. The red lines are the rejected hypotheses.

Discussion

The results find that most of the hypotheses are accepted except relationship between source credibility to purchase intention (H5), perceived usefulness to information acceptance (H8), and perceived usefulness to purchase intention (H9). Argument quality positively and significantly influences information acceptance (H1). Consistent with the previous research (Cheung & Thadani, 2010), people will easier to accept information if the information quality are comprehensive, accurate, relevant, and also up-to-date. Argument quality positively and significantly influences perceived usefulness (H2). Good quality of argument can improve someone's decision making to sharp their choices towards something.

Source credibility positively and significantly influences information acceptance (H3). People who have experience in fashion, have passion in fashion and expert on it can deliver the information better because of their skill and knowledge. It also can increase consumer's trust to any statement that these 'fashion people' say. Source credibility postively and significantly influences perceived usefulness (H4). The information perceived as useful if it came from the source that known as a credible source. Source attractiveness positively and significantly influences information acceptance (H6). Source attractiveness consist of similarity, familiarity, and likeability. The same opinion towards a product will directly makes consumers accept the information and influeced by it. It means that the consumers have same belief with the haul video makers. It is easier to be influenced by the haul video, if the cosumers and haul video makers have same belief towards the products. Source attractiveness positively and significantly influences purchase intention (H7). If the haul video makers have similiar opinion with consumers it will very easy to consumer to purchase the products because they have an extra reason which similiar like their opinion for their choices. Familiarity of haul video makers will also give influences to consumer's purchase intention because of its attractiveness.

Source style positively and significantly influences information acceptance (H10). It consists of visual, length, number, and valence. good visual, animation, good shooting technique will be helpful for consumers to accept the information. People will more accept information better in images. Information acceptance positively and significantly influences purchase intention (H11). Based on Fan and Miao (2016), to make consumers have high intention to purchase, their acceptance to the information should be high. This research finds that source credibility positively influences purchase intention but not significance (H3). It might be the credible source will only make the information become acceptable but it doesn't mean that it will increase the intention to purchase. Another rejected hypothese is perceived usefulness positively influence information acceptance but not significant (H8). Though the information perceived as a usefull information, consumers can accept the information but the usefulness is not crucial for them. Sometimes, it's not the content that attract them to accept the information, but the other things such as visual of the video, the music, the haul video makers, - that will trigger more to accept the information better. Perceived usefulness negatively influence purchase intention (H9). The research find that perceived usefulness has negative influence to purchase intention (β= - 0.064). The possible explanation for this is; since haul videos give feedback towards a product, which can be positive and negative, the negative comments or feedback towards a product can make them think twice before they purchase because they afraid it will make them look bad. This can result in the low of intention to purchase. The negative feedback can also be a useful information to avoid consumers from a bad look.

Conclusion and Recommendation

Conclusion
Trend of haul videos in Indonesia give a new form of EWOM in fashion field. Haul video provides honest feedback that less persuassive and more attractive visual and information than heavy pages of fashion magazine. This study gave additional value to insufficient studies about haul video in fashion industry. Haul videos can be very beneficial to fashion retailers to promote the products by

knowing what factors from haul videos that attract consumers to purchase intention. This study used primary data and secondary data. The primary daya was gathered by conduct a depth interview and online questionnaire. The secondary data gathered by website, journals, books, and online articles. The sample of this research is women at age between 16-35 that lived in Bandung or Jakarta. The respondent's response will be measured by 7 Likert Scale with 7 variables ; Argument Quality, Source Credibility, Source Attractiveness, Perceived Usefulness, Source Style, Information Acceptance and Intention to Use.

The study examines the demography of haul video watchers in Indonesia. Majority of the respondents were from Bandung, at age 16-20 years old and work as university student. This study found that Argument Quality, Source Credibility, Source Attractiveness, and Source Style have significantly and positively influence to Information Acceptance. Source Attractiveness has the highest influence towards Information Acceptance. Information Acceptance has high total influence on purchase intention. In terms of Perceived Usefulness, Source Credibility and Argument Quality positively and significantly influences people perceived haul videos as useful information. However, perceived usefulness has positive influence to information acceptance but not significant. Prceived usefulness has negative influence to purchase intention.

Recommendation

This study is conducted with the aim to understand what factors that influence information acceptance so that it will increase the intention to purchase fashion products. In this digital area, companies have to do some online promotion to create brand awareness and trigger targeted customer to increase the intention to purchase their brand. Haul videos can be very beneficial form of online marketing. By considering Argument Quality, Source Credibility, Source Attractiveness, and Source Style, marketers can create better marketing strategy through video platform which is YouTube.

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