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EWOM-BASED PURCHASE SATISFACTION

The YouTube reality

André Filipe Tenrinho Pelixo

Dissertation presented as partial requirement for obtaining the Master's degree in Information Management

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by

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Advisor / Co Advisor: Vítor Manuel Pereira Duarte dos Santos, PhD

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DEDICATION

Dedico esta tese à minha família, destacando os meus pais. Reconheço o apoio que me deram e a força para chegar até aqui. Estou, agora, a escrever esta dedicação, porque a vossa insistência para lutar por algo melhor foi decisiva. Enquanto escrevo estas palavras, revivo um bocado daquilo que passámos e uma das coisas que me faz mais feliz todos os dias é: poder ter-vos ao meu lado ou à distância de um telefonema. Obrigado, mãe. Obrigado, pai.

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ABSTRACT

Internet changed the way that people search for information and buy products. Studies about user generated content (UGC) demonstrate that consumers tend to rely more on user-expressed experience, than professional opinion. The popularization of social media allowed people to share a lot more their impressions about products and services in their private channels. Their motivations, aligned with the digital environment, have changed the way they look for content and make decisions. The fast development of social media allows consumers to share their purchase and user experiences online. Since everything can be shared, it is even more difficult for marketers to control the digital content. Video-reviews emerged as a form of eWOM that are getting popular on digital and YouTube channels features a variety of UGC to different audiences. These viewers search information to fulfill a necessity. Consequently, they construct an idea based on what was seen and, simultaneous, an expectation of daily use.

A research was conducted to determine if eWOM's accuracy levels on YouTube are at the level of post-purchase satisfaction. The eligible population for this study was the population living in Portugal and results showed a positive association between the satisfaction levels of people that based the purchase on video-reviews.

KEYWORDS

eWOM; UGC; Consumer behaviour; Expectation; Purchase decision; Purchase Satisfaction.

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LIST OF ABBREVIATIONS AND ACRONYMS

eWOM	Electronic Word-of-Mouth
SEO	Search Engine Optimization
SEM	Search Engine Marketing
UGC	User-Generated Content
WOM	Word-of-Mouth

1. INTRODUCTION

At the beginning of 2017, 82% of the internet users, in Europe, were individuals between 16 and 74 years. In Portugal, 9 out of 10 people use the internet (Eurostat, 2017). With the popularization of social media, people share a lot more their impressions and experiences about products/services in their private channels (Erkan & Evans, 2016). The product-related content that users upload into online platforms is called online product reviews and these reviews often impact on consumer purchase decision (Korfiatis, Nikolaos, Elena García-Bariocanal, & Salvador Sánchez-Alonso, 2012).

Content producers are able to choose what to produce and the strategy changes, according to the impact of their previous publications. Also, according to Lurie and Mason (2007) visualization of reality through video is a better substitute in comparison to texts, since it gives a higher confidence to potential consumers. This is explained by the decrease of the difference between delivery and expectation of a product or service (Lurie & Mason, 2007).

Online video-reviews influence the perception of consumers (Xu, Chen & Santhanam, 2015) and constitute another channel of marketing communication, serving as free "sales assistants" in the process of finding the right products for specific needs (Chen & Xie, 2008). Channels based on user generated content (UGC) are seen as opinion leaders, since it's not the speech of a brand, but a way to share personal experiences about something (Cheong & Morrison, 2008). As a matter of fact, it has become a fundamental source of product information for consumers (Ewalda, Lu & Ali, 2016).

Our study is intended to evaluate what is significant in the consumer journey when searching for information on YouTube. It allows a deep understanding between the accuracy levels of what has been seen and heard in video, with what is actually after-purchased used. Also, this research contributes allows actual users and potential users of YouTube to understand the mechanics of Electronic Word-of-Mouth (eWOM) video-reviews and their real accuracy. Since everyone can create digital channels or upload impressions, people feel motivated to search for something and expectations are created. According to King, Racherla, & Bush (2014), to truly comprehend the dynamics of eWOM there is a necessity to understand the difference from traditional Word-of-Mouth (WOM).

The Web 2.0 defines the role of the internet as a mechanism for the audience to connect, communicate, and interact with each other and their mutual friends through instant messaging or social networking sites (Correa, Hinsley & Zuniga, 2010).

Companies are no longer the masters of the communication in a unidirectional way. This allows platforms as YouTube, Facebook, Twitter, Tumblr, Flickr or Pinterest and their users to create content and consume it from others in a massive scale (Anderson, 2007). These platforms represent the second generation of services and communities online, highlighted by sharing and interaction. In a year and a half, it was possible to find 9.5 million quotes of the Web 2.0 term (O'Reilly 2007).

Followers almost aspire to be like these content producers and to daily use what they show on videos. Uzunoğlu e Kip (2014) used the two-step flow theory perspective (Katz and Lazarsfeld, 1955) to explain the influence of bloggers, digital influencers, since they had the power to mediate messages and

transform communities in the digital environment. Nowadays, youtubers[1] are the actual version of bloggers.

Understanding how efficient is the UGC in relation to consumer behaviour, would highlight online product information seeking, the persuasiveness of UGC on YouTube and its perceived credibility (Kapoor, Jayasimha, & Sadh, 2013). The relevance of our study applies in extension to previous research studies about eWOM and stablish a relation between what influences people to buy and how satisfied they are with that decision. Also, it is useful to the conceptualization of a manual about social media and how to use new platforms as a marketing tool.

1.1. CONTEXTUALIZATION

Internet offers different solutions to businesses, like the possibility to reach or discover new segments (King et. al, 2014). EWOM can be defined as any comment, positive or negative, done by an actual or potential consumer about a product, company or brand, available on the internet (Hennig-Thurau & Walsh, 2003).

Companies understood that eWOM impacts locally and globally and can act as a sales assistant that helps consumers to find the right products to their needs (Chen & Xie, 2008). Also, studies about UGC demonstrate that consumers tend to rely more on user-expressed opinion than professional opinion (MacKinnon, 2012). This justifies the increment of sponsored reviews on YouTube (The Guardian, 2017). YouTube has managed 1 billion users and became the most popular site to share videos. It is the third most visited website in the world (Kelly, Fealy, & Watson, 2012). Since everyone can create a channel and upload videos, youtubers started to manage their "own careers" and decided about what products or services they want to talk about (Mir & Rehman, 2013). There are thematic channels about most subjects with sponsored and non-sponsored products or services: technology, gaming, fashion, comedy, vlogs-orientated and even more.

The video-reviews are seen as an emergent form of eWOM that are getting popular (Baysinger, 2015). Our goal is to measure the accuracy level of these video-reviews with people that actually bought the products/services and use them in real life.

1.2. BACKGROUND AND MOTIVATION

The majority of eWOM studies focused on online consumer reviews were made on e-commerce websites, forums or rating websites (Bai, Yao, & Dou, 2015). YouTube started in 2005 and less than a year after was sold to Google. Little is known about social shopping and the effectiveness how opinion reviews influence commercial results, such as satisfaction or loyalty (Bai et al., 2015).

Online reviews are usually shared by anonymous people, so they may have less credibility than traditional WOM messages from brands. Receivers may have difficulty in determining the source credibility of eWOM messages (Park, Lee, Han, 2007), but what about decisions that are made based

[1] A term for users that frequently upload videos to their channels.

on eWOM content? Expectations are a strong component of this research, since the results will be supported by people's previous experiences.

Studies show that natives of the digital era are considered as intuitive visual communicators and more literate in comparison to the past generations (Oblinger, Oblinger & Lippincott, 2005). This study comes abroad in order to fulfill the investigation gap belonging to eWOM video-reviews and it is intended to measure the accuracy towards what is actually after-purchased used or perceived.

Previous studies related to UGC has investigated different variables, such as: valence (Hornik et al., 2015; Lin and Xu, 2017; Lopez-Lopez and Parra, 2016), length (Huang et al., 2015; Mundambi and Schuff, 2010), language abstraction (Li et al., 2013; Schellekens et al., 2010), stylistic elements such as grammatical errors and humour (Schindler and Bickart, 2012), content coherence (Purnawirawan et al., 2014), and price information (Lo and Lin, 2017). Our study broadens the literature on eWOM-based purchase satisfaction by demonstrating the YouTube reality. The findings of this research have implications for marketers as well.

1.3. STUDY OBJECTIVES

The core drive of this investigation is to understand what is relevant for consumers to decide to buy or not a product/service and what was important as a guarantee of post-purchase satisfaction.

Research questions:

Based on YouTube eWOM: What drives someone to buy? What led people to be satisfied?

To achieve this goal, the research can be divided in three parts: a survey, a subsequent analysis and a discussion section. The survey will provide information about: (1) customers profile; (2) their interests and motivations for information search; (3) importance attributed to videos-reviews; (4) expectations; (5) satisfaction with purchased products based on this type of eWOM; (6) sociodemographic characterization. The goal is to decrease the existent gap about eWOM video-reviews with a deeper understanding of what contributes to trigger people's buying decision and how satisfied are them with eWOM based-purchasing decisions.

To achieve the main goal, specific objectives have been defined:

1. *Expectations created by video-reviews lead to purchase decision?*

In this objective, we want to understand people's expectation and effectiveness of the message. There are different start points, (1) people that never had an experience with the product on the video, (2) people that had experience, but want something new or (3) people that are just looking for some entertainment with no intention to buy in a short or long-range period. However, the three options complement a need, a want or a desire. Furthermore, there are subscribers[2] who receive a notification of a new video from a followed channel, automatically. It is intended to evaluate if there is a relation between expectations created and the decision to buy.

[2] A term for users that follow and receive notifications from a channel.

2. *Are expectations at the level of post-purchased satisfaction?*

With this objective we intend to realize if the expectations created after the video-reviews tend to be satisfied. At this point it is well-known some different ways of earning money through YouTube: (1) number of visualizations; (2) donations through *Super Chat*; (3) sponsored content; (4) partnerships between brands and youtubers; (5) advertisements. All of these conditions influence the way a content producer uploads content. They are responsible for career management and it suggests a personal marketing approach, since they are at the same time, the constant image of the brand.

Consumers perceptions may change whether the content is natural or paid and to perceive if expectations tend to be matched it is necessary to evaluate the pos-purchase satisfaction.

1.4. DOCUMENT ORGANIZATION

The dissertation is separated in three parts that will be specified in the present chapter.

Chapters 1 and 2 belong to the first part, as a result of a detailed literature review and investigation about the subject of e-WOM influence in relation to purchasing decisions. A selection of relevant articles allowed the formation of a consistent basis for the research conducted during the present dissertation.

Chapter 1 represents the introduction and framework of the subject, describing the motivations that led to it; study objectives and how the structure and development are organized.

In Chapter 2, taking the topic in consideration, some main concepts were chosen and explained. The choice was made according to the purposed research, considering that this subject is vast and there are some topics that were not able to be mentioned in this dissertation.

Chapter 3 and 4 belong to the second part where the research methodology used to analyse the objectives is described. Starting from some assumptions and taking a model in consideration, the result gives perception of what is significant in consumer journey.

In Chapter 3, is presented a study of different types of methodologies as a process to achieve the best strategy.

In Chapter 4, is presented the research model, survey guidelines, the results collected from execution, as well as an analysis of the research.

The third and last part is composed by Chapter 5, where conclusions and recommendations for future work are presented.

2. LITERATURE REVIEW

In the next segment we will begin with the consumer behavioural base, in order to understand how consumer behaviour evolved and how it is influenced today. With the popularization of social media, people share a lot more impressions and personal experiences in their private channels (Erkan & Evans, 2016). As a matter of fact, it has become a fundamental source of product information for consumers (Ewalda, Lu & Ali, 2016).

Since UGC is independent of marketer's will (Jeong and Koo, 2015), it has an organic and uncontrollably growth. However, some of UGC has marketers influence (as an intern decision to sponsor content) due to the actual power of these channels in consumer purchasing decision (Wood and Burkhalter, 2014).

The following literature review will also focus on social media to understand eWOM's accuracy towards what influences consumer purchase.

2.1. CONSUMER BEHAVIOUR

According to Kotler and Keller (2011), consumer behaviour is a procedure of choosing, acquiring and disposing of goods or services according to necessities and needs of buyers. The study of consumer behaviour relies on the investigation of how people settle on choices to spend their accessible assets (time, money and efforts). It is not a static concept due to variables that evolve every day in a short-time space field.

2.1.1. Variations

Over time, many have been the definitions about consumer behaviour. From the beginning, Walters (1974) defined consumer behaviour as: the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Faison and Edmund (1977) add the needs as an assumption that leads to a drive state. Gabbot and Hogg (1998) state that it should include different stages: consumer's emotional, mental and behavioural responses. These ones, connected to an arrangement of activities related to the purchase and use of goods and services (Priest, Carter & Statt, 2013).

However, the term is thought to be an indivisible piece of marketing and Kotler and Keller (2011) demonstrate that consumer behaviour is the investigation of the methods for purchasing and disposal goods or services, thoughts or experiences to fulfil their needs and wants.

While efforts have been concentrated on trying to better understand the concept, it becomes very difficult to understand the exact reasons why consumers buy or prefer one service over another. Consumers make their decisions based on their emotions, and the majority of people are not aware of them (Kotler & Keller, 2011).

In any case, there is a general agreement between researchers and academics that this procedure is liable to a continuous change, as the consumers buy attributes change due to their physical and mental needs. Also, it is fundamental for entities to deliver value to consumers, adapt the strategies and gain competitive advantages over competition (Kotler et. al, 2011).

Since everything can be shared, it is even more difficult for marketers to control digital content. There is a need to understand consumer basics in order to educate the new consumer.

2.1.2. What is a consumer?

The term consumer can relate to an individual or an organisational entity (Durmaz & Jablonski, 2012). The Individual can be described as an end client, which includes any person of any age or companies, in the phase of purchaser. The second class of customers belongs to not revenue drive organizations. Government and institutions are an example (schools or hospitals, for instance). They must purchase items, types of gear and administrations in order to run their organisations properly.

Today's consumers can be compared to chameleons due to the ability of change. They might use a brand today, but nothing prevents that they will use another tomorrow. This lead us to the understanding of their behaviour and, furthermore, their consumption behaviour over the new digital era.

2.1.3. Consumption behaviour

Studies about human behaviour have relied on two methodologies: comprehend the behaviour of individuals, smaller scale conduct and the mass behaviour: large scale conduct. As stated by Glock and Nicosia in 1964, the first of these methodologies might be known as the investigation of *consumer behaviour*, and the second, *consumption behaviour*.

Individual's behaviour relies over a demonstration of decision either at a specific time or over some undefined time frame. It concerns about consumer effort towards choices, interests, assets and purchase ideas. On the other hand, consumption trusts in behaviour of group consumers (Glock & Nicosia, 1964).

Far from the functionality of the products and services, consumption detains a significant psychological characteristic (Gao, Wheeler & Shiv, 2009). Previous studies have identified a number of reasons that are still recognized today, such as: status (Veblen, 1899), pleasure (Holbrook & Hirschman, 1982) and the extension of the self (Belk, 1988). Also, search effort is connected to purchase involvement, available time and attitude in shopping (Beatty & Smith, 1987).

Understanding consumption behaviour is an important piece for this work, since today's consumers are able to participate in social shopping through public and private communities. However, it becomes even more important to realize the mechanism that drives a consumer to search for solutions and how influences work.

2.1.4. Purchase mechanisms

The consumer is the center of the entire buying process. Many models were drawn to explain or predict the decision process and one critical common factor is the perceived risk associated to every purchase (Grewal & Gotlieb, 1994). There are two types of purchasing decisions: one involves lengthy processes including information search on different alternatives and the other is made by impulse, which is done

almost automatically and with little risk, time investment, effort or information demand (Belch, Belch, Kerr & Powell, 2008).

The consumer behaviour model (Figure 1) has different stages and several impacts at each one. There are five main stages: (1) Need recognition, want or a desire to be fulfilled; (2) Information search to fill the existential gap; (3) Evaluation of different alternatives; (4) Purchase; (5) Evaluation as post-behaviour. The process mixes different socio cultural and psychological factors during the phases, such as: senses, memory, information processing, perceptions, influences, motives and consideration of positive/negative purchase outcomes (Kotler & Armstrong, 2011).

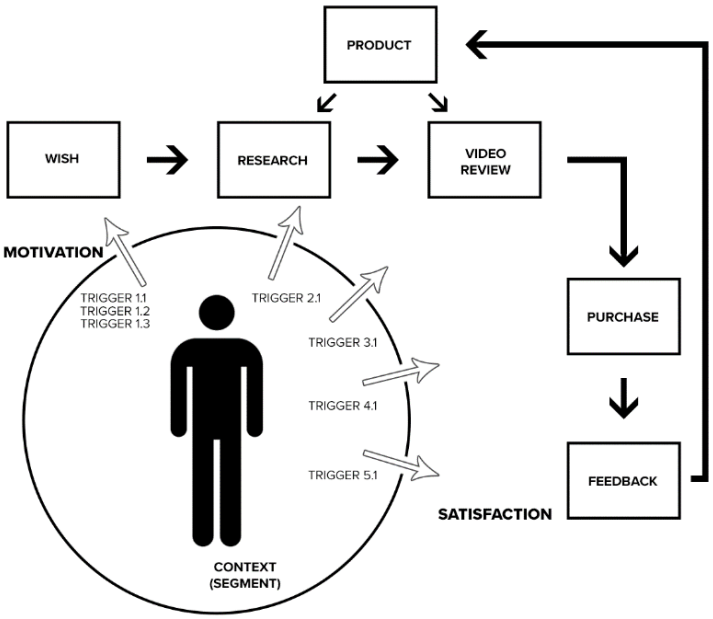

Figure 1 - Introducing video reviews in consumer behaviour model

Also, information technology is involving consumers and they are changing from a passive mood to an active one, where they tend to be the generators of information (Stewart and Pavlou, 2002).

The latest definition of consumer behaviour (Hoyer & MacInnis, 2010) uses these four stages to catch some insights of consumers during the purchase mechanism; however, they are not static. According to Edelman (2010), interaction with companies can be seen as a journey and phases occur in a non-linear sequence. For instance, impulse activities could involve very little pre-purchase thought.

Need recognition

This is the first phase of the mechanism, where someone ends up with an issue or a need related. This can be an internal sign (hunger, for instance) or an external one, as a marketing stimulus. Our social condition frequently assumes an imperative initiative, when deciding about needs. Since primary ages that people find out about items and benefits by watching others, which may influence a behaviour to adopt similar goods and services.

An online presence gives consumers the chance to be routinely educated about these goods and services, allowing users to search for similar experiences. The navigation and individual's social

presence cannot be fully controlled, which causes informal sources influence (Hoyer & MacInnis, 2010). As a matter of fact, social signs as reactions (likes, comments or shares) can also be used to define what products or services are the most desirable. Group influence is stronger for exclusive products as luxuries, since it is owned by fewer audiences (Bourne, 1957).

Some networks, like Facebook and YouTube are characterized by stronger connections among the publisher and audience. Other networks as Twitter or Pinterest have a weaker relation between users (De Bruyn & Lilien, 2008). A conclusion found by these authors is that a weaker network offers less opportunity to construct a strong presence and an emotional promise.

Pre-purchase

In this phase, the consumer drills down in data seek and evaluate the different alternatives. With the ascent of the Internet, consumers go online to investigate consumer-generated content to update their pre-purchase phase (Yadav, Valck, Henning-Thurau, Hoffman & Spann, 2013). According to these authors, there is an advantage of the UGC in relation to marketing-generated one: the perceived reliability of the data. Customers are, for the most part, expecting to receive information without any personal stake (Yadav & et. al., 2013).

In some products, the necessity for information search is higher (Henning-Thurau, Wiertz & Feldhaus, 2012). Previous research shows a positive relation with information search and high perceived risk (Dowling & Staelin, 1994). Moreover, the motivation to search information reduces perceived, financial, psychological, social, efficiency and convenience risks (Paul & Ryan, 1976).

A High level of perceived risks conduct to a different method of information search (Berger, Jonah & Scwartz, 2008). For instance, if there is a high perceived risk in terms of social or psychological, it is likely that buyers use opinion leaders as a critical decision factor (Berger, et. al., 2008). If it has a high financial perceived risk, consumers may counsel with market experts, who have an expansive comprehension of choices (Berger, et. al., 2008). These experts participate in specific communities, blogs or even video channels to share their knowledge. The role of marketers is to anticipate buyer's behaviour, by understanding the type of perceived risk related to the pre-purchase phase.

Purchase

A parallel can be made through decision and evaluation of the effort (time, money and energy) to buy something (Murphy & Enis, 1986). If it is disproportional, consumers tend to quit purchase. However, studies show that good choices are made when the effort is higher. For instance, insurance, holiday packages or expensive technology (Haubl et al., 2010). Also, this is where the consumer spends the money. The decision about the product, the retailer (physical or digital) and when to buy or not are already clear to consumer.

Dynamic prices may delay a purchase decision, since information is shared without full control by companies. The availability of the product with the plus of previous promotions, allow consumers to create a mental price for goods and services and manage or predict the demand (Talluri & Spann, 2004). Comparing the UGC with sponsored one, the first perceives more trustworthy and

personalization (MacKinnon, 2012). Although, marketers introduced different tools in their platforms to facilitate interaction (comment box, live chats or google my business are examples).

Studies show that sometimes purchases are made by groups. A private group can be created to buy something without any permission from the brand. These ones are common on social media, where members might be eligible for a quantity discount. This enhances the intention of customers into discuss what to buy, customize a product and share the experience with others.

After purchase evaluation

In this final phase, consumers frequently relate the involvement with previous expectations (Churchill, Gilbert & Suprenant, 1982). Also, satisfaction or dissatisfaction can be posted online very easily (suggest to a friend, for instance) and influence others interest. Different motivations lead to different actions and sometimes, a recommendation talk is sufficient to trigger another purchase (Berger & Schwartz, 2011).

The Word-of-Mouth (WOM) chain is a crucial component of social identity construct (Kozinets et, al., 2010). Research shows that some products have more symbolic characteristics than others, which allows a unique identity development (McCraken, 1988). Identity value products encourage consumers to spread the word and keep the network closer (Holt, 2004). Kozinets et., al (2010) found that buyers only express opinions about products if the product really fulfil the existent gap. In this case, the role of marketers is to provoke the talkability even more, reinforcing the strengths of these products or services (Kozinets et., al 2010).

After this journey, a new necessity will trigger the consumer behaviour model all over again.

2.1.5. Influences on buying behaviour

A purchase decision has different stages in the consumption procedure: pre-buy issue, buy issues and post-buy issues. Psychologic factors, financial situation, social elements, individual variables as demographics or lifestyles, impact consumers in a conscious and an unconscious way (Solomon, Russell-Bennett & Previte, 2013).

Marketers tried to understand the necessities of different consumers and the influences of inner and outer variables. Only defining the segment, they are able to detail their plans for promoting (Khan, 2007). A marketer can have a role in influence, but not a full control of consumer behaviour (Durmaz, Celik & Oruc, 2011). Also, findings show how consumer choice in website filters is different from the usual in-place decision (Rangaswamy & Lilien, 1997); actions for different channels need a different approach.

Culture

As recently stated by Perner (2017) there are different aspects in culture: it is comprehensive, since it allows the allocation about a logical way in a specific place; it is possible to be learned; it has limits that restrict the acceptable behaviour; it is not static and changes over time. Although, there are some parallels that can be made in comparison, such as: social class. It can be helpful in the interpretation and prediction of consumer behaviour. Studies show that similar social classes have the same behaviour in different cultures (Perner, 2017).

Culture is the basic factor of a general public that recognizes it from other social gatherings. Either by their values, language, myths/rituals or laws that have passed through generations (Lamb, Hair & McDaniel, 2011). It is the most important element of a basic need, want, desire or behaviour.

As a consequence of self-identification, the formulation of smaller groups is a common event inside a culture. Furthermore, it allows marketers and market research to segment a population; better know their segments and guide the right products to them (Durmaz, Celik & Oruc, 2011). Values and motivations of these groups are different and justifies special courtesies by marketing departments. Online video-reviews and their audiences are an example of these groups and it has influence on consumers perceived product value (Yang and Mai 2010). To a better understanding of this notion, the religious groups, the racial groups or the nationality ones are good examples of different patterns and inspirations.

Reference groups

It is fundamental for consumers to have the ability to correctly decode values and motivations of a culture, recognizing what goods or services are part of an identity pattern (Englis & Solomon, 1997).

As stated by Englis and Solomon (1997), reference groups can act as an image association that immediately gives a psychological feeling to consumers. In self-identification process is common that people use goods or services to reach certain levels – the potential self. In 1993, Mowen featured the operation between symbolical consumption and mental self-id in three stages: (1) the individual buys the item that symbolizes his/her mental self-portrait; (2) the reference assembles the symbolic

features of the item to the person; (3) the reference considers the emblematic highlights of the item as the person's own attributes.

Psychological factors

Psychological factors are responsible for the consumer's influences in purchasing decision and they can be categorized into: (1) motivations; (2) perceptions; (3) learning; (4) beliefs (Callwood, 2013).

(1) Motivations are a strong internal stimulus that conducts into a certain behaviour (Trehan, 2009). Starting from the need recognition gap to be fulfilled, different reasons can apply to purchase decision: utility, style, status or just to follow trends (Khan, 2007). Nowadays, people can buy either on digital or physical retailers, or even to a particular that has an online selling list. The buying options are tremendous and marketers have a fundamental role in persuasion.

(2) Perception allows people to be aware of what surrounds them (Connolly, 2010), since every single individual sees the world in a different way. However, some people share the same ideals about something. As stated by Connolly, subconsciously, people evaluate needs, values and drive expectations. After that, perception is used to select, organize and understand a stimulus.

(3) Learning is based on past experiences. Due to prior experiences, perception and expectations are conditioned. When a stimulus appears, the common behaviour is to remind past experiences where part of the present action belongs (Blythe, 2008). As explained by Blythe, the concept is divided into two types of learning: experiential and conceptual. The first happens when a previous experience is able to change a certain behaviour. The second is not learnt by direct experiences.

(4) Beliefs are part of the personal equation. Kotler defined it as a descriptive thought that a person holds about something. It hides favourable or unfavourable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea. A campaign is needed if beliefs about a brand are wrong, in order to correct them and prevent the perceived risk of buying. If an attitude is already positive about something, the work of a marketer is to keep it (Hoyer & Deborah, 2008).

2.1.6. Consumer social media usage

The most well-known social media platforms vary a lot by level of usage depending of the country and socio-demographics (Marktest Consulting, 2017). In Portugal, according to the latest results of Marktest about social media usage, 96% of social media users have a Facebook account. It is followed by Instagram (50%), WhatsApp (48%), YouTube (46%) and LinkedIn (31%). In comparison to the last year, Instagram was the social network that had a bigger increase. This study was based on a 4 million

and 856 thousand social network users' sample, aged 15-64 years and living in Portugal. We can also extract more interesting data from the study, as shown in Figure 2.

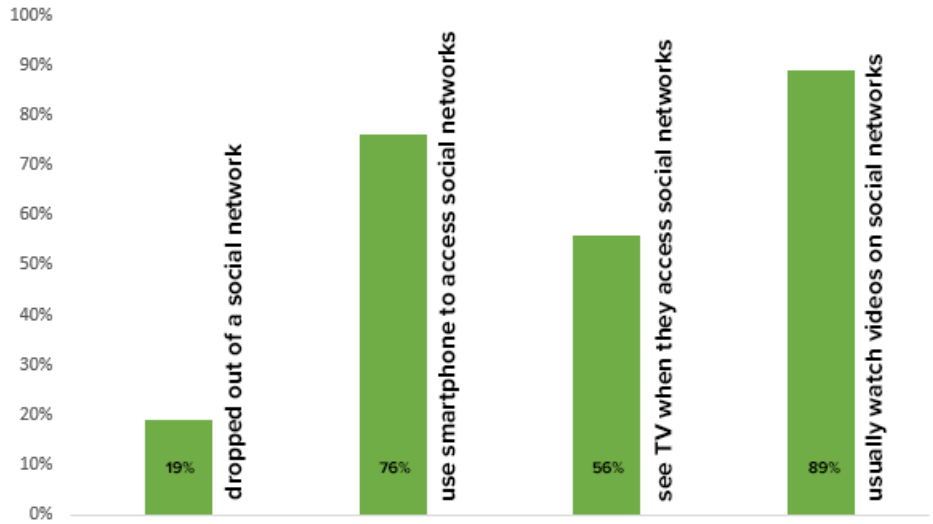

Figure 2 - Individuals behaviour on social networks (Marktest, 2017)

Nine out of ten inquiries consume video content through these platforms. According to Marktest (2017) findings, 89% of the users in Portugal search for video information in these platforms, where YouTube leads with 75% of the answers. The number is bigger in the younger age groups.

The study also reveals that 39% of users read the comment section about products or services before buying. The YouTube usage is also different in gender, where women leads with 43%, compared to 35% of men. Among the youngest, the practice is more frequent among 15-24 years old with a 43% usage.

Regarding the time periods of access to social networks in Portugal, the period that has higher access is the range 20:00-22:00 o'clock. Over 31% of inquiries reported that they spent about thirty minutes to an hour in social networks, while 15% spent more than two hours.

The study also reveals that 1 in 5 users of social networks classifies products or services after buying them. Consumers produce their own messages into different platforms. According to Pordata (2017) the percentage of population living in Portugal above 16 years old that use internet evolved from 19% (2002) to 74% (2017).

2.2. SOCIAL MEDIA

The use of social media platforms has grown sharply in recent years. Since almost everyone has a digital footprint, a lot of virtual communities were created, where users are connected through interests.

It allows users to create and post multiple formats, such as: text, image, video, music or gif with zero costs. This content remains linked to the person who created it and in the most of them, people do not know each other; they only share an interest about a product or service.

2.2.1. Definition

Social media can be defined as *websites and applications that enable users to create and share content or to participate in social networking* (Oxford Dictionary, 2017). Since it is a modern concept, it is constantly evolving. However, besides the individual's usage, it is an important way for brands to interact with consumers and reinvent their methodologies (Murdough, 2009).

There are some touch-points between the different platforms and the type of users, that can be highlighted (Obar & Wildman, 2015): (1) interactive web 2.0 internet-based applications; (2) UGC as a vital source for social media; (3) Users register into platforms according to the organisations patterns; (4) social media is a truly facilitator to increase social networks through user's connections, individuals or groups. Thoughts, perceptions, feelings and experiences are all online and they create a set of associations in consumer memory (Keller, 2009).

Marketers categorize social media, primarily, as a brand channel (eMarketer, 2013). Actions are used to stimulate brand awareness, brand empathy, work consumer engagement, loyalty, inspire WOM and drive traffic to other channels. When consumer's awareness increase, the emotional attachment is proportional (Sinha, Ahuja & Medury, 2011).

When internet appeared, one of its characteristics was the anonymity (McKenna & Bargh, 2000). It had evolved and, nowadays, it is used as a professional tool or a social platform (Murdough, 2009).

Publishing content in multiple formats enhances user's creativity and allows people to freely express emotions, by classifying content in a form of likes, dislikes, comments or shares (Celine, 2012).

2.2.2. Virtual communities

A virtual community is a close social network that exists through a social media platform. These communities have a theme and are dependent from UGC. A community breaks physical barriers, crossing geographical or political issues, and allows consumers to discuss similar products or share experiences with someone who has the same interests (Rashid & Aminu, 2014).

The idea of a virtual community is to act as a simulator in terms of support, information and relationship. Members can interact in different ways such as: community feed, private message or virtual worlds. The multiplication of smartphones devices and the penetration of internet services allowed the evolution of online communities (Ali, Mashal & Abid, 2016).

The effectiveness of UGC is connected to the person that provides the content. However, since people belong to communities according to their interests it is expected that such content will create a positive motivation. Previous studies on eWOM show that a strong connection within an individual's network are significant in the decision-making process (Wang, Yu & Wei, 2012).

2.2.3. Social shopping

Social shopping in the sense of social media can be seen as a social experience, since it connects individuals through social networks (Sanjukta & Koesler, 2011). Social shopping uses technology to minimize physical interaction. It is also a good place for companies to detect consumers' tendencies about products or services. Since it combines everything in one place, social shopping is seen as a pleasant, convenient and useful method (Dennis, et al., 2010).

According to Bennett (2013), *Facebook users buy a product after sharing, liking or making a comment*. As suggested by Purnawirawan, Dens & Del Pelsmacker (2012), the evaluation phase tend to rely on majority's opinion, as the most accurate one.

The concept's relevance has already been recognized and specialists are aware of its developments. It is one of the principal's shapes about the future of e-commerce (Hu, Huang, Zhong, Davison & Zhao, 2016).

2.2.4. eWOM

The concept of WOM can be defined as any observation, either positive or negative, done by an actual or potential consumer about a product or a service, a company or a brand. The eWOM concept adds the internet variable (Hennig-Thurau & Walsh, 2003).

There is a necessity to understand the dynamics of eWOM and the difference from the traditional WOM. Studies identified six major charateristics: (1) *enhanced volume,* big reach in a short-time; (2) *dispersion,* due to the charateristics of the network; (3) *persistence and observability,* since it is a public place and information can influence future eWOM; (4) *anonymity and deception,* being to obvious from content creators can reduce credibility; (5) s*alience of valence,* regarding positive or negative rating assigned by consumers; (6) *community engagement,* the key to a sustainable competitive advantage, since it catches interest, loyalty and a potential commitment to buy (King et al., 2014).

If we think who says what to whom and with what effect, eWOM includes the same variables as a communicational process: (1) the *communicator* as a source; (2) *stimulis* refers to the message transmitted; (3) *receiver* is the individual who responds to the communications and (4) *response* or effect that eWOM can cause on receptor (Cheung & Thadani, 2012).

The eWOM can be spread in multiple forms, since there are multiple upload formats. It may drive economic, utilitarian or social value (Balasubramanian & Mahajan, 2001). One example of eWOM 's value is the *do-it-yourself* (DIY) videos. They are tacit, complex and hard to codify, but seen has a source of sustainable advantage among consumer-to-consumer (Dyer & Nobeoka, 2000) and in can influence audience to buy certain products.

2.2.5. Media sharing

A media sharing system delivers media content, such as: text, image, sound or video to a vast number of devices, using an adequate and adjustable format (Heinrichs et al., 2011). Also, a delivery method is considered according to the device, too. The combination of different formats can diverse the content, such as lyrics, photographs, podcasts or in this case video-reviews. This is even more out of control if we consider the shares, because it reaches a larger number of people (Heinrichs et al., 2011).

YouTube allows people to easily share a video (Lange, 2008). Mobile devices, such as: smartphones and tablets are a plus for this proliferation (Heinrichs et al., 2011).

In this research we study the eWOM video-reviews present on YouTube. It is intended to perceive what influences the consumer journey and, at the same time, significant to lead a purchase decision. YouTube, as a media sharing system, allows people's expectation in information search phase (Lange, 2008). Also, it gives the opportunity for people that already has the product or service to create their own content. The eWOM on YouTube is related with the inherent abilities to catch the attention of the viewer. The levels of enthusiasm with a product or service 'reach the other side of the screen' (Heinrichs et al., 2011).

Videos are viewed asynchronously, which means that users view them whenever they want and they have full control of the experience. Despite that two users may have an interest in a same video, however their viewing experiences are completely different (Heinrichs et al., 2011). In the case of video-reviews it can create an expectation of daily use, a stimulus to search even more or simple entertainment.

3. RESEARCH METHODOLOGY

Based on literature review, different phases were identified about people's expectations. In order to proceed with the study, we decided to summarize them into two different stages: a purchase decision and a post-purchase satisfaction. To empirically analyze these stages, the study followed the below described design and method for data collection.

3.1. RESEARCH DESCRIPTION

Purchasing satisfaction is associated with expectations management and consumer behaviour. The literature review allowed to drilldown these concepts and to design a research model (Figure 3). The research model has two main phases: purchase decision and post-purchase satisfaction. These two phases are characterized by a series of variables that are unique to the video platform, that is YouTube. There is a significant correlation between them and the study goal rely on what has significance to influence intention to buy and what led to people to be satisfied. The variables that compose both are:

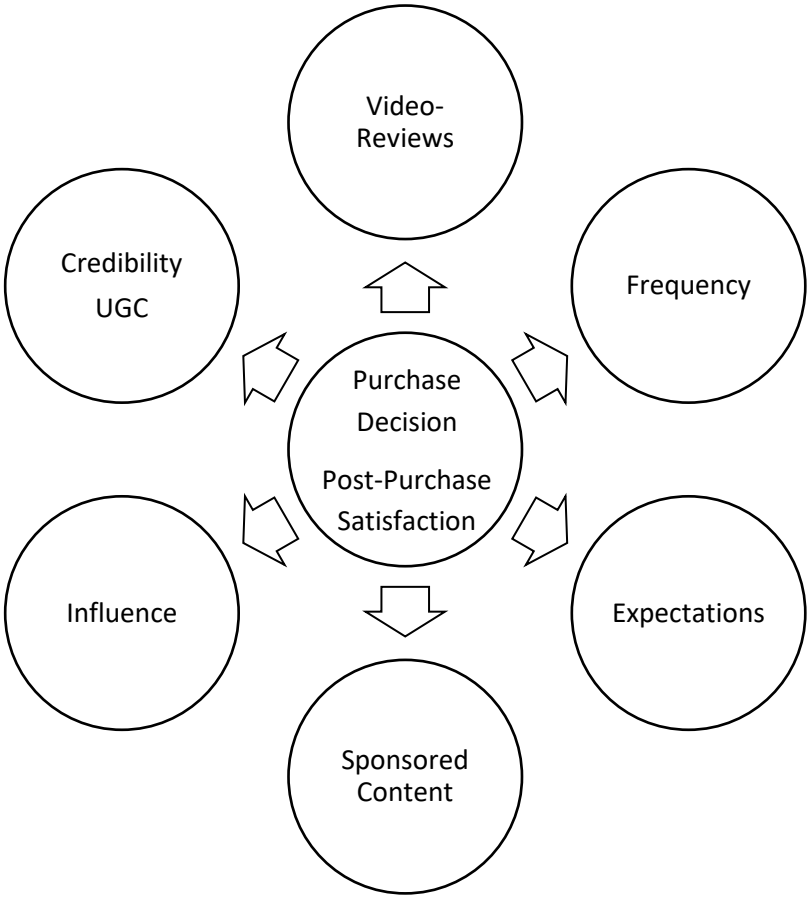

Figure 3 - Research Model

UGC: users make an evaluation of the content created by channels. With this variable it is intended to see if a YouTube user gives more credibility to content created by other user channel, instead of sponsored content.

Credibility. Can YouTube be seen as a credible source of information? This variable study the valuation of channel owner's experiences, relations with the demonstrated products and ability to interact with an audience. Also, if someone was successful in completing the process for a previous purchase decision and it matches the expectations, it is expected that the consumer behavioral model (Figure 1) might be triggered, again.

Video-reviews. Video-reviews is the latest concept for a product review. The video allows the content creator to interact with the receiver through verbal and non-verbal language.

Frequency. This variable has been included to study whether there is a relationship between the number of videos watched or visits to the YouTube platform before and after a purchase. It is planned to understand if the frequency of access helps the purchase decision, but also if they look for the platform to explore some feature after receiving the product.

Expectations. While watching video-reviews, expectations are created. They can be matched positively or negatively after the purchase decision. This variable is extremely important since it will dictate what the person thinks about a platform or a channel.

Sponsored content. Based on the literature review, companies are processing to reinvent themselves and integrate the new usage of digital media. We were used to a one-way communication, however with the emergence of YouTube platform and similar social networks, this communication became a two-way directional. Users are an integral part of the communication and has a certain power in the handling and sharing of experiences with the branded products. Thus, it is important to understand if the visualization of the contents and their influence depends on whether the content is sponsored or not. For youtubers, opting for this type of content can influence purchasing decisions and subscriptions.

Influence. The variable is intended to study whether users feel influenced by YouTube channels with more subscribers, or do not link to this factor in their searches.

Based on literature review and relying on the constructed model, the following hypotheses were constructed:

Purchase decision

H1a:	*There is a positive relation between the perception of UGC credibility and the expectation created that leads into a purchase decision.*
H1b:	*There is a positive relation between motivation to search for video-reviews and the expectation created that leads into a purchase decision.*
H1c:	*There is a positive relation between access frequency to YouTube and the expectation created that leads into a purchase decision.*
H1d:	*There is a positive relation between sponsored content and the expectation created that leads into a purchase decision.*

H1e	*There is a positive relation between the influence of channels with the highest number of subscribers and the expectation created that leads into a purchase decision.*

Post-purchase satisfaction

H2a:	*There is a positive relation between the credibility of UGC content and the usefulness of videos as a guarantee of satisfaction.*
H2b:	*There is a positive relation between the expectations and the usefulness of videos as a guarantee of satisfaction.*
H2c:	*There is a positive relation between the number of videos watched and the usefulness of videos as a guarantee of satisfaction.*
H2d:	*There is a positive relation between the sponsored content and the usefulness of videos as a guarantee of satisfaction.*
H2e:	*There is a positive relation between the channels with the highest number of subscribers and the usefulness of videos as a guarantee of satisfaction.*

3.2. RESEARCH STRATEGY

In order to collect efficient results as a support to conclusions related to the topics explored in literature review, the eligible population of this study is the population living in Portugal above 15 years old. According to the annual study of British consumers, 15 is the peak age for digital understanding (Ofcom, 2014).

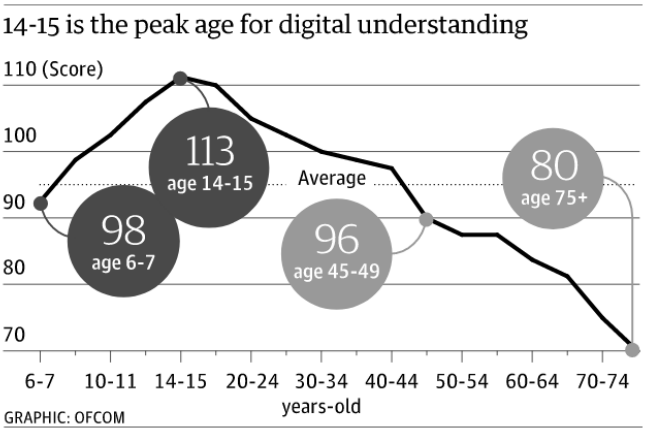

Figure 4 - Relation between age and digital understanding (Ofcom, 2014)

The goal is to reach a representative sample of people living in Portugal and concrete data about what influences people on eWOM-based purchase satisfaction. Each individual will be selected for the study based on a non-probability sampling. Each member of the target population has a known and non-zero probability of inclusion in the sample (Kish, 1965). For this proposal, there is no sampling frame, i.e. there are no assumptions in the type of channels or a list of youtubers to base the study.

The purpose of the investigation is explanatory, since we want understand relations between several variables (Saunders, Lewis & Thornhill, 2009). To study the satisfaction of eWOM-based purchasing decisions through YouTube, the investigation strategy relied on the survey attached to annex I.

Questions were drawn according to the research question and specific objectives in Chapter 1. Besides the lines of socio-demographic data, semantic differential items were used, as well as a rating scale: Likert with 5 points (between 1- Totally disagree and 5 – Totally agree). A specific question was made at the beginning of the survey to filter people that watch videos on YouTube.

Before data collection, a pilot test was performed among a group of individuals to evaluate the right perception of questions and the adequate ratio between time spent/satisfaction. To gather data, this survey was spread through social networks and Portuguese forums. *Google Forms* was used to develop the survey and a sub consequent exportation of data to the SPSS (Statistical Package for the Social Sciences) was made.

This is a correlational study that establishes the most important factors and the relation between them.

4. STUDY ANALYSIS

This chapter discusses the results of the analysis conducted. It starts with the sample description at the sociodemographic profile level and it is followed by the validation of the research hypotheses constructed. Consequently, a factorial and a reliability analysis were done in order to conduct a multiple regression to check what has influence on consumer purchase decision and post-purchase satisfaction, based on eWOM.

4.1. RESULT ANALYSIS

4.1.1. Sample description

A total of 363 responses were collected and 346 were found relevant to the importance of the study (table 1). These 346 are individuals that watch videos on YouTube platform and represent 95% of the sample (N=346).

Do you often watch videos on YouTube?

		Frequency	Percent	Valid Percent
Valid	Yes	346	95,3	95,3
	No	17	4,7	4,7
	Total	363	100,0	100,0

Table 1 - Descriptive statistics of people viewing videos on YouTube

The sample consisted of 56% of male and 44% of female respondents. In terms of marital status, single leads with 71%, followed by married ones with 23% of the achieved sample (table 2).

Gender

		Frequency	Percent	Valid Percent
Valid	Male	195	53,7	56,4
	Female	151	41,6	43,6
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 2 - Descriptive statistics of the gender variable

The average age range of the respondents was 26-36 years old and it represents 45% of the sample. There are no records on the smallest range (<15 years old), which matches the research strategy regarding the peak age for digital understanding. The average range is followed by the 19-25 range with a considerable 30%. These are the major ranges of the achieved sample that combine 258 answers.

At the level of employment, 64% work for others and 22% are students. Also, 7% are self-employed and only 5% are unemployed. Regarding academic qualifications, the majority of respondents have a degree (38%) or 12th grade (29%). These are followed by master degree (25%) and only 5% have a degree higher than this. Regarding the distribution of sample elements by Portugal, it is observed that the most live in Lisbon (42%), followed by the districts of Santarém (17%) and Porto (11%).

To know a little more about the study sample, we tried to understand how often the respondents access YouTube and which categories of video they most visualize.

How often do you watch videos on YouTube?

		Frequency	Percent	Valid Percent
Valid	Everyday	190	52,3	54,9
	More than 3 times per week	78	21,5	22,5
	Once a week	22	6,1	6,4
	Occasionally	56	15,4	16,2
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 3 - Descriptive statistics of the frequency variable

On average, it was found that respondents use YouTube everyday (55%) or more than three times per week (23%). Some of them refer an occasionally use (16%).

The categories of video that they see most, frequently relate to videos about technology (38%), tutorials (24%) and other subjects besides the denominated ones (13%).

What content do you watch the most?

		Frequency	Percent	Valid Percent
Valid	Fashion	24	6,6	6,9
	Technology	133	36,6	38,4
	Gaming	32	8,8	9,2
	Cooking	12	3,3	3,5
	Tutorials	82	22,6	23,7
	Vlog	17	4,7	4,9
	Other	46	12,7	13,3
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 4 - Descriptive statistics of the content variable

When asked about the three most important factors when looking for information about products or services on YouTube, the most significant were: video quality (36%), channel dimension (29%) and the products/services price range (28%).

Most important factors when looking for information on YouTube?

		Channel dimension	Video quality	Video lenght	Video language	Attitude	Sponsored content	Price	Other
N	Valid	**106**	**130**	**38**	**40**	**77**	**48**	**102**	**42**
	Missing	**257**	**233**	**325**	**323**	**286**	**315**	**261**	**321**

Table 5 - Descriptive statistics of the most important factors

4.1.2. Specific objectives

Retrieving the specific objectives that had been defined:

1. *Expectations created by video-reviews lead to purchase decision?*

It was intended to see if video-reviews creates expectation about products or services on people's mind, and if it leads to a purchase decision.

H0: The variables "Videos help to create expectations about products or services" and "Ever purchased a product or a service based on YouTube videos?" are not correlated.

H1: The variables "Videos help to create expectations about products or services" and "Ever purchased a product or a service based on YouTube videos?" are correlated.

Correlations

			Videos help to create expectations about products or services.	Ever purchased a product or service based on YouTube videos?
Spearman's rho	Videos help to create expectations about products or services.	Correlation Coefficient	1,000	-,413**
		Sig. (2-tailed)	.	,000
		N	346	346
	Ever purchased a product or service based on YouTube videos?	Correlation Coefficient	-,413**	1,000
		Sig. (2-tailed)	,000	.
		N	346	346

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6 - Correlation between expectations and purchase decision

Since at least one of the variables that was being examined is ordinal scaled, only the Spearman correlation has explanatory power. As $\alpha = 0,05$ and Sig <0,001, we conclude that Sig <α. Therefore, we reject **H0**.

Expectations created about products or services are related to a purchase decision based on eWOM video-reviews.

2. *Are expectations at the level of post-purchase satisfaction?*

To check if expectations tend to be matched or not after a purchase decision, the following correlation was conducted:

H0: The variables "Videos help to create expectations about products or services" and "I feel videos are useful and serve as a guarantee of satisfaction" are not correlated.

H1: The variables "Videos help to create expectations about products or services" and "I feel videos are useful and serve as a guarantee of satisfaction" are correlated.

Correlations

			Videos help to create expectations about products or services.	I feel videos are useful and serve as a guarantee of satisfaction.
Spearman's rho	Videos help to create expectations about products or services.	Correlation Coefficient	1,000	,285**
		Sig. (2-tailed)	.	,000
		N	346	194
	I feel videos are useful and serve as a guarantee of satisfaction.	Correlation Coefficient	,285**	1,000
		Sig. (2-tailed)	,000	.
		N	194	194

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7 - Correlation between expectations and guarantee of satisfaction

Since at least one of the variables that was being examined is ordinal scaled, only the Spearman correlation has explanatory power. As $\alpha = 0,05$ and Sig <0,001, we conclude that Sig <α. Therefore, we reject **H0**.

Expectations created about products or services are related to post-purchase satisfaction guarantee.

More details about the sample description are presented in the annexes (p. 53, tables 25-28).

4.1.3. Research hypothesis

Based on the research model, tables 8 and 9 synthetize the constructed hypothesis and the verification-oriented analysis. For the following variables it is assumed that:

H0: Variables are not associated.

H1: Variables are associated.

Purchase decision	Sig	Association	Correlation coefficient
There is a positive relation between the perception of UGC credibility and the expectation created that leads into a purchase decision.	0,000	Yes	0,433
There is a positive relation between motivation to search for video-reviews and the expectation created that leads into a purchase decision.	0,000	Yes	0,564
There is a positive relation between access frequency to YouTube and the expectation created that leads into a purchase decision.	0,000	Yes	0,519
There is a positive relation between sponsored content and the expectation created that leads into a purchase decision.	0,011	Yes	0,136
There is a positive relation between the influence of channels with the highest number of subscribers and the expectation created that leads into a purchase decision.	0,000	Yes	0,309

Table 8 - Verification of the constructed hypothesis for the purchase decision phase

About the purchase decision phase, we are able to conclude that every assumption was valid. Although, the hypothesis that relates sponsored content with intention to buy has a very weak correlation value (0,136). Compared to the other values, there is a significant discrepancy. This exception is in line with what was seen in the literature review, regarding the importance of UGC in relation to sponsored content. As seen, before a purchase decision, people tend to believe more in content created by individuals, rather than brand communication.

Post-purchase satisfaction	Sig	Verification	Correlation coefficient
There is a positive relation between the credibility of UGC content and the usefulness of videos as a guarantee of satisfaction.	0,000	Yes	0,470
There is a positive relation between the expectations and the usefulness of videos as a guarantee of satisfaction.	0,000	Yes	0,478
There is a positive relation between the number of videos watched and the usefulness of videos as a guarantee of satisfaction.	0,000	Yes	0,483
There is a positive relation between the sponsored content and the usefulness of videos as a guarantee of satisfaction.	0,000	Yes	0,417
There is a positive relation between the channels with the highest number of subscribers and the usefulness of videos as a guarantee of satisfaction.	0,000	Yes	0,302

Table 9 - Verification of hypothesis for the post-purchase satisfaction phase

In the post-purchase satisfaction phase, there is a behavioural adjustment and inquiries recognize that the sponsored content that was seen before the purchase, after all it corresponds to satisfaction. The correlation coefficient of this association is high (0,417) and there is no discrepancy from other's. They see similarities between the message that was communicated in the video and the actual use.

4.1.4. Descriptive analysis

Purchase decision

This section is intended to evaluate the variables that influence the purchase decision process. Responses were drawn on a rating scale, where 1 implies total disagreement and 5 total agreement.

Descriptive Statistics

	N	Minimum	Maximum	Mean
Videos help to create expectations about products or services.	346	1	5	3,99
I use YouTube for products or services I want to buy.	346	1	5	3,54
I consider the videos as a source of credible information.	346	1	5	3,48
I feel influenced by the channels with the highest number of subscribers.	346	1	5	2,72
I trust more on a product or service sponsored by a brand.	346	1	5	2,74
I feel influenced to purchase products or services featured on YouTube.	346	1	5	2,48
Viewing content on a regular basis helps in the purchase decision.	346	1	5	3,29
Valid N (listwise)	346			

Table 10 - Descriptive statistics for purchase decision variables

Regarding the use of the YouTube to create expectations about products of services we obtained 42% from agreeing respondents using platform for this purpose. It was followed by people that totally agree (34%) which confirms a positive connection with this relation and a mean of 4 (agree).

When asked about the use of YouTube platform to search for products or services they are intended to buy, the most answered option was a total agreement with this purpose (32%). It was followed and confirmed by people that agrees (25%) and expressed a mean of 4 (agree).

In relation to YouTube as a credible source of information about products or services, we had a 37% of the answers that agree with this purpose and 34% that are neutral to this statement. The mean answer was 3, respondents tend to be neutral about confidence on UGC.

Relatively to the influence of YouTube channels with large numbers of subscribers in consumer decisions, the majority said that is neutral (29%) to that condition and it is followed by the disagree option (24%). So, the mean was option 3 (neutral) and 2 (disagree).

Taking people's trust in consideration, 29% said it was neutral concerning a product or a service sponsored by a brand. However, 25% agrees with this type of content. The mean stays on option 3 (neutral).

A question was made to evaluate the influence that people felt when watching a video-review featured on YouTube and conclusions shown us that people tend to be neutral (33%) or disagree (29%) with any type of pression. In order that, the mean was option 2 (disagree). According to results, people agree (34%) that viewing content on a regular basis helps to decide about a purchase decision. It is followed by the neutral one, however there is a difference of 10 percentage points between both options.

Of these 346 valid, 194 replied that they already bought a product or a service, based on YouTube video-reviews.

Ever purchased a product or service based on YouTube videos?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	194	53,4	56,1	56,1
	No	152	41,9	43,9	100,0
	Total	346	95,3	100,0	
Missing	System	17	4,7		
Total		363	100,0		

Table 11 - Descriptive statistics for purchases based on eWOM video-reviews

This corresponds to more than half of the population (56%) and lead us to the post-purchase section.

Post-purchase decision

This section is intended to evaluate the matches between expectations created before a purchase decision and ewom-based post-purchase satisfaction. Only people that actually bought something

based on a video-reviews answered this section of the survey. In similarity to the previous analysis, responses were drawn on a rating scale, where 1 implies total disagreement and 5 total agreement.

Descriptive Statistics

	N	Minimum	Maximum	Mean
I feel videos are useful and serve as a guarantee of satisfaction.	194	1	5	3,58
Post-purchase satisfaction is associated with the number of videos watched.	194	1	5	2,70
Expectations created after viewing videos tend to be matched.	194	1	5	3,72
Sponsored content ensures post-purchase satisfaction.	194	1	5	2,48
Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	194	1	5	2,53
YouTube content can be viewed as a credible research source.	194	1	5	3,62
Valid N (listwise)	194			

Table 12 - Descriptive statistics for post-purchase satisfaction variables

When asked about the usefulness of video-reviews to serve as a guarantee of satisfaction, almost half of the achieved samples agrees (49%). The second most concentrated option was neutral, with 30%. However, the majority of people that agreed, sets a mean on option 4 (agree).

Taking the relation between post-purchase satisfaction and the number of video-reviews watched, we had 30% that is neutral to content repetition. To confirm it, the second choice more voted was option 2 (disagree). There is a tendency for people to be enlightened with fewer videos.

Relatively to the expectations that are created before the purchase, more than a half of the achieved sample confirmed that they tend to be matched (agree, 59%).

Taking sponsored content in consideration and its seal for post-purchase satisfaction guarantee, people are neutral (37%) or totally disagree (28%) with it. The mean was option 2 (disagree).

Evaluating the influence of YouTube channels with a large number of subscribers and the relation with post-purchase satisfaction, the majority tend to be neutral (31%) or totally disagree (25%). The mean was option 2 (disagree).

Lastly, according to the results, people agree (42%) that YouTube content can be seen as a credible research source. The majority relies on option 4 (agree).

A specific description of responses from the two stages can be found in the annexes (p. 55-58, tables 29-35).

4.1.5. Factor analysis

In order to explain correlations between variables and simplify them into a number of considerable variables, a factor analysis was developed. This allowed the understanding of what is common in the original variables and concepts that are not directly measured by these factors.

To proceed with the factorial analysis, it is necessary to check the quality of the correlations between the variables using Kaiser-Meyer-Olkin (KMO) statistical procedures and Barlett's sphericity test. When KMO value is close to 1, it indicates that there is a very strong correlation between the variables; when it is close to 0, it indicates that the correlation is weak and not proper to proceed with a factor analysis. The Bartlett sphericity test is another way to verify the adequacy of the factor analysis, where levels of significance are verified, if $p < 0,05$. Fulfilling this requirement then the matrix can be factorizable (Marôco, 2011).

The component matrix shows the weights that correlate the variables for each factor. The commonalities values vary between 0 and 1. When common factors do not explain any variance of the variable, values are equal to 0; when they explain the whole variance, then they are equal to 1.

The commonalities matrix shows the percentage of the variance for each variable explained together with the retained factors. Through them it is possible to verify if the variable has the acceptable levels of explanation.

For this study, we took out two variables that assumed the relation between expectations created after viewing videos on YouTube and if they tend to be matched or not, after a purchase decision. All other variables were included and these two were used, posteriorly, as dependent variables in multiple regression.

The factor analysis suggested by SPSS returned a total of 3 factors. However, these only explain 59% of the total variance explained by factors. It is distant of the ideal 70-75% and returned six commonalities below 0,6 (annex, p. 61, table 44). This was not satisfactory, so we took the next factors in considerations and the dimension reduction with 5 factors explains 74% of the total variance with only one commonality value under 0,6 (0,584). In table 13, we summarize the KMO, Bartlett's sphericity test, variable weights on each factor, components and the total variance explained by these 5 factors.

KMO	Barlett (Sig)	Total Variance Explained (74,729%)	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
,763	,000	I consider the videos as a source of credible information.	-,015	,801	,111	-,033	,082
		I feel influenced by the channels with the highest number of subscribers.	,173	,097	,136	,112	,908
		I trust more on a product or service sponsored by a brand.	,331	-,027	,047	,803	,175
		I feel influenced to purchase products or services featured on YouTube.	,203	,201	,638	,428	-,183
		Viewing content on a regular basis helps in the purchase decision.	,201	,101	,834	-,186	,225
		Post-purchase satisfaction is associated with the number of videos watched.	,727	,257	,250	,005	,048
		Sponsored content ensures post-purchase satisfaction.	,857	,050	,094	,239	-,043
		Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	,820	,041	,013	,139	,341
		YouTube content can be viewed as a credible research source.	,214	,826	,089	,109	-,003
		Videos help to create expectations about products or services.	-,065	,431	,499	,294	,242
		Expectations created after viewing videos tend to be matched.	,369	,590	,262	-,378	,043

Table 13 - Factor analysis adequability and factor's constitutions

The KMO=0,763 validates the adequacy of a factor analysis, since the minimum required to be statistically relevant is 0,5. According to Field, values above 0,5 are acceptable and values between 0,7 and 0,8 are good for a statisticall treatment (Field, 2005). If the values are less than 0,5 it is necessary to collect more data or rethink the variables included in the survey.

Barlett's sphericity test returns variables with significance level $p < 0,05$ (0,000); the variables are significantly correlated.

The components shows which variable contributes more to the specific factor. The first factor explains 21% of the total variance. The second factor with high factorial weights explains 18% of the total variance. The third factor explains 14% of the total variance, followed by the fourth factor with 11% and fifth factor with 10% of the total variance. In addition, all commonalities returned values above 0, which not requires removals (annex, p. 62, table 45).

This dimension reduction was performed with eleven variables and to complement, the scree plot also suggests a maximum of 5 factors to explain the most of data variability, since the line begins to be stable after factor 5 (the ideal pattern in a scree plot is a sharp curve, followed by a curve, and then a flat or horizontal line).

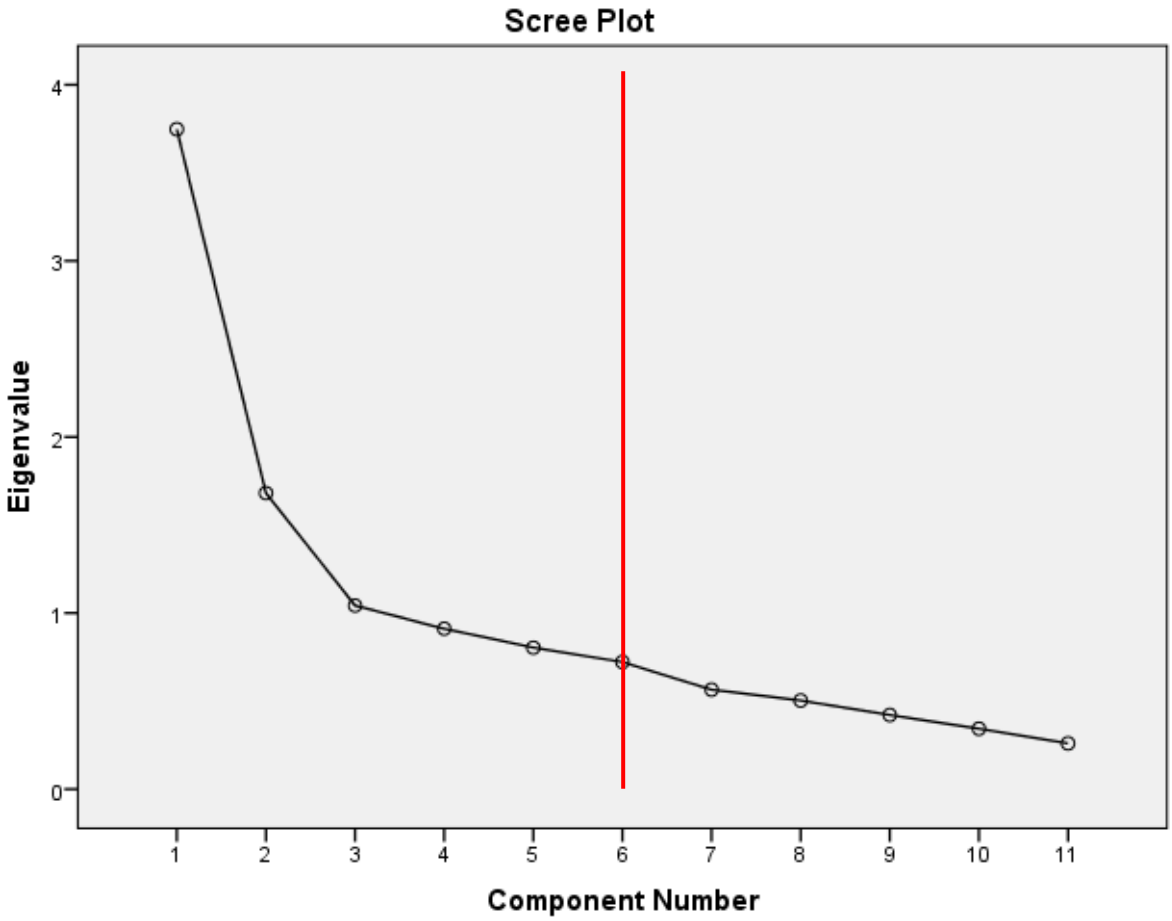

Figure 5 - Factor analysis scree plot (5 factors)

Based on the factor analysis, the final variables were developed: Factor 1 (Content), Factor 2 (Credibility), Factor 3 (Frequency), Factor 4 (Trust), Factor 5 (Influence).

In order to check the reliability of each factor, we have looked for Cronbach's Alpha in order to evaluate the homogeneity between the items. The values for each factor are in table 14.

	Factor 1 (Content)	**Factor 2 (Credibility)**	**Factor 3 (Frequency)**	**Factor 4 (Trust)**	**Factor 5 (Influence)**
Cronbach's Alpha	,807	,713	,744	.	.

Table 14 - Factor analysis reliability

The values of homogeneity are high in factor 1, 2 and 3. Factors 4 and 5 are excluded from this reliability analysis, since each one is only expressed by one variable. Overall, the internal consistency of the factors is good, since the elimination of some items from factor's composition would lower their values (annex, p. 66, tables 51, 53 and 55).

4.1.6. Linear regression

Based on factor analysis and factor retention, a multiple regression analysis was made to analyze the relationship of these new variables. The two variables that evaluated people's intention to buy and video-reviews as a guarantee of satisfaction were used on this regression.

Firstly, to check what drives someone to buy, the following dependent variable was used: *I use YouTube for products or services I want to buy*, while as independent variables: *Content, Credibility, Frequency, Trust* and *Influence.*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,514[a]	,264	,244	,851	,264	13,480	5	188	,000

a. Predictors: (Constant), Influence, Trust, Frequency, Credibility, Content

Table 15 - Linear regression for the purchase decision stage

In this case, the R^2 is 0,264, which represents 26% of the total variance explained by the model. The closer it gets from the value of 1, the greater the percentage of explanation. In the case of adjusted R^2, depending on the number of independent variables considered, the percentage of the total variation of the dependent variable explained by the model is 0.244 or 24%. In both cases, the values can be low for predictive cases, however, this regression is intended to evaluate the relationship between factors created and expectations. To check what influence buying behaviour and lead to a purchase decision, a One-Way Anova was conducted to analyze the variance.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,845	5	9,769	13,480	,000[b]
	Residual	136,248	188	,725		
	Total	185,093	193			

a. Dependent Variable: I use YouTube for products or services I want to buy.

b. Predictors: (Constant), Influence, Trust, Frequency, Credibility, Content

Table 16 - Variance analysis test result

Hypotheses:

H0: The variation of the dependent variable does not depend on the independent variables.

H1: The variation of the dependent variable depends on the independent variables.

Level of significance: 5%

Decision rule:

If sig > or equal to 0,05 does not reject H0;

If sig < or equal to 0,05 rejects H0.

Test Decision:

As sig = 0,00 and <0,05 H0 is rejected. The variation of the dependent variable depends on the independent variables.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,237	,061		69,324	,000
	Content	-,110	,061	-,112	-1,796	,074
	Credibility	,338	,061	,345	5,508	,000
	Frequency	,314	,061	,321	5,129	,000
	Trust	-,105	,061	-,107	-1,710	,089
	Influence	,131	,061	,134	2,145	,033

a. Dependent Variable: I use YouTube for products or services I want to buy.

Table 17 - Variation coefficient and correlation coefficients

*Purchase Decision = B + B1*Content + B2*Credibility + B3*Frequency + B4*Trust + B5*Influence*

According to results, there are three statistically significant variables that are positively related to purchase intention:

Credibility, where B = 0,338 and Sig 0,000, Frequency, where B = 0,314 and Sig 0,000 and Influence, where B = 0,131 and Sig 0,033.

H	Dependent variable	Independent variable	Verification
H1	Purchase Decision	Content	No
H2	Purchase Decision	Credibility	Yes
H3	Purchase Decision	Frequency	Yes
H4	Purchase Decision	Trust	No
H5	Purchase Decision	Influence	Yes

Table 18 - Synthesis of the hypotheses related to the purchase decision

It turns out that using YouTube and accessing it regularly to search information about products or services, influences, positively, inquired people on buying behaviour process. The final model would be:

Purchase Decision = 4,237 + 0,338*Credibility + 0,314*Frequency + 0,131*Influence

Secondly, to check what had influence on people's satisfaction, the following dependent variable was used: *I feel videos are useful and serve as a guarantee of satisfaction*, while as independent variables: *Content, Credibility, Frequency, Trust* and *Influence.*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,638[a]	,407	,391	,686	,407	25,811	5	188	,000

a. Predictors: (Constant), Influence, Trust, Frequency, Credibility, Content

Table 19 - Linear regression for the post-purchase decision stage

According to results, the R^2 is 0,407, which represents 41% of the total variance explained by the model. Also, the adjusted R^2 is 0,391, which explains 39% of the model. In this phase (satisfaction matched or not according to ewom-based purchase decision) the values are higher than the search phase. However, it is not intended that the model predicts future buying behavior, but it is important to check what has more importance in this phase, according to the final factors. To check what influence buying behaviour and lead to a purchase decision, a One-Way Anova was conducted to analyze the variance.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60,787	5	12,157	25,811	,000[b]
	Residual	88,553	188	,471		
	Total	149,340	193			

a. Dependent Variable: I feel videos are useful and serve as a guarantee of satisfaction.

b. Predictors: (Constant), Influence, Trust, Frequency, Credibility, Content

Table 20 - Variance analysis test result

Hypotheses:

H0: The variation of the dependent variable does not depend on the independent variables.

H1: The variation of the dependent variable depends on the independent variables.

Level of significance: 5%

Decision rule:

If sig > or equal to 0,05 does not reject H0;

If sig < or equal to 0,05 rejects H0.

Test Decision:

As sig = 0,00 and <0,05 H0 is rejected. The variation of the dependent variable depends on the independent variables.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,577	,049		72,600	,000
	Content	,348	,049	,396	7,046	,000
	Credibility	,378	,049	,429	7,643	,000
	Frequency	,166	,049	,189	3,363	,001
	Trust	-,054	,049	-,062	-1,095	,275
	Influence	,144	,049	,164	2,912	,004

a. Dependent Variable: I feel videos are useful and serve as a guarantee of satisfaction.

Table 21 - Variation coefficient and correlation coefficients

*Post-Purchase Satisfaction = B + B1*Content + B2*Credibility + B3*Frequency + B4*Trust + B5*Influence*

There are four statistically significant variables that are positively related to people's satisfaction:

Content, where B = 0,348 and Sig 0,000; Credibility, where B = 0,378 and Sig 0,000; Frequency, where B = 0,166 and Sig 0,001 and Influence, where B = 0,144 and Sig 0,004.

H	Dependent variable	Independent variable	Verification
H1	Post-Purchase Satisfaction	Content	Yes
H2	Post-Purchase Satisfaction	Credibility	Yes
H3	Post-Purchase Satisfaction	Frequency	Yes
H4	Post-Purchase Satisfaction	Trust	No
H5	Post-Purchase Satisfaction	Influence	Yes

Table 22 - Synthesis of the hypotheses related to the purchase decision

Consequently, inquiries satisfaction is positively correlated to the amount of content watched, the credibility given to these video-reviews, the number of accesses to the platform and the influence of bigger channels (high number of subscribers). The final model would be:

Post-Purchase Satisfaction = 3,577 + 0,348*Content + 0,378*Credibility + 0,166*Frequency + 0,144*Influence

4.1.7. T-student test and analysis of variance (ANOVA)

To understand the differences that could exist between factors and socio-demographic variables, some hypothesis tests were made. To do that we have used the parametric t-student test to compare the average value of a variable in two different groups and the Anova one-way test for more than two groups.

Therefore, the first variable was gender and since the sample was greater than 30, it was assumed that asymptotic was normal and the process continues without the normality assumption verification.

Factors	Gender	N	Levene's Test (Sig)	SD	t	df	Sig
Content	Male	139	0,385	0,996	-2,941	192	0,004
	Female	55		0,940	-3,016	104,5	0,003
Credibility	Male	139	0,627	0,954	3,345	192	0,001
	Female	55		1,024	3,243	93,11	0,002
Frequency	Male	139	0,650	1,009	0,659	192	0,511
	Female	55		0,980	0,667	101,8	0,506
Trust	Male	139	0,326	1,003	-2,115	192	0,036
	Female	55		0,960	-2,155	103,1	0,033
Influence	Male	139	0,370	1,025	1,401	192	0,163
	Female	55		0,920	1,468	109,7	0,145

Table 23 - T-student test and analysis of variance for the gender variable

The Levene's significance test (Sig > 0,05) allowed us to conclude that there are equal variances. The results of t-student tests returned four cases where equality of means values were not rejected. Since one of the variables is the gender one, we assumed that the four cases can be summarized into two: male and female behavior are distinct for the frequency access to YouTube (Sig = 0,511 and 0,506 > 0,05) and one gender is more influenced than the other ((Sig = 0,163 and 0,145 > 0,05).

To precise the significant differences between men and women in these factors, we had to take their means in consideration.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Content	Male	139	-,1302610	,99622025	,08449830
	Female	55	,3292052	,94007498	,12675968
Credibility	Male	139	,1472295	,95423002	,08093673
	Female	55	-,3720890	1,02483622	,13818889
Frequency	Male	139	,0297842	1,00968554	,08564041
	Female	55	-,0752728	,98016353	,13216522
Trust	Male	139	-,0946586	1,00301725	,08507481
	Female	55	,2392282	,96006219	,12945476
Influence	Male	139	,0631241	1,02594033	,08701912
	Female	55	-,1595319	,92088894	,12417264

Table 24 - Means variance for the gender variable

In both cases, Frequency and Influence, men tend to access more times the YouTube platform and, consequently, being more influenced about what was watched. In the other variables there were no significant mean differences.

The One-Way Anova was used to verify the differences between age-related averages. In relation to the dependent variable, Content, a difference was found between people within 26 to 36 years old range. They tend to give less important to content, than others. In respect to the other dependent variables there were no significant differences between the means (annex, p. 71, table 56). One-Way Anova tests for the academic background and marital status exposed no significant differences between the means (annex, p. 71-76, table 57 and 58).

4.1.8. Discussion

It is considered that the essence of the study was presented in a clear way, since the factors presented are in line with existing literature.

The results show the relevance of YouTube platform, since more than half percent stated that watches videos everyday (54,9%). As an important part of daily time-consuming it turns out for itself the importance of this study to understand how consumer behaviour may be influenced.

The outcomes of the present study indicate the existence of a positive relation between almost every hypothesis, with an exception to sponsored content. People tend to distrust when promises come from brands. These results are aligned with the functional value and emotional value of Kim's et al. study (2012).

As stated by many authors, interaction may influence the attitude towards a message and lead to a purchase decision. In addition, it has also been verified through the analysis that the greater the value of the UGC, the greater the perception of the utility of this type of content for the consumers.

There is a positive connection between the expectations that were created when viewing video-reviews and the decision to purchase something. Also, these expectations tend to be matched after a purchase decision. The frequency of access, the credibility and the influence of bigger channels are predominant to lead into a purchase decision movement.

5. CONCLUSION

5.1. RESUME OF THE WORK AND CONTRIBUTIONS

This dissertation goal was to understand what influences a consumer to purchase something and measure whether the expectations are at the level of post-purchase satisfaction. To obtain the best outcomes, a research model was developed in two phases: purchase decision and post-purchase satisfaction. Also, a survey was conducted to people living in Portugal.

Based on the literature review, it is possible to accomplish that people tend to search more before a purchase decision, in order to decrease the difference between expectation and satisfaction. Nowadays, this is easier to do, since internet has specific places for different types of interaction and content. However, information is dispersed and UGC only shows a perspective based on the creator's experience.

The goals of this dissertation were achieved, based on the results and analysis known in chapter 4. A better understand of what is significant in Portuguese people's buying behaviour and what was fundamental as a guarantee of people's satisfaction, it is now known. So that, the contribution focuses on the construction and empirical validation of a model that explains how different variables influence this buying behavior process.

This study allows a deep knowledge about the analyzed subject and the channels effectiveness for a positive influence in purchase decision, revealing the benefits to UGC creators. It was possible to confirm that most of the time using YouTube as a search tool for product or services information, positively influences purchase intent and, consequently, satisfaction.

5.2. LIMITATIONS

Even with the contributions obtained, the research has limitations to be considered. The main limitation was because, the online world is gigantic and it is constantly changing. It covers many areas that influences the way people search for information. Although the chosen variables were assertive, probably a greater number of variables could enrich the possibilities of the study.

The sample number was relevant, but it may not be representative of the general population of the country, since we had three major areas leading. The number of answered surveys does not show the reality of total users, it just gave an idea or a tendency to specific behaviour. Introducing more variables on the research could lead to an extensive survey, which would give us more information about pre-purchase decision and post-purchase satisfaction.

5.3. RECOMMENDATION FOR FUTURE WORK

For future work, this dissertation could be the basis to segment the country and focus on the areas that had lower responses rate. As well as the sample representativeness is more important that its size, clustering the work could lead to bigger samples. Although, more extensive surveys may lead to

lower samples, it would be advised to use different factors to more comprehensively understand the intention to buy and post-purchase satisfaction based on eWOM decisions.

Furthermore, the study could be repeat in the next three to five year, in order to understand the appearance of new players and the behavior of people that, at the time, uses YouTube to create expectations and make a purchase decision.

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ANNEXES

SURVEY

EWOM-BASED PURCHASE SATISFACTION: THE YOUTUBE REALITY

Within the scope of Master's Program in Information Management at the Universidade NOVA de Lisboa, the main goal of this survey is to understand the impact of YouTube on purchase decision, in Portugal. Your contribution is very important to understand the pre-purchase expectation and post-purchase satisfaction.

The survey takes, approximately, 5 minutes. All data will be treated confidentially and anonymously.

For any question do not hesitate to contact us by email:

m2016175@novaims.unl.pt

Thank you for your collaboration.

PART I

1. Do you use to watch videos on YouTube?

☐ Yes

☐ No

If no, proceed to the form/socio-demographic profile.

1.1 How often do you watch videos on YouTube?

☐ Everyday

☐ More than 3 times a week

☐ Once a week

☐ Occasionally

1.3 What is your favorite content?

□ Beauty/Fashion □ Technology □ Gaming □ Cooking □ Tutorials

□ Vlog □ Other

PART II

PURCHASE DECISION

1. Videos help to create expectations about products or services.

Totally disagree □1 □2 □3 □4 □5 Totally agree

2. I use YouTube for products or services I want to buy.

Totally disagree □1 □2 □3 □4 □5 Totally agree

3. I consider the videos as a source of credible information.

Totally disagree □1 □2 □3 □4 □5 Totally agree

4. I feel influenced by the channels with the highest number of subscribers.

Totally disagree □1 □2 □3 □4 □5 Totally agree

5. I trust more on a product or service sponsored by a brand.

Totally disagree □1 □2 □3 □4 □5 Totally agree

6. I feel influenced to purchase products or services featured on YouTube.

Totally disagree □1 □2 □3 □4 □5 Totally agree

7. Viewing content on a regular basis helps in the purchase decision.

Totally disagree □1 □2 □3 □4 □5 Totally agree

PART III

POST-PURCHASE SATISFACTION

1. Do you ever purchased a product or service based on YouTube videos?

□ Yes

□ No

If no, proceed to the form/socio-demographic profile.

1.1 What are the most important factors when looking for information about products or services on YouTube? (Indicate the 3 most important)

□ Dimension/Channel awareness □ Video quality □ Video duration

□ Video language □ Attitude □ Sponsored content

□ Price □ Other(s)

2. The videos are useful to serve as a guarantee of satisfaction.

Totally disagree □1 □2 □3 □4 □5 Totally agree

3. Post-purchase satisfaction is associated with the number of videos watched.

Totally disagree □1 □2 □3 □4 □5 Totally agree

4. Expectations created after viewing videos tend to be matched.

Totally disagree □1 □2 □3 □4 □5 Totally agree

5. Sponsored content ensures post-purchase satisfaction.

Totally disagree □1 □2 □3 □4 □5 Totally agree

6. Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.

Totally disagree □1 □2 □3 □4 □5 Totally agree

7. YouTube content can be viewed as a credible research source.

Totally disagree □1 □2 □3 □4 □5 Totally agree

PART IV

SOCIO-DEMOGRAPHIC PROFILE

1. Gender

□ Male

□ Female

2. Age

□ < 15 years old □ 15-18 □ 19-25 □ 26-36 □ 37-47 □ 48-59 □ >60

3. Academic degree

□ 9th year

□ 12th grade or equivalent

□ Bachelors degree

□ Master degree

□ PhD

4. Profession

□ Student

□ Self-employed

□ Employed worker

□ Unemployed

□ Retired

5. Marital status

□ Single

□ Married

□ Divorced

□ Widower

6. District

□ Aveiro	□ Beja	□ Braga	□ Bragança	□ Castelo Branco	□ Coimbra
□ Évora	□ Faro	□ Guarda	□ Leiria	□ Lisboa	□ Portalegre
□ Porto	□ Santarém	□ Setúbal	□ V. Castelo	□ Vila Real	□ Viseu

SAMPLE DESCRIPTION

Profession

		Frequency	Percent	Valid Percent
Valid	Student	77	21,2	22,4
	Self-employed	25	6,9	7,3
	Employed worker	219	60,3	63,7
	Unemployed	16	4,4	4,7
	Retired	7	1,9	2,0
	Total	344	94,8	100,0
Missing	System	19	5,2	
Total		363	100,0	

Table 25 - Descriptive statistics for the profession variable

Academic degree

		Frequency	Percent	Valid Percent
Valid	9th year	14	3,9	4,1
	12th grade or equivalent	99	27,3	28,9
	Bachelors Degree	129	35,5	37,6
	Master Degree	84	23,1	24,5
	PhD	17	4,7	5,0
	Total	343	94,5	100,0
Missing	System	20	5,5	
Total		363	100,0	

Table 26 - Descriptive statistics for the academic degree variable

Marital status

		Frequency	Percent	Valid Percent
Valid	Single	245	67,5	71,4
	Married	78	21,5	22,7
	Divorced	17	4,7	5,0
	Widower	3	,8	,9
	Total	343	94,5	100,0
Missing	System	20	5,5	
Total		363	100,0	

Table 27 - Descriptive statistics for the marital status variable

District

		Frequency	Percent	Valid Percent
Valid	Aveiro	13	3,6	3,8
	Braga	12	3,3	3,5
	Castelo Branco	4	1,1	1,2
	Coimbra	6	1,7	1,7
	Évora	2	,6	,6
	Faro	15	4,1	4,3
	Leiria	17	4,7	4,9
	Lisboa	146	40,2	42,2
	Porto	39	10,7	11,3
	Santarém	58	16,0	16,8
	Setúbal	25	6,9	7,2
	Viana do Castelo	3	,8	,9
	Vila Real	1	,3	,3
	Viseu	5	1,4	1,4
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 28 - Descriptive statistics for the district variable

PURCHASE SATISFACTION

Videos help to create expectations about products or services.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	8	2,2	2,3
	Disagree	19	5,2	5,5
	Neutral	58	16,0	16,8
	Agree	145	39,9	41,9
	Totally agree	116	32,0	33,5
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 29 - Descriptive statistics for the expectations variable

I use YouTube for products or services I want to buy.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	42	11,6	12,1
	Disagree	49	13,5	14,2
	Neutral	50	13,8	14,5
	Agree	90	24,8	26,0
	Totally agree	115	31,7	33,2
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 30 - Descriptive statistics for the intention to buy variable

I consider the videos as a source of credible information.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	13	3,6	3,8
	Disagree	32	8,8	9,2
	Neutral	122	33,6	35,3
	Agree	135	37,2	39,0
	Totally agree	44	12,1	12,7
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 31 - Descriptive statistics for the credibility variable

I feel influenced by the channels with the highest number of subscribers.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	67	18,5	19,4
	Disagree	82	22,6	23,7
	Neutral	101	27,8	29,2
	Agree	73	20,1	21,1
	Totally agree	23	6,3	6,6
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 32 - Descriptive statistics for the influence variable

I trust more on a product or service sponsored by a brand.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	71	19,6	20,5
	Disagree	70	19,3	20,2
	Neutral	101	27,8	29,2
	Agree	87	24,0	25,1
	Totally agree	17	4,7	4,9
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 33 - Descriptive statistics for the trust variable

I feel influenced to purchase products or services featured on YouTube.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	75	20,7	21,7
	Disagree	99	27,3	28,6
	Neutral	113	31,1	32,7
	Agree	50	13,8	14,5
	Totally agree	9	2,5	2,6
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 34 - Descriptive statistics for the featured products variable

Viewing content on a regular basis helps in the purchase decision.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	30	8,3	8,7
	Disagree	62	17,1	17,9
	Neutral	84	23,1	24,3
	Agree	118	32,5	34,1
	Totally agree	52	14,3	15,0
	Total	346	95,3	100,0
Missing	System	17	4,7	
Total		363	100,0	

Table 35 - Descriptive statistics for the frequency variable

POST-PURCHASE SATISFACTION

I feel videos are useful and serve as a guarantee of satisfaction.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	5	1,4	2,6
	Disagree	15	4,1	7,7
	Neutral	58	16,0	29,9
	Agree	95	26,2	49,0
	Totally agree	21	5,8	10,8
	Total	194	53,4	100,0
Missing	System	169	46,6	
Total		363	100,0	

Table 36 - Descriptive statistics for the usefulness variable

Post-purchase satisfaction is associated with the number of videos watched.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	40	11,0	20,6
	Disagree	43	11,8	22,2
	Neutral	59	16,3	30,4
	Agree	40	11,0	20,6
	Totally agree	12	3,3	6,2
	Total	194	53,4	100,0
Missing	System	169	46,6	
Total		363	100,0	

Table 37 - Descriptive statistics for the frequency variable

Expectations created after viewing videos tend to be matched.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	1	,3	,5
	Disagree	5	1,4	2,6
	Neutral	57	15,7	29,4
	Agree	115	31,7	59,3
	Totally agree	16	4,4	8,2
	Total	194	53,4	100,0
Missing	System	169	46,6	
Total		363	100,0	

Table 38 - Descriptive statistics for the expectations variable

Sponsored content ensures post-purchase satisfaction.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	54	14,9	27,8
	Disagree	34	9,4	17,5
	Neutral	71	19,6	36,6
	Agree	28	7,7	14,4
	Totally agree	7	1,9	3,6
	Total	194	53,4	100,0
Missing	System	169	46,6	
Total		363	100,0	

Table 39 - Descriptive statistics for the sponsored content variable

Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	49	13,5	25,3
	Disagree	42	11,6	21,6
	Neutral	60	16,5	30,9
	Agree	37	10,2	19,1
	Totally agree	6	1,7	3,1
	Total	194	53,4	100,0
Missing	System	169	46,6	
Total		363	100,0	

Table 40 - Descriptive statistics for the subscribers variable

YouTube content can be viewed as a credible research source.

		Frequency	Percent	Valid Percent
Valid	Totally disagree	3	,8	1,5
	Disagree	7	1,9	3,6
	Neutral	77	21,2	39,7
	Agree	81	22,3	41,8
	Totally agree	26	7,2	13,4
	Total	194	53,4	100,0
Missing	System	169	46,6	
Total		363	100,0	

Table 41 - Descriptive statistics for the credibility variable

1ST FACTOR ANALYSIS (3 FACTORS)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,763
Bartlett's Test of Sphericity	Approx. Chi-Square	621,149
	df	55
	Sig.	,000

Table 42 - Factor analysis adequability

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	**3,748**	**34,069**	**34,069**	**3,748**	**34,069**	**34,069**	**2,360**	**21,452**	**21,452**
2	**1,681**	**15,284**	**49,352**	**1,681**	**15,284**	**49,352**	**2,214**	**20,127**	**41,578**
3	**1,043**	**9,478**	**58,830**	**1,043**	**9,478**	**58,830**	**1,898**	**17,252**	**58,830**
4	**,911**	**8,281**	**67,111**						
5	**,804**	**7,306**	**74,417**						
6	**,722**	**6,562**	**80,979**						
7	**,565**	**5,135**	**86,113**						
8	**,503**	**4,576**	**90,690**						
9	**,421**	**3,829**	**94,518**						
10	**,343**	**3,119**	**97,637**						
11	**,260**	**2,363**	**100,000**						

Extraction Method: Principal Component Analysis.

Table 43 - Total variance explained by three factors

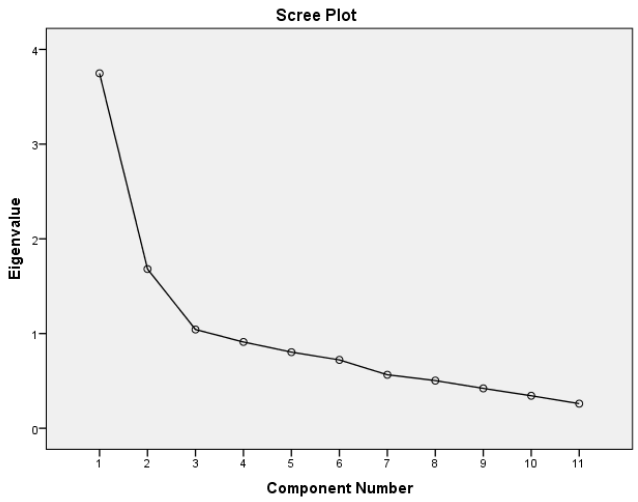

Figure 6 - Factor analysis scree plot (3 factors)

Communalities

	Initial	Extraction
I consider the videos as a source of credible information.	**1,000**	**,558**
I feel influenced by the channels with the highest number of subscribers.	**1,000**	**,407**
I trust more on a product or service sponsored by a brand.	**1,000**	**,617**
I feel influenced to purchase products or services featured on YouTube.	**1,000**	**,421**
Viewing content on a regular basis helps in the purchase decision.	**1,000**	**,458**
Post-purchase satisfaction is associated with the number of videos watched.	**1,000**	**,642**
Sponsored content ensures post-purchase satisfaction.	**1,000**	**,775**
Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	**1,000**	**,758**
YouTube content can be viewed as a credible research source.	**1,000**	**,591**
Videos help to create expectations about products or services.	**1,000**	**,575**
Expectations created after viewing videos tend to be matched.	**1,000**	**,668**

Extraction Method: Principal Component Analysis.

Table 44 - Factor analysis communalities

Rotated Component Matrix[a]

	Component		
	1	2	3
I consider the videos as a source of credible information.	**-,063**	**,715**	**,207**
I feel influenced by the channels with the highest number of subscribers.	**,234**	**,004**	**,594**
I trust more on a product or service sponsored by a brand.	**,477**	**-,309**	**,543**
I feel influenced to purchase products or services featured on YouTube.	**,199**	**,218**	**,578**
Viewing content on a regular basis helps in the purchase decision.	**,102**	**,395**	**,540**
Post-purchase satisfaction is associated with the number of videos watched.	**,681**	**,388**	**,169**
Sponsored content ensures post-purchase satisfaction.	**,866**	**,102**	**,119**
Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	**,845**	**,068**	**,197**
YouTube content can be viewed as a credible research source.	**,180**	**,715**	**,219**
Videos help to create expectations about products or services.	**-,057**	**,347**	**,672**
Expectations created after viewing videos tend to be matched.	**,244**	**,780**	**,031**

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Table 45 - Rotated component matrix of the factor analysis

2ND FACTOR ANALYSIS (5 FACTORS)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,763
Bartlett's Test of Sphericity	Approx. Chi-Square	621,149
	df	55
	Sig.	,000

Table 46 - Factor analysis adequability

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	**3,748**	**34,069**	**34,069**	**3,748**	**34,069**	**34,069**	**2,342**	**21,293**	**21,293**
2	**1,681**	**15,284**	**49,352**	**1,681**	**15,284**	**49,352**	**1,989**	**18,085**	**39,378**
3	**1,043**	**9,478**	**58,830**	**1,043**	**9,478**	**58,830**	**1,532**	**13,927**	**53,305**
4	**,911**	**8,281**	**67,111**	**,911**	**8,281**	**67,111**	**1,195**	**10,866**	**64,171**
5	**,804**	**7,306**	**74,417**	**,804**	**7,306**	**74,417**	**1,127**	**10,247**	**74,417**
6	**,722**	**6,562**	**80,979**						
7	**,565**	**5,135**	**86,113**						
8	**,503**	**4,576**	**90,690**						
9	**,421**	**3,829**	**94,518**						
10	**,343**	**3,119**	**97,637**						
11	**,260**	**2,363**	**100,000**						

Extraction Method: Principal Component Analysis.

Table 47 - Total variance explained by five factors

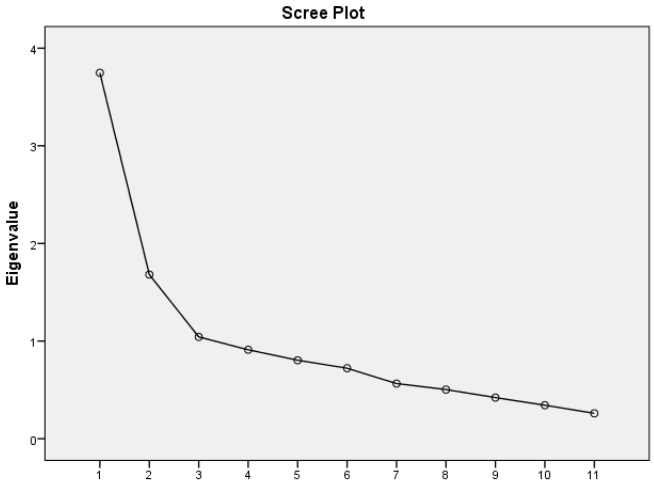

Figure 7 - Factor analysis scree plot

Communalities

	Initial	Extraction
I consider the videos as a source of credible information.	**1,000**	**,662**
I feel influenced by the channels with the highest number of subscribers.	**1,000**	**,895**
I trust more on a product or service sponsored by a brand.	**1,000**	**,789**
I feel influenced to purchase products or services featured on YouTube.	**1,000**	**,705**
Viewing content on a regular basis helps in the purchase decision.	**1,000**	**,831**
Post-purchase satisfaction is associated with the number of videos watched.	**1,000**	**,660**
Sponsored content ensures post-purchase satisfaction.	**1,000**	**,805**
Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	**1,000**	**,809**
YouTube content can be viewed as a credible research source.	**1,000**	**,748**
Videos help to create expectations about products or services.	**1,000**	**,584**
Expectations created after viewing videos tend to be matched.	**1,000**	**,699**

Extraction Method: Principal Component Analysis.

Table 48 - Factor analysis communalities

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
I consider the videos as a source of credible information.	**-,015**	**,801**	**,111**	**-,033**	**,082**
I feel influenced by the channels with the highest number of subscribers.	**,173**	**,097**	**,136**	**,112**	**,908**
I trust more on a product or service sponsored by a brand.	**,331**	**-,027**	**,047**	**,803**	**,175**
I feel influenced to purchase products or services featured on YouTube.	**,203**	**,201**	**,638**	**,428**	**-,183**
Viewing content on a regular basis helps in the purchase decision.	**,201**	**,101**	**,834**	**-,186**	**,225**
Post-purchase satisfaction is associated with the number of videos watched.	**,727**	**,257**	**,250**	**,005**	**,048**
Sponsored content ensures post-purchase satisfaction.	**,857**	**,050**	**,094**	**,239**	**-,043**
Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	**,820**	**,041**	**,013**	**,139**	**,341**
YouTube content can be viewed as a credible research source.	**,214**	**,826**	**,089**	**,109**	**-,003**
Videos help to create expectations about products or services.	**-,065**	**,431**	**,499**	**,294**	**,242**
Expectations created after viewing videos tend to be matched.	**,369**	**,590**	**,262**	**-,378**	**,043**

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

Table 49 - Rotated component matrix of the factor analysis

RELIABILITY (5 FACTORS)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,807	,807	3

Table 50 - Factor analysis reliability for factor 1

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Post-purchase satisfaction is associated with the number of videos watched.	**5,02**	**4,357**	**,607**	**,369**	**,785**
Sponsored content ensures post-purchase satisfaction.	**5,23**	**4,238**	**,683**	**,477**	**,706**
Channels with the highest number of subscribers are a guarantee to post-purchase satisfaction.	**5,18**	**4,252**	**,675**	**,468**	**,714**

Table 51 - Reliability for factor 1 if Chronbach's Alpha item deleted

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,711	,713	3

Table 52 - Factor analysis reliability for factor 2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I consider the videos as a source of credible information.	**7,34**	**1,666**	**,506**	**,260**	**,652**
Expectations created after viewing videos tend to be matched.	**7,44**	**1,905**	**,513**	**,272**	**,649**
YouTube content can be viewed as a credible research source.	**7,54**	**1,472**	**,583**	**,342**	**,553**

Table 53 - Reliability for factor 2 if Chronbach's Alpha item deleted

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,743	,744	3

Table 54 - Factor analysis reliability for factor 3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Videos help to create expectations about products or services.	**5,77**	**3,838**	**,547**	**,308**	**,687**
I feel influenced to purchase products or services featured on YouTube.	**7,28**	**3,523**	**,548**	**,306**	**,682**
Viewing content on a regular basis helps in the purchase decision.	**6,47**	**2,934**	**,624**	**,390**	**,592**

Table 55 - Reliability for factor 3 if Chronbach's Alpha item deleted

ONE-WAY ANOVA

Multiple Comparisons

Scheffe

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Content	15-18	19-25	,12720314	,41057816	1,000	-1,2536309	1,5080372
		26-36	,38666514	,40280891	,968	-,9680398	1,7413701
		37-47	-,48266558	,44528152	,947	-1,9802121	1,0148809
		48-59	-,50877226	,46209047	,943	-2,0628497	1,0453052
		>60	-,58968226	,78107545	,989	-3,2165526	2,0371881
	19-25	15-18	-,12720314	,41057816	1,000	-1,5080372	1,2536309
		26-36	,25946200	,16059268	,759	-,2806345	,7995585
		37-47	-,60986872	,24861742	,309	-1,4460053	,2262678
		48-59	-,63597540	,27760150	,390	-1,5695896	,2976388
		>60	-,71688540	,68819609	,955	-3,0313889	1,5976181
	26-36	15-18	-,38666514	,40280891	,968	-1,7413701	,9680398
		19-25	-,25946200	,16059268	,759	-,7995585	,2806345
		37-47	-,86933072*	,23556573	,021	-1,6615725	-,0770889
		48-59	-,89543740*	,26597591	,050	-1,7899531	-,0009217
		>60	-,97634740	,68358938	,843	-3,2753579	1,3226631
	37-47	15-18	,48266558	,44528152	,947	-1,0148809	1,9802121
		19-25	,60986872	,24861742	,309	-,2262678	1,4460053
		26-36	,86933072*	,23556573	,021	,0770889	1,6615725
		48-59	-,02610668	,32674730	1,000	-1,1250054	1,0727920
		>60	-,10701668	,70944701	1,000	-2,4929902	2,2789568
	48-59	15-18	,50877226	,46209047	,943	-1,0453052	2,0628497
		19-25	,63597540	,27760150	,390	-,2976388	1,5695896
		26-36	,89543740*	,26597591	,050	,0009217	1,7899531
		37-47	,02610668	,32674730	1,000	-1,0727920	1,1250054
		>60	-,08091000	,72011598	1,000	-2,5027648	2,3409448
	>60	15-18	,58968226	,78107545	,989	-2,0371881	3,2165526
		19-25	,71688540	,68819609	,955	-1,5976181	3,0313889
		26-36	,97634740	,68358938	,843	-1,3226631	3,2753579
		37-47	,10701668	,70944701	1,000	-2,2789568	2,4929902
		48-59	,08091000	,72011598	1,000	-2,3409448	2,5027648
Credibility	15-18	19-25	-,71119155	,42343680	,727	-2,1352711	,7128880
		26-36	-,76628571	,41542424	,639	-2,1634178	,6308464
		37-47	-,55022706	,45922702	,920	-2,0946743	,9942202

		48-59	**-,03586319**	**,47656240**	**1,000**	**-1,6386118**	**1,5668855**
		>60	**-,91162596**	**,80553748**	**,936**	**-3,6207657**	**1,7975137**
		15-18	**,71119155**	**,42343680**	**,727**	**-,7128880**	**2,1352711**
		26-36	**-,05509416**	**,16562218**	**1,000**	**-,6121056**	**,5019173**
	19-25	37-47	**,16096449**	**,25640372**	**,995**	**-,7013585**	**1,0232875**
		48-59	**,67532836**	**,28629553**	**,355**	**-,2875252**	**1,6381819**
		>60	**-,20043441**	**,70974928**	**1,000**	**-2,5874245**	**2,1865557**
		15-18	**,76628571**	**,41542424**	**,639**	**-,6308464**	**2,1634178**
		19-25	**,05509416**	**,16562218**	**1,000**	**-,5019173**	**,6121056**
	26-36	37-47	**,21605865**	**,24294328**	**,977**	**-,6009949**	**1,0331122**
		48-59	**,73042252**	**,27430585**	**,220**	**-,1921080**	**1,6529530**
		>60	**-,14534025**	**,70499831**	**1,000**	**-2,5163521**	**2,2256716**
		15-18	**,55022706**	**,45922702**	**,920**	**-,9942202**	**2,0946743**
		19-25	**-,16096449**	**,25640372**	**,995**	**-1,0232875**	**,7013585**
	37-47	26-36	**-,21605865**	**,24294328**	**,977**	**-1,0331122**	**,6009949**
		48-59	**,51436387**	**,33698050**	**,801**	**-,6189506**	**1,6476783**
		>60	**-,36139889**	**,73166575**	**,999**	**-2,8220972**	**2,0992994**
		15-18	**,03586319**	**,47656240**	**1,000**	**-1,5668855**	**1,6386118**
		19-25	**-,67532836**	**,28629553**	**,355**	**-1,6381819**	**,2875252**
	48-59	26-36	**-,73042252**	**,27430585**	**,220**	**-1,6529530**	**,1921080**
		37-47	**-,51436387**	**,33698050**	**,801**	**-1,6476783**	**,6189506**
		>60	**-,87576277**	**,74266886**	**,925**	**-3,3734662**	**1,6219406**
		15-18	**,91162596**	**,80553748**	**,936**	**-1,7975137**	**3,6207657**
		19-25	**,20043441**	**,70974928**	**1,000**	**-2,1865557**	**2,5874245**
	>60	26-36	**,14534025**	**,70499831**	**1,000**	**-2,2256716**	**2,5163521**
		37-47	**,36139889**	**,73166575**	**,999**	**-2,0992994**	**2,8220972**
		48-59	**,87576277**	**,74266886**	**,925**	**-1,6219406**	**3,3734662**
		19-25	**-,06900646**	**,42726557**	**1,000**	**-1,5059627**	**1,3679498**
		26-36	**-,04958729**	**,41918055**	**1,000**	**-1,4593524**	**1,3601779**
	15-18	37-47	**,48744353**	**,46337940**	**,953**	**-1,0709688**	**2,0458559**
		48-59	**-,28605400**	**,48087153**	**,996**	**-1,9032949**	**1,3311869**
		>60	**,34465732**	**,81282124**	**,999**	**-2,3889787**	**3,0782934**
		15-18	**,06900646**	**,42726557**	**1,000**	**-1,3679498**	**1,5059627**
		26-36	**,01941917**	**,16711976**	**1,000**	**-,5426289**	**,5814672**
	19-25	37-47	**,55644999**	**,25872215**	**,466**	**-,3136702**	**1,4265702**
Frequency		48-59	**-,21704754**	**,28888425**	**,989**	**-1,1886073**	**,7545122**
		>60	**,41366378**	**,71616692**	**,997**	**-1,9949097**	**2,8222373**
		15-18	**,04958729**	**,41918055**	**1,000**	**-1,3601779**	**1,4593524**
		19-25	**-,01941917**	**,16711976**	**1,000**	**-,5814672**	**,5426289**
	26-36	37-47	**,53703082**	**,24514000**	**,444**	**-,2874106**	**1,3614723**
		48-59	**-,23646671**	**,27678616**	**,981**	**-1,1673388**	**,6944054**
		>60	**,39424461**	**,71137298**	**,997**	**-1,9982062**	**2,7866954**
	37-47	15-18	**-,48744353**	**,46337940**	**,953**	**-2,0458559**	**1,0709688**

		19-25	**-,55644999**	**,25872215**	**,466**	**-1,4265702**	**,3136702**
		26-36	**-,53703082**	**,24514000**	**,444**	**-1,3614723**	**,2874106**
		48-59	**-,77349753**	**,34002752**	**,398**	**-1,9170595**	**,3700645**
		>60	**-,14278621**	**,73828156**	**1,000**	**-2,6257345**	**2,3401620**
		15-18	**,28605400**	**,48087153**	**,996**	**-1,3311869**	**1,9032949**
		19-25	**,21704754**	**,28888425**	**,989**	**-,7545122**	**1,1886073**
	48-59	26-36	**,23646671**	**,27678616**	**,981**	**-,6944054**	**1,1673388**
		37-47	**,77349753**	**,34002752**	**,398**	**-,3700645**	**1,9170595**
		>60	**,63071132**	**,74938416**	**,982**	**-1,8895766**	**3,1509992**
		15-18	**-,34465732**	**,81282124**	**,999**	**-3,0782934**	**2,3889787**
		19-25	**-,41366378**	**,71616692**	**,997**	**-2,8222373**	**1,9949097**
	>60	26-36	**-,39424461**	**,71137298**	**,997**	**-2,7866954**	**1,9982062**
		37-47	**,14278621**	**,73828156**	**1,000**	**-2,3401620**	**2,6257345**
		48-59	**-,63071132**	**,74938416**	**,982**	**-3,1509992**	**1,8895766**
		19-25	**,46355774**	**,42490211**	**,945**	**-,9654499**	**1,8925653**
		26-36	**,75795896**	**,41686181**	**,653**	**-,6440079**	**2,1599259**
	15-18	37-47	**,49649529**	**,46081618**	**,948**	**-1,0532965**	**2,0462871**
		48-59	**,19256115**	**,47821155**	**,999**	**-1,4157338**	**1,8008561**
		>60	**1,12090437**	**,80832505**	**,859**	**-1,5976103**	**3,8394191**
		15-18	**-,46355774**	**,42490211**	**,945**	**-1,8925653**	**,9654499**
		26-36	**,29440122**	**,16619532**	**,679**	**-,2645378**	**,8533403**
	19-25	37-47	**,03293755**	**,25729101**	**1,000**	**-,8323695**	**,8982446**
		48-59	**-,27099659**	**,28728626**	**,971**	**-1,2371821**	**,6951889**
		>60	**,65734663**	**,71220537**	**,973**	**-1,7379036**	**3,0525969**
		15-18	**-,75795896**	**,41686181**	**,653**	**-2,1599259**	**,6440079**
		19-25	**-,29440122**	**,16619532**	**,679**	**-,8533403**	**,2645378**
	26-36	37-47	**-,26146367**	**,24378398**	**,949**	**-1,0813447**	**,5584173**
		48-59	**-,56539781**	**,27525509**	**,520**	**-1,4911207**	**,3603251**
Trust		>60	**,36294541**	**,70743796**	**,998**	**-2,0162713**	**2,7421621**
		15-18	**-,49649529**	**,46081618**	**,948**	**-2,0462871**	**1,0532965**
		19-25	**-,03293755**	**,25729101**	**1,000**	**-,8982446**	**,8323695**
	37-47	26-36	**,26146367**	**,24378398**	**,949**	**-,5584173**	**1,0813447**
		48-59	**-,30393414**	**,33814663**	**,976**	**-1,4411704**	**,8333022**
		>60	**,62440908**	**,73419769**	**,981**	**-1,8448045**	**3,0936227**
		15-18	**-,19256115**	**,47821155**	**,999**	**-1,8008561**	**1,4157338**
		19-25	**,27099659**	**,28728626**	**,971**	**-,6951889**	**1,2371821**
	48-59	26-36	**,56539781**	**,27525509**	**,520**	**-,3603251**	**1,4911207**
		37-47	**,30393414**	**,33814663**	**,976**	**-,8333022**	**1,4411704**
		>60	**,92834322**	**,74523887**	**,906**	**-1,5780035**	**3,4346899**
		15-18	**-1,12090437**	**,80832505**	**,859**	**-3,8394191**	**1,5976103**
		19-25	**-,65734663**	**,71220537**	**,973**	**-3,0525969**	**1,7379036**
	>60	26-36	**-,36294541**	**,70743796**	**,998**	**-2,7421621**	**2,0162713**
		37-47	**-,62440908**	**,73419769**	**,981**	**-3,0936227**	**1,8448045**

		48-59	**-,92834322**	**,74523887**	**,906**	**-3,4346899**	**1,5780035**
		19-25	**,15770639**	**,43189415**	**1,000**	**-1,2948165**	**1,6102292**
		26-36	**,10607068**	**,42372155**	**1,000**	**-1,3189665**	**1,5311079**
	15-18	37-47	**,33413860**	**,46839921**	**,992**	**-1,2411561**	**1,9094333**
		48-59	**-,00603415**	**,48608083**	**1,000**	**-1,6407947**	**1,6287264**
		>60	**,95033153**	**,82162656**	**,930**	**-1,8129181**	**3,7135812**
		15-18	**-,15770639**	**,43189415**	**1,000**	**-1,6102292**	**1,2948165**
		26-36	**-,05163571**	**,16893017**	**1,000**	**-,6197724**	**,5165010**
	19-25	37-47	**,17643221**	**,26152490**	**,994**	**-,7031140**	**1,0559785**
		48-59	**-,16374053**	**,29201374**	**,997**	**-1,1458252**	**,8183442**
		>60	**,79262514**	**,72392518**	**,944**	**-1,6420405**	**3,2272908**
		15-18	**-,10607068**	**,42372155**	**1,000**	**-1,5311079**	**1,3189665**
		19-25	**,05163571**	**,16893017**	**1,000**	**-,5165010**	**,6197724**
	26-36	37-47	**,22806792**	**,24779561**	**,974**	**-,6053047**	**1,0614406**
		48-59	**-,11210483**	**,27978459**	**,999**	**-1,0530611**	**,8288514**
		>60	**,84426085**	**,71907931**	**,926**	**-1,5741075**	**3,2626292**
Influence		15-18	**-,33413860**	**,46839921**	**,992**	**-1,9094333**	**1,2411561**
		19-25	**-,17643221**	**,26152490**	**,994**	**-1,0559785**	**,7031140**
	37-47	26-36	**-,22806792**	**,24779561**	**,974**	**-1,0614406**	**,6053047**
		48-59	**-,34017274**	**,34371105**	**,964**	**-1,4961230**	**,8157775**
		>60	**,61619293**	**,74627939**	**,984**	**-1,8936532**	**3,1260390**
		15-18	**,00603415**	**,48608083**	**1,000**	**-1,6287264**	**1,6407947**
		19-25	**,16374053**	**,29201374**	**,997**	**-,8183442**	**1,1458252**
	48-59	26-36	**,11210483**	**,27978459**	**,999**	**-,8288514**	**1,0530611**
		37-47	**,34017274**	**,34371105**	**,964**	**-,8157775**	**1,4961230**
		>60	**,95636568**	**,75750226**	**,901**	**-1,5912246**	**3,5039560**
		15-18	**-,95033153**	**,82162656**	**,930**	**-3,7135812**	**1,8129181**
		19-25	**-,79262514**	**,72392518**	**,944**	**-3,2272908**	**1,6420405**
	>60	26-36	**-,84426085**	**,71907931**	**,926**	**-3,2626292**	**1,5741075**
		37-47	**-,61619293**	**,74627939**	**,984**	**-3,1260390**	**1,8936532**
		48-59	**-,95636568**	**,75750226**	**,901**	**-3,5039560**	**1,5912246**

*. The mean difference is significant at the 0.05 level.

Table 56 - Means variance for the age variable

Multiple Comparisons

Scheffe

Dependent Variable	(I) Academic degree	(J) Academic degree	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Satisfaction	9th year	12th grade or equivalent	,33462857	,37573118	,939	-,8343614	1,5036185
		Bachelors Degree	,67513847	,36820896	,501	-,4704480	1,8207250
		Master Degree	,75728851	,37781281	,407	-,4181779	1,9327549
		PhD	,67780295	,46928809	,720	-,7822650	2,1378709
	12th grade or equivalent	9th year	-,33462857	,37573118	,939	-1,5036185	,8343614
		Bachelors Degree	,34050990	,17902596	,463	-,2164829	,8975027
		Master Degree	,42265994	,19802772	,340	-,1934519	1,0387717
		PhD	,34317438	,34161934	,908	-,7196854	1,4060342
	Bachelors Degree	9th year	-,67513847	,36820896	,501	-1,8207250	,4704480
		12th grade or equivalent	-,34050990	,17902596	,463	-,8975027	,2164829
		Master Degree	,08215004	,18335456	,995	-,4883100	,6526101
		PhD	,00266448	,33332820	1,000	-1,0343996	1,0397286
	Master Degree	9th year	-,75728851	,37781281	,407	-1,9327549	,4181779
		12th grade or equivalent	-,42265994	,19802772	,340	-1,0387717	,1934519
		Bachelors Degree	-,08215004	,18335456	,995	-,6526101	,4883100
		PhD	-,07948557	,34390751	1,000	-1,1494644	,9904933
	PhD	9th year	-,67780295	,46928809	,720	-2,1378709	,7822650
		12th grade or equivalent	-,34317438	,34161934	,908	-1,4060342	,7196854
		Bachelors Degree	-,00266448	,33332820	1,000	-1,0397286	1,0343996
		Master Degree	,07948557	,34390751	1,000	-,9904933	1,1494644
Credibility	9th year	12th grade or equivalent	-,61747966	,37790983	,615	-1,7932479	,5582886
		Bachelors Degree	-,74329430	,37034399	,405	-1,8955234	,4089348
		Master Degree	-,58085718	,38000353	,675	-1,7631394	,6014251
		PhD	-,40284482	,47200923	,947	-1,8713789	1,0656893
	12th grade or equivalent	9th year	,61747966	,37790983	,615	-,5582886	1,7932479
		Bachelors Degree	-,12581464	,18006403	,974	-,6860371	,4344078
		Master Degree	,03662248	,19917597	1,000	-,5830618	,6563068
		PhD	,21463484	,34360020	,983	-,8543879	1,2836576
	Bachelors Degree	9th year	,74329430	,37034399	,405	-,4089348	1,8955234
		12th grade or equivalent	,12581464	,18006403	,974	-,4344078	,6860371
		Master Degree	,16243711	,18441773	,941	-,4113307	,7362050
		PhD	,34044948	,33526098	,905	-,7026280	1,3835269
	Master Degree	9th year	,58085718	,38000353	,675	-,6014251	1,7631394
		12th grade or equivalent	-,03662248	,19917597	1,000	-,6563068	,5830618
		Bachelors Degree	-,16243711	,18441773	,941	-,7362050	,4113307
		PhD	,17801236	,34590163	,992	-,8981707	1,2541954

		9th year	**,40284482**	**,47200923**	**,947**	**-1,0656893**	**1,8713789**
	PhD	12th grade or equivalent	**-,21463484**	**,34360020**	**,983**	**-1,2836576**	**,8543879**
		Bachelors Degree	**-,34044948**	**,33526098**	**,905**	**-1,3835269**	**,7026280**
		Master Degree	**-,17801236**	**,34590163**	**,992**	**-1,2541954**	**,8981707**
		12th grade or equivalent	**-,41908352**	**,37945721**	**,874**	**-1,5996660**	**,7614990**
	9th year	Bachelors Degree	**-,34407179**	**,37186039**	**,930**	**-1,5010188**	**,8128752**
		Master Degree	**-,10420345**	**,38155948**	**,999**	**-1,2913266**	**1,0829197**
		PhD	**,17793169**	**,47394190**	**,998**	**-1,2966154**	**1,6524788**
		9th year	**,41908352**	**,37945721**	**,874**	**-,7614990**	**1,5996660**
	12th grade or equivalent	Bachelors Degree	**,07501173**	**,18080132**	**,996**	**-,4875046**	**,6375280**
		Master Degree	**,31488008**	**,19999151**	**,649**	**-,3073415**	**,9371017**
		PhD	**,59701522**	**,34500709**	**,560**	**-,4763847**	**1,6704151**
		9th year	**,34407179**	**,37186039**	**,930**	**-,8128752**	**1,5010188**
Frequency	Bachelors Degree	12th grade or equivalent	**-,07501173**	**,18080132**	**,996**	**-,6375280**	**,4875046**
		Master Degree	**,23986835**	**,18517284**	**,794**	**-,3362488**	**,8159855**
		PhD	**,52200349**	**,33663373**	**,662**	**-,5253449**	**1,5693519**
		9th year	**,10420345**	**,38155948**	**,999**	**-1,0829197**	**1,2913266**
	Master Degree	12th grade or equivalent	**-,31488008**	**,19999151**	**,649**	**-,9371017**	**,3073415**
		Bachelors Degree	**-,23986835**	**,18517284**	**,794**	**-,8159855**	**,3362488**
		PhD	**,28213514**	**,34731795**	**,956**	**-,7984544**	**1,3627247**
		9th year	**-,17793169**	**,47394190**	**,998**	**-1,6524788**	**1,2966154**
	PhD	12th grade or equivalent	**-,59701522**	**,34500709**	**,560**	**-1,6704151**	**,4763847**
		Bachelors Degree	**-,52200349**	**,33663373**	**,662**	**-1,5693519**	**,5253449**
		Master Degree	**-,28213514**	**,34731795**	**,956**	**-1,3627247**	**,7984544**
		12th grade or equivalent	**,23133657**	**,38114817**	**,985**	**-,9545069**	**1,4171801**
	9th year	Bachelors Degree	**,20779091**	**,37351750**	**,989**	**-,9543117**	**1,3698935**
		Master Degree	**,46340819**	**,38325981**	**,833**	**-,7290051**	**1,6558215**
		PhD	**,06852823**	**,47605391**	**1,000**	**-1,4125898**	**1,5496463**
		9th year	**-,23133657**	**,38114817**	**,985**	**-1,4171801**	**,9545069**
	12th grade or equivalent	Bachelors Degree	**-,02354566**	**,18160701**	**1,000**	**-,5885687**	**,5414774**
		Master Degree	**,23207162**	**,20088272**	**,855**	**-,3929228**	**,8570660**
		PhD	**-,16280834**	**,34654453**	**,994**	**-1,2409916**	**,9153749**
		9th year	**-,20779091**	**,37351750**	**,989**	**-1,3698935**	**,9543117**
Trust	Bachelors Degree	12th grade or equivalent	**,02354566**	**,18160701**	**1,000**	**-,5414774**	**,5885687**
		Master Degree	**,25561728**	**,18599802**	**,756**	**-,3230672**	**,8343018**
		PhD	**-,13926268**	**,33813386**	**,997**	**-1,1912783**	**,9127530**
		9th year	**-,46340819**	**,38325981**	**,833**	**-1,6558215**	**,7290051**
	Master Degree	12th grade or equivalent	**-,23207162**	**,20088272**	**,855**	**-,8570660**	**,3929228**
		Bachelors Degree	**-,25561728**	**,18599802**	**,756**	**-,8343018**	**,3230672**
		PhD	**-,39487996**	**,34886569**	**,864**	**-1,4802849**	**,6905250**
		9th year	**-,06852823**	**,47605391**	**1,000**	**-1,5496463**	**1,4125898**
	PhD	12th grade or equivalent	**,16280834**	**,34654453**	**,994**	**-,9153749**	**1,2409916**
		Bachelors Degree	**,13926268**	**,33813386**	**,997**	**-,9127530**	**1,1912783**

		Master Degree	**,39487996**	**,34886569**	**,864**	**-,6905250**	**1,4802849**
		12th grade or equivalent	**,23576184**	**,38382035**	**,984**	**-,9583955**	**1,4299191**
		Bachelors Degree	**,14270890**	**,37613618**	**,998**	**-1,0275411**	**1,3129589**
	9th year	Master Degree	**,32107989**	**,38594680**	**,952**	**-,8796933**	**1,5218531**
		PhD	**,44062103**	**,47939146**	**,932**	**-1,0508809**	**1,9321230**
		9th year	**-,23576184**	**,38382035**	**,984**	**-1,4299191**	**,9583955**
		Bachelors Degree	**-,09305293**	**,18288024**	**,992**	**-,6620373**	**,4759314**
	12th grade or equivalent	Master Degree	**,08531805**	**,20229109**	**,996**	**-,5440581**	**,7146942**
		PhD	**,20485920**	**,34897411**	**,987**	**-,8808831**	**1,2906015**
		9th year	**-,14270890**	**,37613618**	**,998**	**-1,3129589**	**1,0275411**
		12th grade or equivalent	**,09305293**	**,18288024**	**,992**	**-,4759314**	**,6620373**
Influence	Bachelors Degree	Master Degree	**,17837098**	**,18730203**	**,923**	**-,4043706**	**,7611126**
		PhD	**,29791213**	**,34050447**	**,943**	**-,7614791**	**1,3573033**
		9th year	**-,32107989**	**,38594680**	**,952**	**-1,5218531**	**,8796933**
		12th grade or equivalent	**-,08531805**	**,20229109**	**,996**	**-,7146942**	**,5440581**
	Master Degree	Bachelors Degree	**-,17837098**	**,18730203**	**,923**	**-,7611126**	**,4043706**
		PhD	**,11954115**	**,35131154**	**,998**	**-,9734734**	**1,2125557**
		9th year	**-,44062103**	**,47939146**	**,932**	**-1,9321230**	**1,0508809**
		12th grade or equivalent	**-,20485920**	**,34897411**	**,987**	**-1,2906015**	**,8808831**
	PhD	Bachelors Degree	**-,29791213**	**,34050447**	**,943**	**-1,3573033**	**,7614791**
		Master Degree	**-,11954115**	**,35131154**	**,998**	**-1,2125557**	**,9734734**

Table 57 - Means variance for the academic degree variable

Multiple Comparisons

Scheffe

Dependent Variable	(I) Marital status	(J) Marital status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Satisfaction	Single	Married	-,42233435	,17463237	,123	-,9149690	,0703003
		Divorced	-1,00968775	,37771406	,071	-2,0752121	,0558367
		Widower	-,69848869	,56917054	,681	-2,3041083	,9071309
	Married	Single	,42233435	,17463237	,123	-,0703003	,9149690
		Divorced	-,58735340	,39969906	,541	-1,7148971	,5401903
		Widower	-,27615434	,58399189	,974	-1,9235847	1,3712760
	Divorced	Single	1,00968775	,37771406	,071	-,0558367	2,0752121
		Married	,58735340	,39969906	,541	-,5401903	1,7148971
		Widower	,31119905	,67321466	,975	-1,5879271	2,2103252
	Widower	Single	,69848869	,56917054	,681	-,9071309	2,3041083
		Married	,27615434	,58399189	,974	-1,3712760	1,9235847
		Divorced	-,31119905	,67321466	,975	-2,2103252	1,5879271
Credibility	Single	Married	-,00101983	,17741205	1,000	-,5014960	,4994563
		Divorced	,87535497	,38372627	,161	-,2071298	1,9578397
		Widower	-,12318493	,57823023	,997	-1,7543617	1,5079919
	Married	Single	,00101983	,17741205	1,000	-,4994563	,5014960
		Divorced	,87637479	,40606121	,202	-,2691164	2,0218660
		Widower	-,12216510	,59328750	,998	-1,7958182	1,5514880
	Divorced	Single	-,87535497	,38372627	,161	-1,9578397	,2071298
		Married	-,87637479	,40606121	,202	-2,0218660	,2691164
		Widower	-,99853989	,68393046	,547	-2,9278951	,9308153
	Widower	Single	,12318493	,57823023	,997	-1,5079919	1,7543617
		Married	,12216510	,59328750	,998	-1,5514880	1,7958182
		Divorced	,99853989	,68393046	,547	-,9308153	2,9278951
Frequency	Single	Married	,15229470	,17999497	,869	-,3554678	,6600572
		Divorced	-,25341790	,38931288	,935	-1,3516624	,8448266
		Widower	,53647884	,58664860	,841	-1,1184460	2,1914037
	Married	Single	-,15229470	,17999497	,869	-,6600572	,3554678
		Divorced	-,40571260	,41197299	,809	-1,5678808	,7564556
		Widower	,38418414	,60192508	,939	-1,3138354	2,0822037
	Divorced	Single	,25341790	,38931288	,935	-,8448266	1,3516624
		Married	,40571260	,41197299	,809	-,7564556	1,5678808
		Widower	,78989674	,69388770	,730	-1,1675476	2,7473411
	Widower	Single	-,53647884	,58664860	,841	-2,1914037	1,1184460
		Married	-,38418414	,60192508	,939	-2,0822037	1,3138354
		Divorced	-,78989674	,69388770	,730	-2,7473411	1,1675476
Trust	Single	Married	-,14260392	,18008362	,890	-,6506165	,3654086

		Divorced	**-,10974472**	**,38950463**	**,994**	**-1,2085301**	**,9890407**
		Widower	**,39245558**	**,58693754**	**,930**	**-1,2632844**	**2,0481955**
		Single	**,14260392**	**,18008362**	**,890**	**-,3654086**	**,6506165**
	Married	Divorced	**,03285920**	**,41217590**	**1,000**	**-1,1298814**	**1,1955998**
		Widower	**,53505950**	**,60222155**	**,852**	**-1,1637964**	**2,2339154**
		Single	**,10974472**	**,38950463**	**,994**	**-,9890407**	**1,2085301**
	Divorced	Married	**-,03285920**	**,41217590**	**1,000**	**-1,1955998**	**1,1298814**
		Widower	**,50220030**	**,69422946**	**,914**	**-1,4562082**	**2,4606088**
		Single	**-,39245558**	**,58693754**	**,930**	**-2,0481955**	**1,2632844**
	Widower	Married	**-,53505950**	**,60222155**	**,852**	**-2,2339154**	**1,1637964**
		Divorced	**-,50220030**	**,69422946**	**,914**	**-2,4606088**	**1,4562082**
		Married	**,05167524**	**,17960040**	**,994**	**-,4549742**	**,5583247**
	Single	Divorced	**,35401450**	**,38845947**	**,842**	**-,7418225**	**1,4498515**
		Widower	**,97856826**	**,58536261**	**,427**	**-,6727288**	**2,6298654**
		Single	**-,05167524**	**,17960040**	**,994**	**-,5583247**	**,4549742**
	Married	Divorced	**,30233926**	**,41106991**	**,910**	**-,8572814**	**1,4619599**
		Widower	**,92689302**	**,60060560**	**,499**	**-,7674043**	**2,6211903**
Influence		Single	**-,35401450**	**,38845947**	**,842**	**-1,4498515**	**,7418225**
	Divorced	Married	**-,30233926**	**,41106991**	**,910**	**-1,4619599**	**,8572814**
		Widower	**,62455376**	**,69236663**	**,846**	**-1,3285997**	**2,5777072**
		Single	**-,97856826**	**,58536261**	**,427**	**-2,6298654**	**,6727288**
	Widower	Married	**-,92689302**	**,60060560**	**,499**	**-2,6211903**	**,7674043**
		Divorced	**-,62455376**	**,69236663**	**,846**	**-2,5777072**	**1,3285997**

Table 58 - Means variance for the marital status variable