



INVESTIGATING MALAYSIAN YOUTH'S PREFERENCES: LONG-FORM VS. SHORT-FORM
PRODUCT REVIEW VIDEO WHEN CONSIDERING HIGH-INVOLVEMENT PRODUCT

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ABSTRACT

When purchasing a high-involvement product, which is usually identified by its greater price and great personal significance, careful research and trust are necessary. The purpose of this research is to find out which type of product review videos youths in Malaysia prefer, long or short-form, and what factors influence those choices. The study utilises a quantitative research design and distributes an online survey to fifty participants aged between 15-40 years old, who spend a lot of time in a digital context, intend to purchase a high-involvement product, and have gotten in touch on product review videos via social media platforms using Google Forms. To gain insight into the watching preferences of the intended audience, the Statistical Package for the Social Sciences (SPSS) is used to analyse the obtained data. Initial findings reveal that perceived depth of understanding, clarity of product feature demonstration, helpfulness in resolving doubts, credibility, effectiveness of product comparison, presentation of pros and cons, addressing product concerns, emotional attachment, level of assurance, influence on post-purchase regret, ability to reduce post-purchase regret, reduction in post-purchase financial concerns, and increasing post-purchase confidence significantly influence Malaysian youths' preferences toward long-form versus short-form product review videos when considering high-involvement products. Marketing professionals and influencers can create compelling product review content that appeals to Malaysia's youth consumer base by taking into account these preferences and considerations. The limitations in this study are that the Wilcoxon Signed-Rank Test only compares the rank of differences instead of the actual size of the differences, the presence of ties may slightly reduce the strength of the statistical results, and the sample size is limited to Malaysian youths. Hence, the finding may not be generalised to older consumers. For future recommendations, the research can include a more diverse sample with different age groups, income levels, and geographic areas. Investigation of consumers' preferences on video formats across different mediums can also be considered with different research instruments, such as interviews or experiments, to get a deeper insight into why consumers trust certain video formats more than others.

Keywords: consumer decision-making process; high-involvement product; low-involvement product; product review video; long-form video; short-form video,

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CHAPTER I

INTRODUCTION

1.0 Background of the Study

Consumer decisions are increasingly influenced by the growth of online purchasing, the accessibility of digital content, particularly through social media, and the popularity of product review videos (Barysevich, 2020). We observed that a lot of product review videos were created on various platforms, sometimes to inform viewers on how to use the product and encourage viewer involvement. These product review videos could be made by anyone; for example, the most popular content creators and customers reviewing previously used products and giving their thoughts or experiences with them (Uniyal, 2023). Product review videos are classified as an electronic word-of-mouth (eWOM) medium since they are created by customers or potential consumers and share their own thoughts about the product online, potentially influencing the decision-making of viewers (Rahaman et al., 2022). These review videos give prospective customers insight into products they are considering. They range in length from quick videos that last a few minutes to longer reviews that might even go over ten minutes. Consumer engagement is greatly influenced by the length of these review videos, and preferences vary depending on the kind of product, the level of information needed, and the location and context in which the videos are seen (Mraz, 2023). As seen above, there are two types of product review videos: long and short. These types of videos may offer distinct material and encourage different kinds of interaction from viewers for both items and brands.

In this study, short review videos are designed to be concise, usually lasting between one and three minutes, but no more than ten. This makes them perfect for customers who find themselves limited for time or who may already be somewhat familiar with the product. The use of short videos in social media marketing tactics has become more common in the modern era. These videos are intended to promote a certain product in the hands of consumers. For example, the debut of "Xiao Hong Shu" elevated product reviews and location reviews to a new level by encouraging viewers to feel that the content is reliable and accurate. In order to increase the richness and clarity of information and improve communication efficiency, short videos and social media platforms complement each other. This results in a great deal of opportunity for socially based interactive marketing and advertising that builds excitement, immersion, trust, and interpersonal connections. These videos frequently focus

on a product's key features, providing a brief synopsis without going into great depth. The popularity of TikTok and Instagram Reels has greatly increased the need on social media platforms for brief, easily readable material (Sharma, 2024). Consumers are drawn to concise, visually pleasing content that can be quickly read in today's digital context when taking marketing strategy into consideration (Wilson, 2015). This pattern is consistent with consumers' growing inclination for mobile material that suits their hectic, fast-paced lifestyles (Steven, 2024). Consumers enjoy information presented in a concise, effective manner because it keeps them interested and prevents them from becoming disinterested in long-form content (Smith, 2021).

On the other hand, lengthy review videos, which frequently last over ten minutes, offer an in-depth analysis of a product from beginning to end (Sas, 2024). Generally speaking, these videos are preferred for high-involvement products. High-involvement products, for example, are things like technology, cars, or luxury goods that require careful thought before buying (Shaw, 2023). As a result, before deciding to purchase a certain product, a consumer must watch a lengthy review video to learn more about it. Long-form videos enable an in-depth look at a product, covering a range of topics including performance, features, and comparisons. This helps consumers feel better informed and able to establish a line of communication between the needs of the customer and the product that is being offered (Krings, 2024). Furthermore, because they demonstrate in-depth knowledge and investigation, longer reviews are generally regarded as more reliable. This strengthens the audience's relationship to the information and contributes to its perceived credibility (Chaves, 2024).

Although there is disagreement among studies over the optimal duration of a video commercial, many believe that short-form videos are more effective than long-form videos in terms of marketing. People still find time to read in-depth articles even though their lives are busier than ever, according to Grgurovic (2021) article. It's a relatively new habit among internet users. Grgurovic mentions that half of those consumers view long-form videos on a daily basis.

High-involvement product decision-making is frequently more complex and involves many steps, such as problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. Consequently, given that consumers actively seek out specific information to support their decisions, their participation in both lengthy and short product review videos can be especially important when it comes to

information searching and evaluation (Niosi, 2021). The use of video content by consumers in decision-making processes is growing. Statistics indicate that 87% of consumers believe they can make decisions more quickly when using video content (Lanzi, 2021, as cited in Penttinen et al., 2022, para. 1), 90% of consumers find videos helpful when making decisions (Collins & Conley, 2019, as cited in Penttinen et al., 2022, para. 1), and 72% prefer watching videos to reading text when learning about products (Hayes, 2021, as cited in Penttinen et al., 2022, para. 1). Furthermore, as was previously said, content creators or influencers may also publish these review videos. This factor may also have an impact on consumers' decision-making processes and inclination to buy the goods because influencers can instill credibility and trust in their followers. These days, in order to promote their products, brands regularly work with a variety of influencers in their respective industries. Weismueller et al. (2020) claim that because influencers provide a source of attractiveness and reliability, consumers' purchasing intentions increase with the number of followers they have.

To summarize, the length of the review video and the needs of the customer determine which kind of video they prefer. Shorter videos are designed for rapid viewing, whereas longer ones offer the information needed for more complex, high-involvement purchases. In order to effectively satisfy customer wants as digital content continues to grow, marketers and content providers must have a thorough awareness of these preferences. These days, in order to promote their products, brands regularly work with a variety of influencers in their respective professions.

1.1 Problem Statement

Determining the content preferences of potential consumers is essential when dealing with high-involvement products, as these judgements necessitate a great deal of information and confidence. Youths in Malaysia contribute a substantial portion of the market, and their media consumption preferences are changing, especially when it comes to product review videos. Due to the larger financial commitment and perceived risk involved with these purchases, buyers must conduct careful assessment procedures for high-involvement products, which include luxury goods, technology, and cars. As such, how product information is presented has a big influence on how decisions are made.

It is unclear, nevertheless, whether these customers favour lengthy, in-depth reviews or brief, to-the-point ones, and what variables affect their choices. The subtleties of these preferences in the Malaysian context have not been sufficiently investigated in prior studies, creating a gap in our knowledge of how video duration and content affect the consumer journey for high-involvement products. These choices may be greatly influenced by a number of factors, including the reviewer's perceived depth of understanding, perceived clarity of product feature demonstration, perceived helpfulness in resolving doubts, perceived credibility, perceived effectiveness of product comparison, perceived effectiveness in presenting pros and cons, perceived effectiveness in addressing product concerns, perceived emotional attachment toward high-involvement product, perceived level of assurance toward high-involvement product, perceived ability in influencing the level of post-purchase regret, perceived ability in reducing post-purchase regret, perceived ability in reducing post-purchase financial concern, and perceived ability in increasing post-purchase confidence.

1.2 Research Questions

RQ1:

What is the preferred choice (long-form vs. short-form) of product review video when considering high-involvement product?

RQ2:

What are the key factors influencing Malaysian youths' preferences toward long-form or short-form product review videos when considering high-involvement products, and what makes the length of the video important?

1.3 Research Objectives

RO1:

To determine whether Malaysian youths prefer long-form or short-form product review videos when considering high-involvement products.

RO2:

To identify the key factors influencing Malaysian youths' preferences toward long-form or short-form product review videos when considering high-involvement products, and what makes the length of the video important?

1.4 Significance of Study

According to current statistics, many studies have been carried out on consumer purchasing behaviour, buying intentions, and how various aspects of advertisements influence decision-making. However, very few go into detail about the factors that influence consumers in choosing either long-form or short-form product review videos as a guide when considering high-involvement products. This study aims to fill that gap by looking into what makes video length important in the decision-making process. By focusing on Malaysian youths, this research can contribute to a better understanding of why they choose long- or short-form product review videos when thinking about high-involvement purchases.

This study also helps to explain customer behaviour by identifying the factors that influence their decision to watch one type of video over the other, especially when the product requires more careful thought before buying. Since customer interests and behaviours continue to change over time, this study may help marketers and content creators plan better strategies and adjust the video length of their product reviews to meet the needs of their audience. Marketers who are more aware of consumer preferences, especially in the high-involvement product market, will be able to focus their resources more effectively and produce content that works better in reaching their target audience. As a result, this may help position their products more successfully. Additionally, this research can be useful to educational institutions by providing insights into the video preferences of Malaysian youths and helping to close the current knowledge gap in this area.

1.5 Research Gap

There are noticeable gaps in existing research on consumer preferences, particularly when it comes to examining the duration of video content in the context of high-involvement products. Most current studies focus on low-involvement products, where the decision-making process is faster and carries less risk. However, high-involvement products such as electronics or luxury items require more careful thought and evaluation. Despite this, research on how video length influences consumer decisions in such cases is limited. This is an important gap because it helps explain why consumers turn to either long-form or short-form product review videos when making more serious purchasing decisions, offering insight into how they interact with complex or valuable products.

Moreover, although existing literature has examined video marketing and its link to engagement, much of it takes a general approach without looking specifically at how the length of a product review video impacts consumer behaviour in high-involvement scenarios. Understanding how video duration influences elements like perceived depth of understanding, perceived clarity of product feature demonstration, perceived helpfulness in resolving doubts, perceived credibility, perceived effectiveness of product comparison, perceived effectiveness in presenting pros and cons, perceived effectiveness in addressing product concerns, perceived emotional attachment toward high-involvement product, perceived level of assurance toward high-involvement product, perceived ability in influencing the level of post-purchase regret, perceived ability in reducing post-purchase regret, perceived ability in reducing post-purchase financial concern, and perceived ability in increasing post-purchase confidence are crucial for producing effective content. By addressing these factors, this study can help marketers and content creators better understand how video length plays a role in consumer decision-making, ultimately helping them design content that speaks more directly to the preferences and expectations of their audience.

1.6 Keywords Definition

Product Review Video

Product review videos feature content creators showcasing and evaluating products using visuals and demonstrations. These videos typically include commentary on the product's features, along with its strengths and weaknesses (FlexClip, 2021).

Short-form video:

Any video that lasts between 5 to 90 seconds is considered short form. Because it's perfect for consumers with shorter attention spans, this is the duration that's preferred on YouTube shorts, TikTok, and Instagram (O'Rourke, 2024).

Long-form video:

Video that exceeds the 10-minutes length is considered long-form, and it is normally used to educate the audience when it comes to reviewing (Bonacci, 2021)

Low Involvement Product:

According to Cambridge Dictionary (2023), low involvement product are typical item that buyers purchase without giving it much thought, frequently due to its low cost, or the item they typically purchase.

High Involvement Product:

A product that necessitates careful consideration of the buyer's alternatives and patience before making a purchase. This involves looking through several brochures, retailers, etc., to compare prices and the products themselves. (Shaw, 2023).

Consumer Buying Behaviour:

Refers to the steps consumers take to decide whether to purchase a good or service, both offline and online. Search engine optimization, social media post interaction, and other activities could be part of this process (Demand Jump, 2020).

Consumer Decision-Making Process:

The process involves consumers determining and defining their demands, collecting information on the best possible options, evaluating alternatives, making purchasing decisions, and subsequently reflecting on their purchases (Millwood, 2021).

CHAPTER II

LITERATURE REVIEW

2.0 Introduction

In this chapter, related literature is studied to understand what has already been studied, so that the knowledge gap can be identified and provide a foundation in this study. Product review videos and consumer decision-making process will mainly be reviewed in this chapter.

2.1 Product Review Videos

Researchers have found clear distinctions in the structure, effectiveness, and engagement tactics of long-form and short-form video material. Short-form videos, which last from a few seconds to a few minutes, are ideal for platforms where viewers are looking for short, interesting content, such as TikTok, Instagram Reels, and YouTube Shorts. These videos frequently rely on attention-grabbing visuals, quick editing, and appealing music to draw viewers in and hold their interest. Short-form videos are particularly good at conveying concise, shareable messages because of their short duration. Rugrien (2023) notes that short-form material is perfect for emotionally charged or entertainment-driven information that doesn't take a lot of cognitive work because it fits well with people's shorter attention spans.

On the other hand, long-form videos, which usually last anywhere from a few minutes to several hours, work better for precise information sharing and in-depth narrative. On platforms like YouTube, where viewers are prepared to spend time watching documentaries, in-depth tutorials, or content with more intricate storylines, these videos are more popular. Since viewers spend more time interacting with the content, long-form videos enable creators to go deeper into subjects and establish stronger emotional connections (Rugrien, 2023).

Depending on the requirements of the target audience and the complexity of the product, both formats have distinct benefits when it comes to effectiveness. Short-form videos are quite effective in drawing in viewers for hedonistic, low-involvement products like snacks or amusement. Stewart et al. (2019) point out that short-form digital video ads (DVAs) appeal to consumers who want short, low-cognitive engagement by establishing an instant emotional connection. The emotional appeal of these products increases consumer involvement and purchasing intentions.

Long-form videos, on the other hand, work well for high-involvement, utilitarian products, like cars or household appliances, where buyers need additional details before deciding. Advertisers can provide product comparisons, customer testimonials, and demonstrations using long-form content, which builds credibility and facilitates well-informed decision-making. This detailed, informative approach is essential for consumers considering more complex, high-stakes purchases, where reliability and functionality are key factors (Stewart et al., 2019).

Therefore, the kind of product being advertised and the degree of consumer interaction have a significant impact on the effectiveness of both short- and long-form videos.

2.2 Low-Involvement Product and High-Involvement Product

Involvement in a buying situation has a big impact on consumer behaviour and decision-making processes. According to the involvement theory, a consumer's level of engagement is based on how relevant or important a product is to them personally (Jain, 2019). Purchasing low-involvement products like groceries or regular home products usually involves a rapid and routine decision-making process. Due to the low cost, regular availability, and no financial or psychological risk associated with these purchases, consumers don't put much thought or effort into making them. As a result, brand familiarity or habitual behaviour frequently serve as the basis for decision-making, and advertising methods emphasize repeated exposure to promote brand recognition (Jain, 2019).

Conversely, high-involvement products are ones that, because of their high price, perceived risks, or personal significance to the customer, require a great amount of consumer attention and effort during the decision-making process. Examples include real estate, jewellery, insurance, and medical services, where buyers usually take more time looking into alternatives and weigh pros and cons to make an informed decision. Because there are significant financial and emotional stakes involved in making decisions for high-involvement products, making incorrect choices can have detrimental effects that can last a long time, making the process more complex (Kim et al., 2022). One of the most important factors influencing how consumers behave is their level of involvement in a purchasing situation. High-involvement decisions necessitate careful thought and extensive research, whereas low-involvement decisions can be made quickly, routinely, and with little risk.

2.3 Consumer Decision-Making Process

According to Stankevich (2017), the first step in the consumer decision-making process is when people realize they need something, which is the problem recognition stage. This happens when they notice a gap between what they have now and what they want. Marketers often try to create this feeling on purpose through ads and promotions by showing how their product can improve life or solve a problem. These needs can come from personal feelings or outside influences like the media or the environment.

After a need is felt, people start looking for information, which is the information search stage. They may remember their past experiences or ask friends, read online reviews, blogs, and ads. The search can be short or long depending on how familiar they are with the product, how risky the purchase feels, and how interested they are. From there, they narrow down their options into a smaller list of preferred choices.

Next, in the evaluation of alternatives stage, people compare the options based on things like price, quality, or brand. Emotions, past experiences, and advertising can affect their decisions. People look at both the product itself and other benefits, like brand image or where the store is. Marketers should make sure their product stands out and matches what the consumer values most.

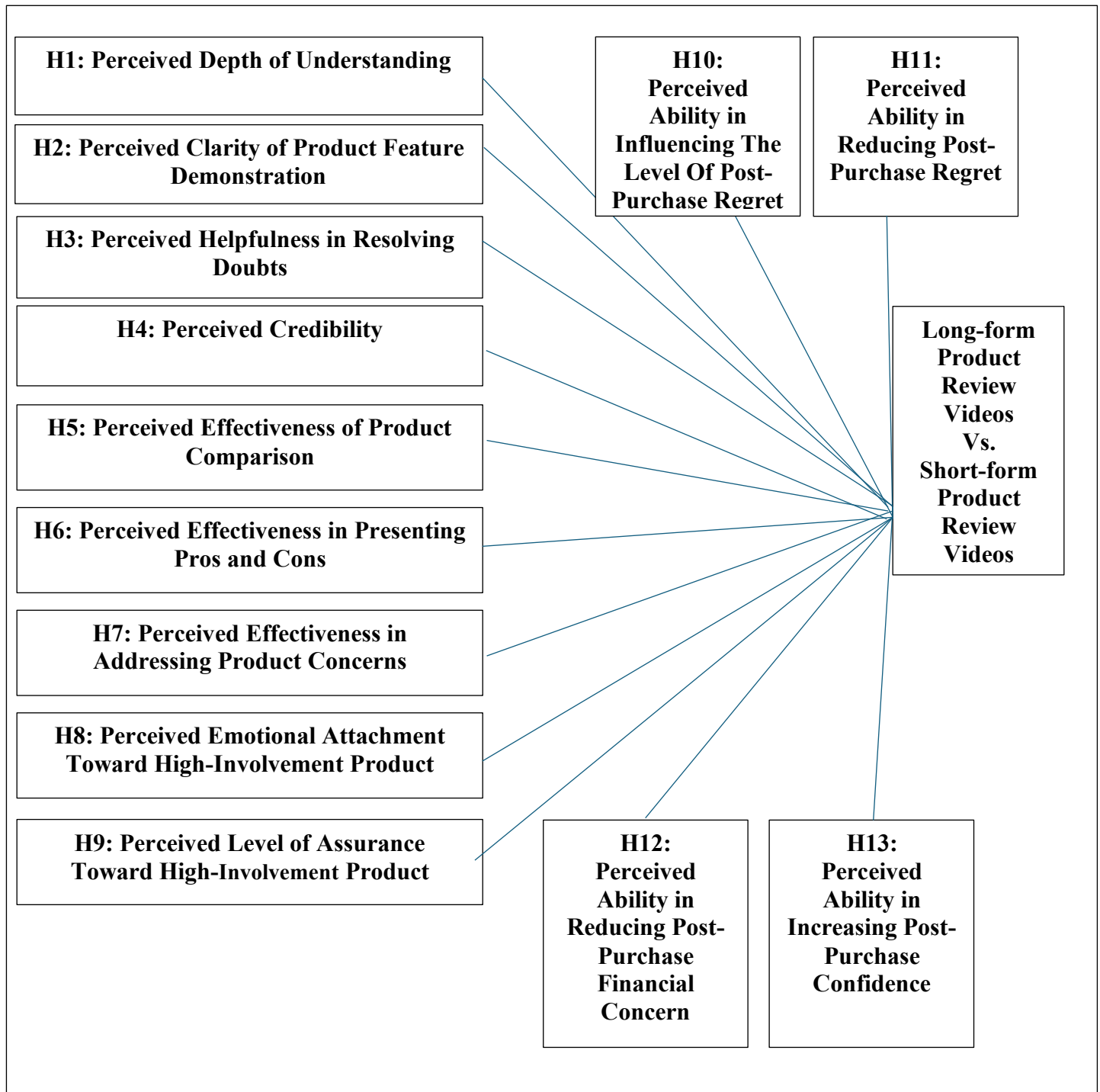
After choosing, the person makes the actual purchase, which is the purchase decision. Even if they've already decided what to buy, the timing, budget, or store location might delay the purchase. High-involvement products like electronics or cars usually take more time to decide on than everyday items. Marketers must catch the buyer's attention during this period to make the sale.

Finally, after buying, the customer thinks about whether they're happy or not, which is the post-purchase evaluations stage. This stage is very important because it affects whether they will buy again or tell others. If the product meets their expectations, they might recommend it. If not, they might leave a bad review. Marketers should follow up after the sale to make sure customers are satisfied and want to stay loyal to the brand.

2.4 Proposed Theoretical Framework and Hypothesis

Figure 2.1

Proposed Theoretical Framework and Hypothesis



Note: This theoretical framework is built by using Consumer Decision-Making Process.

Null Hypothesis (H_0): There is no difference in perceived depth of understanding between long-form and short-form product review videos.

Alternative Hypothesis (H_1): Perceived depth of understanding is higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived clarity of product features demonstration between long-form and short-form product review videos.

Alternative Hypothesis (H_1): Perceived clarity of product features demonstration is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived helpfulness in resolving doubts between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived helpfulness in resolving doubts is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived credibility between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived credibility is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived effectiveness of product comparison between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived effectiveness of product comparison is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived effectiveness in presenting pros and cons between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived effectiveness in presenting pros and cons is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived effectiveness in addressing product concerns between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived effectiveness in addressing product concerns is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived emotional attachment toward high-involvement products between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived emotional attachment toward high-involvement products is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived level of assurance toward high-involvement products between long-form product review videos and short-form product review videos.

Alternative Hypothesis (H_1): Perceived level of assurance toward high-involvement products is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived ability in influencing the level of post-purchase regret between long-form and short-form product review videos.

Alternative Hypothesis (H_1): Perceived ability in influencing the level of post-purchase regret is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived ability in reducing post-purchase regret between long-form and short-form product review videos.

Alternative Hypothesis (H_1): Perceived ability in reducing post-purchase regret is significantly higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived ability in reducing post-purchase financial concern between long-form and short-form product review videos.

Alternative Hypothesis (H_1): Perceived ability in reducing post-purchase financial concern is significant higher for long-form product review videos than short-form product review videos.

Null Hypothesis (H_0): There is no difference in perceived ability in increasing post-purchase confidence between long-form and short-form product review videos.

Alternative Hypothesis (H_1): Perceived ability in increasing post-purchase confidence is significantly higher for long-form product review videos than short-form product review videos.

2.5 Dependent and Independent Variables

Table 2.1

Dependent and Independent Variables

Dependent Variables	Independent Variables
<ul style="list-style-type: none"> • Long-Form Product Review Video • Short-Form Product Review Video 	<ul style="list-style-type: none"> • Perceived Depth of Understanding • Perceived Clarity of Product Feature Demonstration • Perceived Helpfulness in Resolving Doubts • Perceived Credibility • Perceived Effectiveness of Product Comparison • Perceived Effectiveness in Presenting Pros and Cons • Perceived Effectiveness in Addressing Product Concerns • Perceived Emotional Attachment Toward High-Involvement Product • Perceived Level of Assurance Toward High-Involvement Product • Perceived Ability in Influencing The Level Of Post-Purchase Regret • Perceived Ability in Reducing Post-Purchase Regret • Perceived Ability in Reducing Post-Purchase Financial Concern • Perceived Ability in Increasing Post-Purchase Confidence

CHAPTER III

METHODOLOGY

3.0 Introduction

This section will cover on the method used in this study. It highlights on the methods that will be applied to the data collected in connection to the hypothesis stated and discussed in Chapter II. Topics such as research design, sampling design, research instrument and data analysis will be covered.

3.1 Research Design

According to Akhtar (2016), a research design is a suggested research approach that unifies all of the project's elements. Making sure that the data collected enables us to effectively and clearly address the research problem is the aim of research design (Sacred Heart University Library, n.d.). Giving an in-depth overview of the methods used to collect, analyse, and interpret the data needed to satisfy the study's objectives is the aim of research design.

This study aims to investigate how various perceived attributes of product review videos influence Malaysian youths' preferences for long-form versus short-form formats when considering high-involvement products. The independent variables in this study include perceived depth of understanding, perceived clarity of product feature demonstration, perceived helpfulness in resolving doubts, perceived credibility, perceived effectiveness of product comparison, perceived effectiveness in presenting pros and cons, perceived effectiveness in addressing product concerns, perceived emotional attachment toward high-involvement product, perceived level of assurance toward high-involvement product, perceived ability in influencing the level of post-purchase regret, perceived ability in reducing post-purchase regret, perceived ability in reducing post-purchase financial concern, and perceived ability in increasing post-purchase confidence. The dependent variable is the preference for either long-form or short-form product review videos. By examining how each of these factors affects consumer choice, the study aims to better understand what makes video length important in the context of high-involvement purchase decisions.

3.1.1 Quantitative Research

A common approach in research methodology is the quantitative research method, which looks at numerical patterns and assumptions to study social, psychological, and economic phenomena (University of Texas Arlington Libraries, 2024). The use of quantitative research aids in establishing predictions, analysing the causal links between factors, and expanding results to broader populations (Sreekumar, 2023).

3.2 Sampling Design

There will be a sample size of 50 participants selected for this study. The main target audience is Malaysian youths aged between 15 to 40 years old. The targeted audience for this study is prominent when considering consumers who spend lots of time in the digital context, high-involvement products, and have gotten in touch on product review videos. There are no restrictions based on gender, race, educational level, or occupation. This demographic is particularly relevant for examining the relationship between the independent and dependent variables of the studies, providing researchers with knowledge and information about it.

3.3 Research Instrument

A research instrument is a tool that helps collect and measure data for a study. It can be an interview, observation, or survey, depending on what the researcher wants to find out (Teacher College, Columbia University, n.d.). The instrument must match the research topic and help answer the research questions clearly. It should be easy to understand, reliable, and fair for all respondents. In this study, a questionnaire survey will be used.

3.3.1 Questionnaire Survey

A questionnaire survey is a tool that helps collect information from many people by asking them the same set of questions. It can be done online, on paper, or face-to-face. This method is useful when the researcher wants to understand what people think, feel, or do about a topic. The questions can be open-ended or have fixed choices, like multiple-choice or rating scales. A questionnaire is easy to share and helps get answers quickly. It is often used in research to study opinions, behaviours, or preferences in a simple and organized way (Bhandari, 2023).

3.3.2 Questionnaire Design

Figure 3.1

Demographic Section

The image shows a digital questionnaire interface. At the top, a purple header bar contains the title 'Demographic Questions' and navigation icons. Below the header, a light purple box contains the instruction: 'Please select the option that best describes you for each question.' The questionnaire consists of five stacked white boxes, each with a demographic question and radio button options. The questions are: 'Age:', 'Gender:', 'Education Level:', 'Occupation:', and 'Monthly Income:'. Each question is followed by a red asterisk, indicating it is a required field. The options for each question are: Age (15 - 20, 21 - 25, 26 - 30, 31 - 35, 36 - 40), Gender (Male, Female), Education Level (High School, Diploma, Bachelor's Degree, Master's Degree, Ph.D., Other), Occupation (Student, Employed, Self-employed, Unemployed), and Monthly Income (Less than RM2000, RM2001 - RM4000, RM4001 - RM6000, RM6001 - RM8000, More than RM8000).

Demographic Questions

Please select the option that best describes you for each question.

Age: *

- ☐ 15 - 20
- ☐ 21 - 25
- ☐ 26 - 30
- ☐ 31 - 35
- ☐ 36 - 40

Gender: *

- ☐ Male
- ☐ Female

Education Level: *

- ☐ High School
- ☐ Diploma
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Ph.D.
- ☐ Other

Occupation: *

- ☐ Student
- ☐ Employed
- ☐ Self-employed
- ☐ Unemployed

Monthly Income *

- ☐ Less than RM2000
- ☐ RM2001 - RM4000
- ☐ RM4001 - RM6000
- ☐ RM6001 - RM8000
- ☐ More than RM8000

Figure 3.2

Consumer Preferences for Product Review Videos in High-Involvement Purchases Section

Section 3 of 15

Consumer Preferences for Product Review Videos in High-Involvement Purchases

Please select the option that most accurately reflects your preferences and past experiences with product review videos.

When considering a **high-involvement product** (e.g., laptop, smartphone, camera), which type ^{*} of product review video do you prefer?

☐ Long-form Product Review Video (usually more than 10 minutes)

☐ Short-form Product Review Video (few seconds to few minutes)

Which platform is your favourite when watching product review videos for high-involvement products? ^{*}

☐ YouTube

☐ TikTok / Dou Yin 抖音 / IG Reels

How likely are you to watch a full product review video for a high-involvement product? ^{*}

	1	2	3	4	5	
Very Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

Have you ever made a purchase decision for a high-involvement product after watching a product review video? ^{*}

☐ Yes - Based on a long-form product review video

☐ Yes - Based on a short-form product review video

☐ No

What duration do you consider ideal for a product review video of a high-involvement product? ^{*}

☐ Less than 1 minute

☐ 1-5 minutes

☐ 5-10 minutes

☐ More than 10 minutes

Figure 3.3

Problem Recognition Section

Section 4 of 15

Consumer Decision-Making Process for High-Involvement Products

PROBLEM RECOGNITION

For each statement, please indicate your level of agreement using the following scale:

1 2 3 4 5

Strongly Disagree Strongly Agree

I **search for detailed product information** once I recognize a need for a new high-involvement product. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Having **more product information is important** to me when buying a new high-involvement product. *

(e.g., first time buying an iPhone 16 Pro Max)

1 2 3 4 5

Strongly Disagree Strongly Agree

Even when upgrading a familiar product, I **still need to gather product information**. *

(e.g., upgrading from iPhone 15 Pro Max to iPhone 16 Pro Max)

1 2 3 4 5

Strongly Disagree Strongly Agree

I feel **uneasy making decisions** about high-involvement products without enough understanding. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Figure 3.4*Perceived Depth of Understanding in Product Review Videos Section*

Section 5 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Depth of Understanding in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

When considering a high-involvement product, I **prefer long-form product review videos** because they help me fully understand all important details. *

12345

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

When considering a high-involvement product, **short-form product review videos** that highlight only the key aspects are sufficient for me. *

12345

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.5

Perceived Clarity of Product Feature Demonstration in Product Review Videos Section

Section 6 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Clarity of Product Feature Demonstration in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

★

Long-form product review videos effectively demonstrate a high-involvement product's specifications, features, benefits, and quality aspects through detailed, step-by-step explanations.

12345

Strongly Disagree☐ ☐ ☐ ☐ ☐ Strongly Agree

★

Short-form product review videos effectively demonstrate a high-involvement product's specifications, features, benefits, and usage by highlighting key points quickly within a limited time.

12345

Strongly Disagree☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.6

Perceived Helpfulness in Resolving Doubts in Product Review Videos Section

Section 7 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Helpfulness in Resolving Doubts in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

When I have questions or doubts, I prefer **long-form product review videos** that explain high-involvement products in detail. *

12345

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

When I have questions or doubts, I prefer **short-form product review videos** that quickly answer my questions about high-involvement products. *

12345

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.7*Perceived Credibility in Product Review Videos Section*

Section 8 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Credibility in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

Long-form product review videos feel genuine and unbiased because they explain high-involvement products in detail. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Short-form product review videos feel genuine and unbiased even with less detailed explanations of high-involvement products. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.8

Perceived Effectiveness of Product Comparison in Product Review Videos Section

Section 9 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Effectiveness of Product Comparison in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

★

Long-form product review videos effectively demonstrate high-involvement products by explaining the differences between them in detail to support side-by-side comparison.

12345

Strongly Disagree☐ ☐ ☐ ☐ ☐ Strongly Agree

★

Short-form product review videos effectively demonstrate high-involvement products by highlighting the key differences between them to support side-by-side comparison.

12345

Strongly Disagree☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.9

Perceived Effectiveness of Presenting Pros and Cons in Product Review Videos Section

Section 10 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Effectiveness of Presenting Pros and Cons in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

★

Long-form product review videos effectively present a high-involvement product's pros and cons with detailed explanations and multiple perspectives.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

★

Short-form product review videos effectively present a high-involvement product's pros and cons in a concise and direct manner.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.10

Perceived Effectiveness of Addressing Product Concerns in Product Review Videos Section

Section 11 of 15

INFORMATION SEARCH & EVALUATION OF ALTERNATIVES

Perceived Effectiveness of Addressing Product Concerns in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

Long-form product review videos usually effectively address concerns I may have about the high-involvement product in detail. *

(E.g., warranty, durability, performance, price justification, compatibility, after-sales service, real-life usage, product safety, maintenance requirements)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Short-form product review videos effectively address potential concerns quickly in a brief manner. *

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Figure 3.11

Perceived Emotional Attachment Toward High-Involvement Product in Product Review Videos Section

Section 12 of 15

PURCHASE DECISION

Perceived Emotional Attachment to High-Involvement Products in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

To what extent do you agree that **the length of a product review video influences the level of emotional attachment you feel** toward the high-involvement product?

(*Emotional attachment: a personal connection or strong feelings you develop toward a product, such as liking it, feeling connected to it, or imagining yourself using it.*)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Watching a **long-form product review video** increases my emotional attachment to the high-involvement product.

(*Emotional attachment: a personal connection or strong feelings you develop toward a product, such as liking it, feeling connected to it, or imagining yourself using it.*)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Watching a **short-form product review video** increases my emotional attachment to the high-involvement product.

(*Emotional attachment: a personal connection or strong feelings you develop toward a product, such as liking it, feeling connected to it, or imagining yourself using it.*)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Figure 3.12

Perceived Level of Assurance Toward High-Involvement Product in Product Review Videos Section

Section 13 of 15

PURCHASE DECISION

Perceived Level of Assurance Toward High-Involvement Products in Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

To what extent do you agree that **the length of a product review video influences the level of assurance you feel** in making a purchase on a high-involvement product?

(Level of assurance: degree of confidence, certainty, or peace of mind a person feels)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Watching a **long-form product review video** increases my level of assurance when making a purchase on a high-involvement product.

(Level of assurance: degree of confidence, certainty, or peace of mind a person feels)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Watching a **short-form product review video** increases my level of assurance when making a purchase on a high-involvement product.

(Level of assurance: degree of confidence, certainty, or peace of mind a person feels)

12345

Strongly Disagree
☐
☐
☐
☐
☐
Strongly Agree

Figure 3.13

Perceived Emotional Risk After Watching Product Review Videos Section

Section 14 of 15

POST-PURCHASE EVALUATION

Perceived Emotional Risk After Watching Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

Watching **long-form product review videos** affects the level of regret I feel after purchasing a high-involvement product. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

After watching **long-form product review videos**, I feel less regret about my high-involvement product purchase. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Watching **short-form product review videos** affects the level of regret I feel after purchasing a high-involvement product. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

After watching **short-form product review videos**, I feel less regret about my high-involvement product purchase. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.14

Perceived Financial Risk After Watching Product Review Videos Section

Section 15 of 15

POST-PURCHASE EVALUATION

Perceived Financial Risk After Watching Product Review Videos

For each statement, please indicate your level of agreement using the following scale:

Watching **long-form product review videos** reduces my concern about the amount of money I spent on a high-involvement product. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Watching **long-form product review videos** makes me feel more confident that the high-involvement product I purchased is worth its price. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Watching **short-form product review videos** reduces my concern about the amount of money I spent on a high-involvement product. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

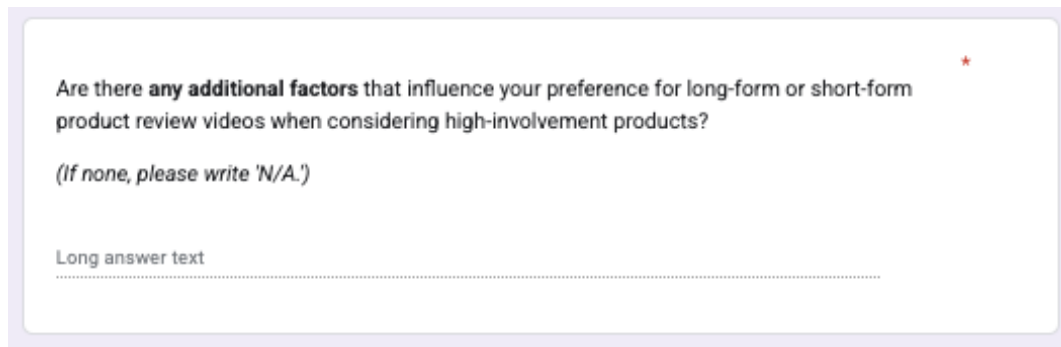
Watching **short-form product review videos** makes me feel more confident that the high-involvement product I purchased is worth its price. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Figure 3.15

Additional Factors Influencing Preference for Long-Form or Short-Form Product Review Videos Section



Are there **any additional factors** that influence your preference for long-form or short-form product review videos when considering high-involvement products? *

(If none, please write 'N/A.')

Long answer text

3.4 Data Analysis

Data analysis is the process of using statistics from gathering, organizing, transforming, evaluating, estimating, and interpreting data. Data analysis methods are employed to extract meaningful information from datasets, which can be used later to inform future research or make decisions regarding operations (Eldridge, 2023). All the quantitative data collected will be analyzed through Statistical Package for the Social Sciences (SPSS). In this study, descriptive analysis, reliability analysis, and Wilcoxon Signed-Rank Test Analysis will be used to analyze the data collected.

3.4.1 Descriptive Analysis

Descriptive techniques commonly involve generating tables of numbers and averages, as well as measures of dispersion like variability and standard deviation, and cross-tabulations, or "crosstabs," which are helpful for evaluating different hypotheses, are typical descriptive approaches (Rawat, 2021). It offers crucial information on the variation, central tendency, frequency distribution, and identifying position of the data (Villegas, n.d.). Consequently, the descriptive analysis in this study will primarily concentrate on evaluating information from demographic variables like gender, age, and ethnicity.

3.4.2 Reliability Analysis

Two essential elements for evaluating the quality of research are validity and reliability, which show how well an approach, test, or method measures a given subject. The consistency of a measure, whether the same outcomes can be achieved in other situations under the same circumstances, is referred to as reliability (Middleton,

2025). Validity, on the other hand, concerns a measure's accuracy and makes sure that it accurately evaluates the subject matter for which it was designed (Middleton, 2025). These components work together to determine how trustworthy the research findings are.

When it comes to the measurement of reliability, Cronbach's alpha is a measure of internal consistency (UCLA, n.d.). A higher alpha can be obtained from a greater number of things, and a lower alpha is considered as few things, which means there aren't enough questions in the study (Statistics How To, n.d.). Looking at Table 3.1 shows the internal consistency of Cronbach's Alpha:

Table 3.1

Internal Consistency for Cronbach's Alpha

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Note. Adapted from “Cronbach's Alpha: Definition, Interpretation, SPSS” by Statistics How To, n.d..

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3.4.3 Wilcoxon Signed-Rank Test

According to Laerd Statistics (n.d.), the Wilcoxon Signed-Rank Test is a hypothesis testing method used to compare two dependent variables as related samples, matched samples, or repeated measurements on a single group to investigate whether their population mean ranks differ. The Wilcoxon Signed-Rank Test can be used as an alternative analysis method for the Paired-Sample t-Test when the data is not interval, not normally distributed, and encounters extreme outliers due to its non-parametric nature. The Wilcoxon Test investigates the differences between two variables in a pair, ranks the differences by their absolute values, but maintains their positive and negative signs at the end.

Table 3.2

Calculation Table for Wilcoxon Signed-Rank Test

Respondents	Variable A	Variable B	Difference (diff) (Variable A- Variable B)	Absolute Difference (Ignore signs)	Rank	Rank (w/ signs)
1	5	4	1	1	(1+2)/2=1.5	+1.5
2	2	5	-3	3	4	-4
3	1	5	-4	4	5	-5
4	5	4	1	1	(1+2)/2=1.5	+1.5
5	2	4	-2	2	3	-3

According to Statistics Solution (n.d.), the Wilcoxon Signed-Rank Test starts with the calculation of the difference (diff) between Variable A and Variable B comes first:

$$\text{Difference (diff)} = \text{Variable A} - \text{Variable B}$$

After getting the values of difference (diff), the values will be converted into absolute difference (absolute zero) by just ignoring the positive (+) and negative (-) signs, then, according to the value of the absolute difference, rank them from smallest to largest. If there is a tie in the ranking, assign them the average value of the rank:

$$\text{Average rank} = (1+2)/2 = 1.5$$

Both absolute differences of 1 (tie ranking) will then get the same average rank, 1.5. After finishing the ranking, the positive rank will be summed up:

$$\text{Sum of positive rank } (T^+) = 1.5 + 1.5 = 3$$

the negative rank will be summed up:

$$\text{Sum of negative rank } (T^-) = -4 + (-5) + (-3) = -12$$

Both the sum of positive rank (T^+) and the sum of negative rank (T^-) will be changed to the absolute sum, where

$$T^+ = 3 \text{ and } T^- = 12.$$

In the Wilcoxon Signed-Rank Test, the test statistic (T) is determined by selecting the smaller value between the sum of positive ranks and the sum of negative ranks. In simple words, whichever is smaller will become the test statistic (T), which will be used to evaluate whether there is a significant difference between Variable A and Variable B (two related samples). For samples larger than 25 ($n > 25$), SPSS software will be used to convert the test statistics (T) into a Z-score and report the p-value, which will be used to determine the statistical significance.

Table 3.3

Descriptive Statistics Table of Wilcoxon Signed-Rank Test

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
B	5	4.4000	.54772	4.00	5.00
A	5	3.0000	1.87083	1.00	5.00

Based on the Descriptive Statistics table in the result of the Wilcoxon Signed-Rank Test, the mean (M) value shows the average rating of each sample, indicating a higher mean value, equal to higher agreement in terms of rating and vice versa. The standard deviation (SD) value shows how consistent or spread the average rating is from the mean value; it means that if the SD value is high, the variability is high and vice versa. Besides, the minimum and maximum value tells you the range of responses by showing you the lowest and highest rating given by the respondents based on the 1-5 Likert scale.

Table 3.4*Ranks Table of Wilcoxon Signed-Rank Test***Wilcoxon Signed Ranks Test**

		Ranks		
		N	Mean Rank	Sum of Ranks
A - B	Negative Ranks	3^a	4.00	12.00
	Positive Ranks	2^b	1.50	3.00
	Ties	0^c		
	Total	5		

a. A < B**b. A > B****c. A = B**

The positive ranks tell you that Variable A > Variable B, and it shows how many respondents rated it in terms of N (N = number of respondents), while the negative ranks tell you that Variable B > Variable A, and it shows you the number of participants (N). The order of variables always refers back to the calculation of the difference between the paired variables, where

$$\text{Difference (diff)} = \text{Variable A} - \text{Variable B}$$

The ties tell you that there is no difference between Variable A and Variable B in terms of rank.

The mean rank is the average of the assigned rank (not signed) for both positive rank and negative rank, in a simple word, it reflects the average strength of preference that shows the average intensity of that preference per respondent for each variable A and variable B. A higher mean rank indicates that the respondents show stronger and more consistent preference for that particular variable than the another one due to the higher rating.

The sum of ranks is the total of all the signed ranks for both positive and negative ranks. It shows the total strength of preference for each variable. The direction of preference can be indicated by observing either positive ranks or negative ranks that have the higher sum of ranks, and also considering the order of variables during the calculation of the difference (diff). If positive ranks have a higher sum of ranks, then the direction is Variable A > Variable B. If the negative ranks have a higher sum of ranks, then the direction is Variable B > Variable A. The one with the higher sum of ranks had more supporters and stronger preference scores from the respondents.

Table 3.5*Test Statistics Table of Wilcoxon Signed-Rank Test*

Test Statistics^a	
	A - B
Z	-1.219^b
Asymp. Sig. (2-tailed)	.223
a. Wilcoxon Signed Ranks Test	
b. Based on positive ranks.	

The Z-value is a standardized test statistic in the Wilcoxon Test. It tells how far away the observed rank differences are from the null hypothesis, which assumes there is no difference between Variable A and Variable B. If the Z-value is close to zero (0), it means there is little or no difference between the two variables. On the other hand, if the Z-value is a large number, it means the observed difference is far from zero, suggesting a real difference exists. In SPSS, the Wilcoxon Signed-Rank Test is always calculated using the smaller sum of ranks by choosing whether the sum of positive ranks (T+) or the sum of negative ranks (T-) is the smaller one as the test statistic (W), so it will be a two-tailed test by default. Then, SPSS will use the positive ranks as a reference group to convert this statistic test (W) to the standardized test statistics (Z). Hence, SPSS always assigns a negative sign to Z when the positive ranks are smaller than the negative ranks without the consideration of which variable actually has the higher scores. Hence,

$Z > 0$, positive ranks dominate (Variable A > Variable B)

$Z < 0$, the sum of positive ranks is smaller than expected, the negative ranks dominate (Variable B > A)

In short, the sign of the Z-value in SPSS does not directly indicate preference direction, hence, the direction of preference should be interpreted from the Rank Table by observing which variable has higher ranks. The two-tailed p-value is the probability value of getting the observed result as big as what has been observed or even bigger than that due to random luck under the assumption that there is no real difference between the two variables (null hypothesis).

If $p < 0.05$, the result is statistically significant

If $p \geq 0.05$, the result is not statistically significant

One-tailed p-value can be done to indicate the preference direction only if the Z-value and sum of ranks meet the directional hypothesis:

$$\text{One-tailed p value} = (\text{two-tailed p-value})/2$$

3.5 Conclusion

In conclusion, research design, sampling, research instrument, and data analysis have been covered in this chapter. There will be 50 participants for this study, helping to provide helpful information for data collection. The Statistical Package for the Social Sciences (SPSS) software will be used to analyze the data and discussed in the following chapter.

CHAPTER IV

DATA ANALYSIS

4.0 Introduction

The analysis and discussion are based on the 50 sets of questionnaires distributed via social media.

4.1 Reliability Analysis

Table 4.1

Cronbach's Alpha for Short-Form and Long-Form Product Review Video Scales

Product Review Video Scale	Number of Items	Cronbach's Alpha
Short-Form	13	0.943
Long-Form	13	0.976

A reliability analysis was performed on the Short-Form and Long-Form Product Review Scales, utilising Cronbach's alpha. Table 4.1 shows with a Cronbach's Alpha of 0.943, the Short-Form Product Review Video Scale shows excellent internal consistency. The Long-Form Product Review Video Scale had a Cronbach's Alpha of 0.976, suggesting excellent internal consistency as well.

Table 4.2

Reliability Analysis of Long-Form Product Review Video Scale

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LongForm_PerceivedDepth	0.924	0.973
LongForm_FeaturesDemonstrate	0.936	0.973
LongForm_ResolveDoubts	0.851	0.975
LongForm_PerceivedCredibility	0.792	0.975
LongForm_CompareEffectiveness	0.936	0.973
LongForm_ProCons	0.907	0.973
LongForm_AddressConcerns	0.904	0.973

LongForm_EmotionalAttachment	0.743	0.977
LongForm_Assurance	0.888	0.974
LongForm_Affect_Regret	0.784	0.976
LongForm_LessRegret	0.758	0.976
LongForm_Reduce_MoneyConcern	0.879	0.974
LongForm_MoreConfident	0.935	0.973

The results of the Long-Form Product Review Video Scale's reliability analysis are shown in Table 4.2. The Cronbach's alpha scores showed that all factors made a significant contribution to the overall reliability. There is no necessary to remove any items as it will not significantly improve the reliability of the Long Form scale.

Table 4.3*Reliability Analysis of Short-Form Product Review Video Scale*

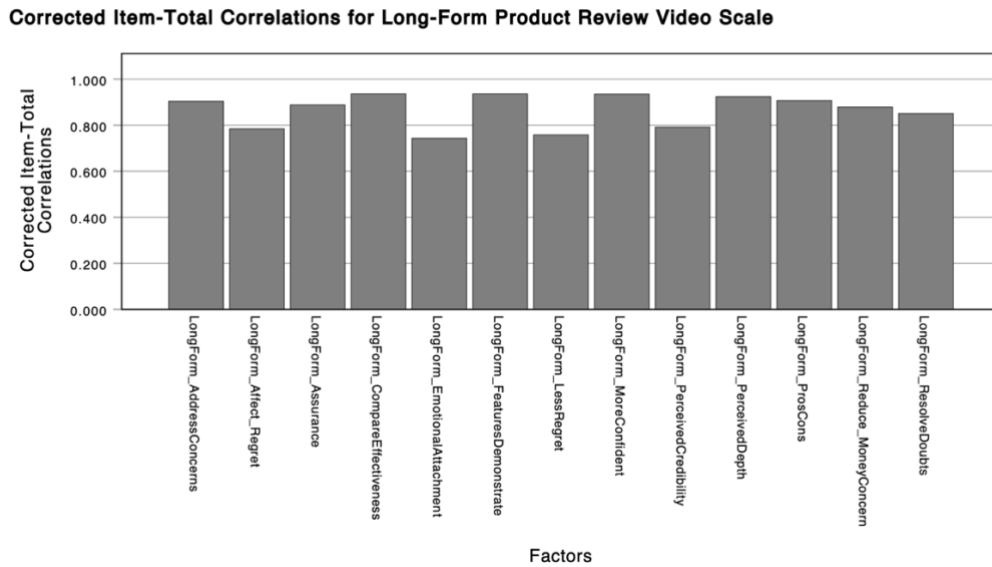
Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ShortForm_PerceivedDepth	0.788	0.891
ShortForm_FeaturesDemonstrate	0.760	0.802
ShortForm_ResolveDoubts	0.771	0.759
ShortForm_PerceivedCredibility	0.406	0.352
ShortForm_CompareEffectiveness	0.846	0.910
ShortForm_ProCons	0.851	0.899
ShortForm_AddressConcerns	0.737	0.677
ShortForm_EmotionalAttachment	0.511	0.517
ShortForm_Assurance	0.755	0.683
ShortForm_Affect_Regret	0.711	0.924
ShortForm_LessRegret	0.733	0.930
ShortForm_Reduce_MoneyConcern	0.820	0.982
ShortForm_MoreConfident	0.817	0.981

Short-Form Product Review Video Scale's reliability analysis is shown in Table 4.3. While most of the questions indicated significant contributions to the reliability of the scale, the one measuring perceived credibility showed a lesser consistency. The removal of this item was considered unnecessary because the overall reliability of the Short Form scale still remained strong.

4.2 Corrected Item-Total Correlations

Figure 4.1

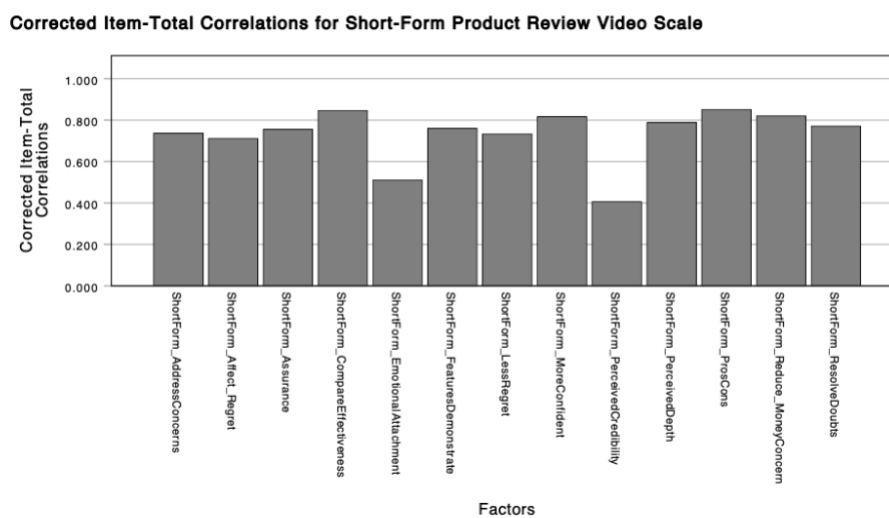
Corrected Item-Total Correlations for Long-Form Product Review Video Scale



Note. All items demonstrated acceptable corrected item-total correlations ($>.40$), supporting the internal consistency of the Long Form scale.

Figure 4.2

Corrected Item-Total Correlations for Short-Form Product Review Video Scale



Note. All items demonstrated acceptable corrected item-total correlations ($>.40$), supporting the internal consistency of the Short Form scale.

Figure 4.1 displays the Long Form Product Review Scale's corrected item-total correlations for each factor, whereas Figure 4.2 displays the Short Form Scales' corrected item-total correlations. Each factor's relative importance on each scale is represented by these numbers. Most factors had strong correlations above 0.70 in both formats, indicating that they were in good correlation with the overall construct under study. The Long Form factors, with values between 0.743 and 0.936, have demonstrated better correlations on a constant structure, suggesting a more strong and trustworthy measurement scale. The Short Form factors, in contrast, showed a little greater diversity. While most of the others had correlations larger than 0.70, ShortForm_PerceivedCredibility had the lowest at 0.406, indicating that it did not contribute as much to the overall construct, but still acceptable.

4.3 Demographic

4.3.1 Age

Figure 4.3

Age of Respondents

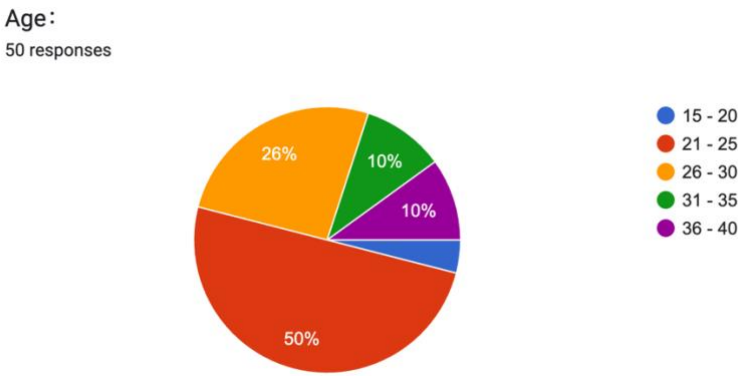


Table 4.4

Age of Respondents

Age		
	N	%
15 - 20	2	4.0%
21 - 25	25	50.0%
26 - 30	13	26.0%
31 - 35	5	10.0%
36 - 40	5	10.0%

A total of 50 respondents participated in this study. In terms of age distribution, the majority (50%) were aged between 21 and 25 years old, followed by 26% who were aged between 26 and 30 years old, as shown in Figure 4.3 and Table 4.4. Respondents aged between 31 and 35 years and 36 and 40 years each made up 10% of the sample, while only 4% were aged between 15 and 20 years old.

4.3.2 Gender

Figure 4.4

Gender of Respondents

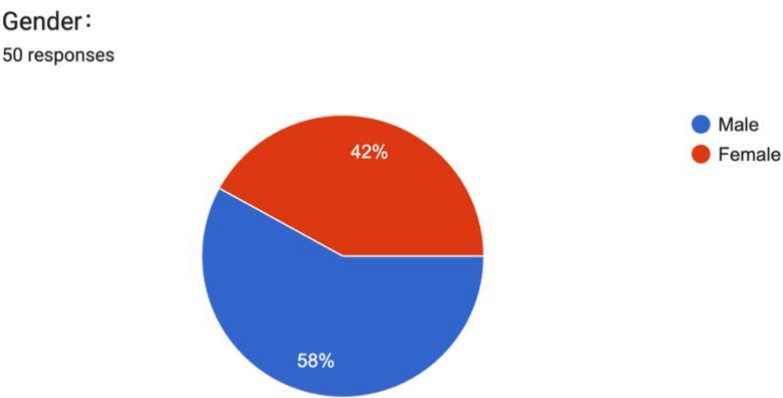


Table 4.5

Gender of Respondents

Gender		
	N	%
Female	21	42.0%
Male	29	58.0%

The gender distribution within the study is shown in Figure 4.4 and Table 4.5. According to the data, 58% of the respondents were male, and 42% were female.

4.3.3 Educational Level

Figure 4.5

Educational Level of Respondents

Education Level:
50 responses

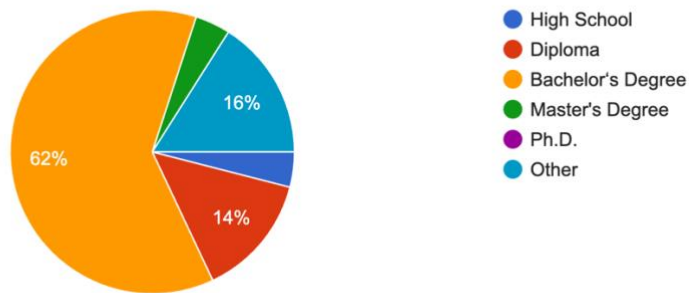


Table 4.6

Educational Level of Respondents

EducationLevel		
	N	%
Bachelor's Degr	31	62.0%
Diploma	7	14.0%
High School	2	4.0%
Master's Degree	2	4.0%
Other	8	16.0%

In terms of education level, the detailed breakdown has been shown in Figure 4.5 and Table 4.6. The majority (62%) of respondents held a Bachelor's degree. Additionally, 16% indicated "Other" educational qualifications, 14% had a diploma, 4% had completed a Master's degree, and another 4% had completed high school. No respondents held a Ph.D. qualification.

4.3.4 Occupation

Figure 4.6

Occupation of Respondents

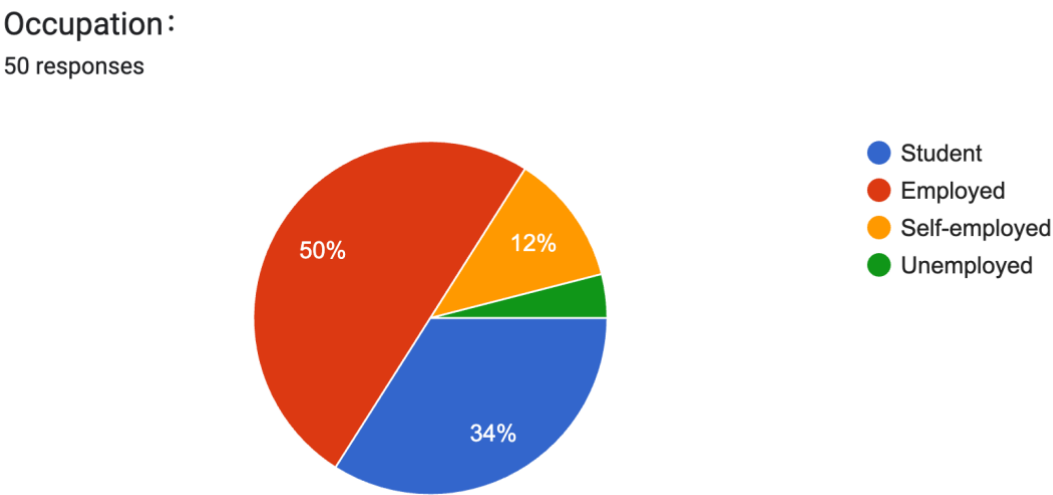


Table 4.7

Occupation of Respondents

Occupation		
	N	%
Employed	25	50.0%
Self-employed	6	12.0%
Student	17	34.0%
Unemployed	2	4.0%

As for occupation, a detailed analysis has been shown in Figure 4.6 and Table 4.7. Half of the respondents (50%) were employed, followed by students (34%), self-employed individuals (12%), and a small portion (4%) who were unemployed.

4.3.5 Monthly Income

Figure 4.7

Monthly Income of Respondents

Monthly Income
50 responses

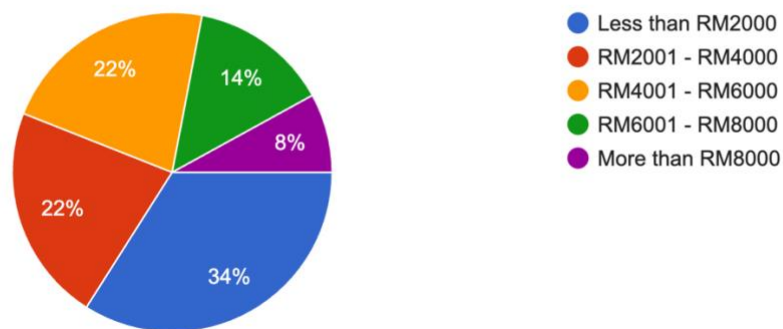


Table 4.8

Monthly Income of Respondents

MonthlyIncome		
	N	%
Less than RM2000	17	34.0%
More than RM8000	4	8.0%
RM2001 - RM4000	11	22.0%
RM4001 - RM6000	11	22.0%
RM6001 - RM8000	7	14.0%

Concerning monthly income among the sample that has been shown in Figure 4.7 and Table 4.8, 34% of respondents earned less than RM2,000, 22% earned between RM2,001 and RM4,000, another 22% earned between RM4,001 and RM6,000, 14% earned between RM6,001 and RM8,000, and 8% earned more than RM8,000. These demographic results indicated that the sample largely consisted of young working adults and students, which aligns with the target audience typically engaged in online product review content for high-involvement purchases.

4.4 Consumer Preferences for Product Review Videos in High-Involvement Purchases

4.4.1 Video Preference

Figure 4.8

Video Preference

When considering a high-involvement product (e.g., laptop, smartphone, camera), which type of product review video do you prefer?
50 responses

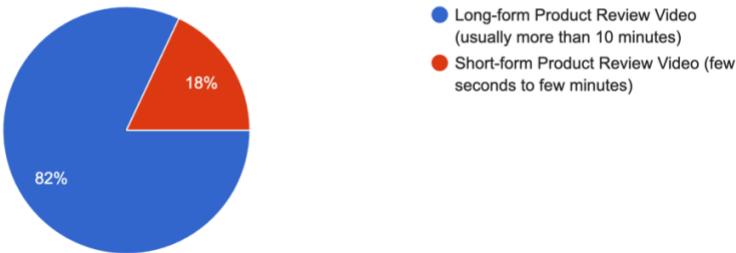


Table 4.9

Video Preference

VideoPreference		
	N	%
Long-form Product Review Video (usually more than 10 minutes)	41	82.0%
Short-form Product Review Video (few seconds to few minutes)	9	18.0%

According to Figure 4.8 and Table 4.9, 82% of the respondents indicated that they preferred long-form product review videos, typically longer than 10 minutes, while only 18% preferred short-form videos that last a few seconds to a few minutes in terms of video format preference.

4.4.2 Platform Preference

Figure 4.9

Platform Preference

Which platform is your favourite when watching product review videos for high-involvement products?
50 responses

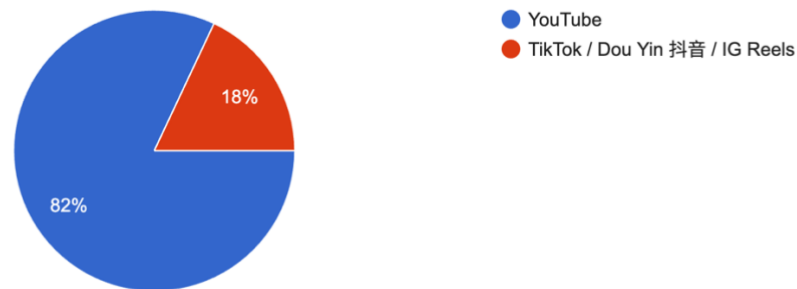


Table 4.10

Platform Preference

PlatformPreference		
	N	%
TikTok / Dou Yin / IG Reels	9	18.0%
YouTube	41	82.0%

According to Figure 4.9 and Table 4.10, in terms of platform preference, 82% of respondents reported that YouTube was their favourite platform for watching product review videos. On the other hand, 18% of respondents preferred platforms such as TikTok, Dou Yin, or Instagram Reels. This suggests that respondents favoured platforms that are more suited to consume longer and more detailed content.

4.4.3 Purchase Decision After Watching a Product Review Video

Figure 4.10

Purchase Decision After Watching a Product Review Video

Have you ever made a purchase decision for a high-involvement product after watching a product review video?
50 responses

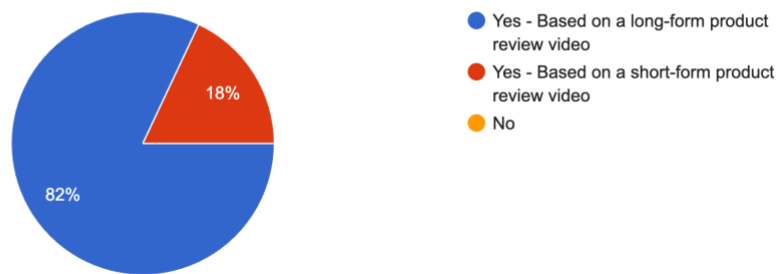


Table 4.11

Purchase Decision After Watching a Product Review Video

PurchaseDecisionAfterWatching		
	N	%
Yes - Based on a long-form product review video	41	82.0%
Yes - Based on a short-form product review video	9	18.0%

When asked whether they had made purchase decisions after watching product review videos, 82% of the respondents stated that they had purchased a product based on a long-form product review video as shown in Figure 4.10 and Table 4.11. In contrast, only 18% indicated that they had made a purchase based on a short-form product review.

4.4.4 Ideal Video Duration

Figure 4.11

Ideal Video Duration

What duration do you consider ideal for a product review video of a high-involvement product?
50 responses

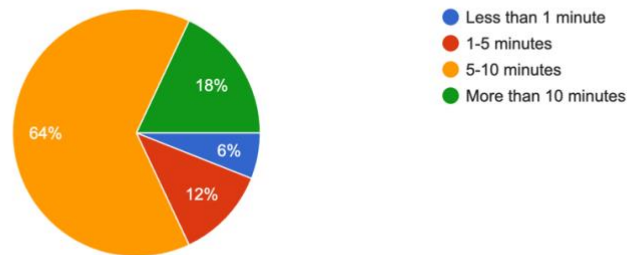


Table 4.12

Ideal Video Duration

IdealDuration		
	N	%
1-5 minutes	6	12.0%
5-10 minutes	32	64.0%
Less than 1 minute	3	6.0%
More than 10 minutes	9	18.0%

Regarding the ideal duration for a product review video that has been shown in Figure 4.11 and Table 4.12, the majority of respondents (64%) considered 5 to 10 minutes to be ideal. Additionally, 18% of the respondents preferred videos that lasted more than 10 minutes, 12% favoured videos lasting between 1 to 5 minutes, and only 6% preferred videos less than one minute.

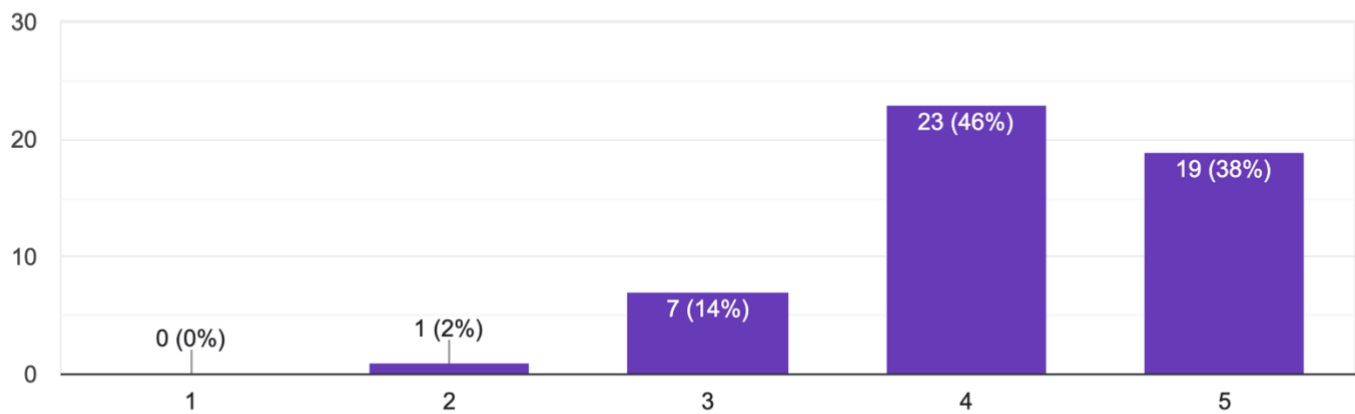
Overall, the findings highlighted that Malaysian youths strongly favoured long-form content, preferred YouTube as a platform, and considered 5–10 minutes as the most suitable length for product review videos when making decisions about high-involvement product purchases.

4.4.5 Likeliness to Watch Full Product Review Videos

Figure 4.12

Likeliness of Watch Full Product Review Video

How likely are you to watch a full product review video for a high-involvement product?
50 responses



The likeliness of Malaysian youths to watch a full product review video when considering high-involvement products was measured using a five-point Likert scale, where 1 indicated "Very Unlikely" and 5 indicated "Very Likely" as shown in Figure 4.12.

Table 4.13

Likeliness of Watch Full Product Review Video

Statistics		
LikelinessWatchFullVideo		
N	Valid	50
	Missing	0
Mean		4.20
Median		4.00
Std. Deviation		.756

According to Table 4.13, the descriptive statistics revealed that the mean score, which was the average score for likeliness to watch a full product review video, was 4.20, which falls between 4 (Likely) and 5 (Very Likely). The majority of the respondents tended “Likely” category based on the median score of 4 when asked if they would watch a full product review video. This means when analysing high-involvement products such as technology devices, vehicles, or property, the respondents often show a strong willingness to watch full-length product review videos. The 0.76 standard deviation value indicated the scores were 0.76 points away from the mean, which was considered moderate variation in a 1-5 Likert scale. Hence, it seems that most respondents consistently indicated a high likelihood, but still with a little variation in their responses.

4.5 Consumer Decision-Making Process for High-Involvement Products

4.5.1 Problem Recognition

4.5.1.1 Actively Search for Detailed Product Information

Figure 4.13

Actively Search for Detailed Product Information

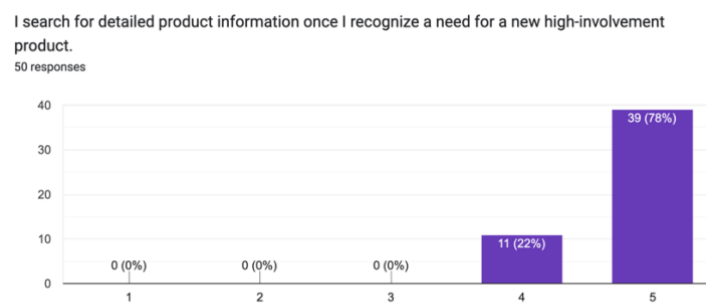


Table 4.14

Actively Search for Detailed Product Information

SearchInformation		
	N	%
4	11	22.0%
5	39	78.0%

According to Figure 4.13 and Table 4.14, the result shows that the respondents are highly prioritizing the need to search for detailed product information regarding high-involvement products. When asked if they look for in-depth product information when looking for a high-involvement product, a large majority (78%) of the respondents strongly agreed, and another 22% of them agreed. This result emphasizes the importance of gathering information early on in the consumer decision-making process.

4.5.1.2 Needs of Having More Information When Buying a New High-Involvement Product

Figure 4.14

Needs of Having More Information When Buying a New High-Involvement Product

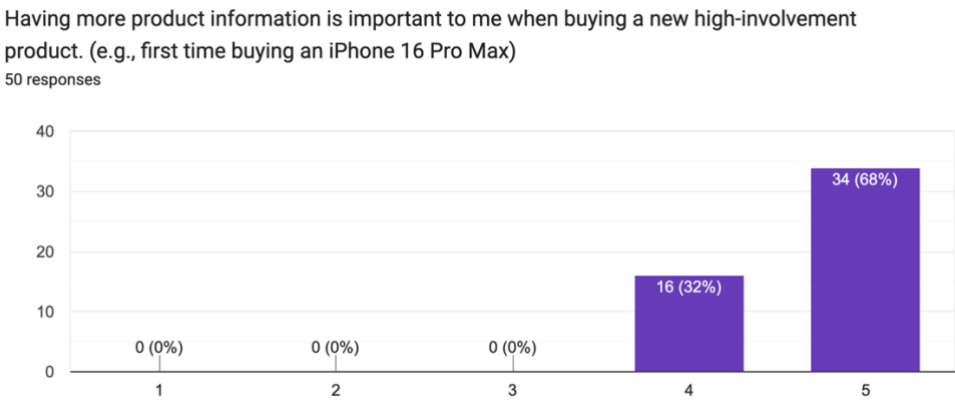


Table 4.15

Needs of Having More Information When Buying a New High-Involvement Product

InformationNewProduct		
	N	%
4	16	32.0%
5	34	68.0%

As shown in Figure 4.14 and Table 4.15, about 68% of respondents strongly agreed, and 32% agreed that having more product information is important when buying a new high-involvement product for the first time (e.g., purchasing an iPhone 16 Pro Max). This result further reinforces the need for comprehensive information before making a purchase.

4.5.1.3 Needs of Having More Information When Upgrading a Familiar High-Involvement Product

Figure 4.15

Needs of Having More Information When Upgrading a Similar High-Involvement Product

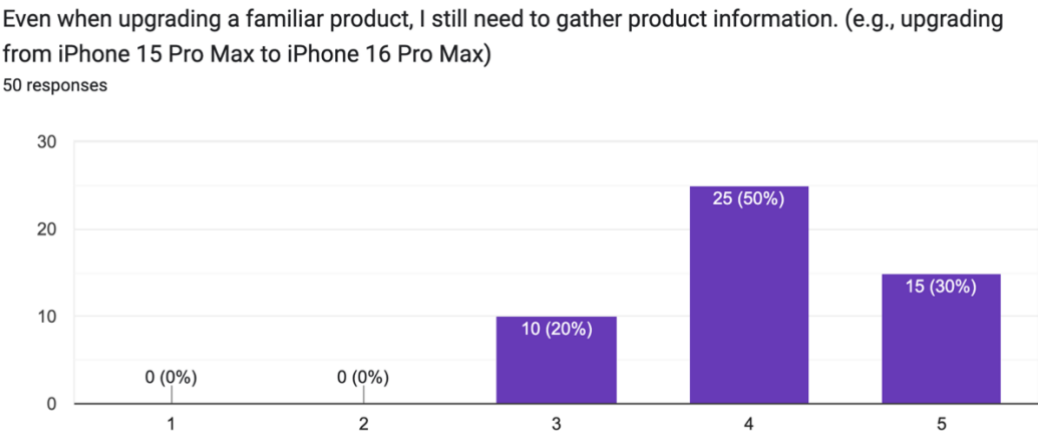


Table 4.16

Needs of Having More Information When Upgrading a Similar High-Involvement Product

InformationUpgradeProd uct		
	N	%
3	10	20.0%
4	25	50.0%
5	15	30.0%

According to Figure 4.15 and Table 4.16, even when upgrading a familiar product, such as moving from an iPhone 15 Pro Max to an iPhone 16 Pro Max, 80% of the respondents still found the need of having information was crucial for them, where 30% of the respondents rated strongly agree and 50% rated agreed. The remaining 20% of the respondents rated neutral.

4.5.1.4 Discomfort When Making Decisions Without Sufficient Understanding

Figure 4.16

Discomfort When Making Decisions Without Sufficient Understanding

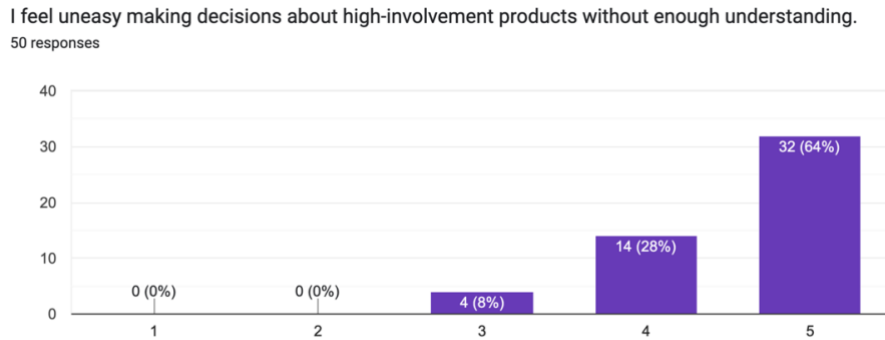


Table 4.17

Discomfort When Making Decisions Without Sufficient Understanding

UneasyMakingDecision		
	N	%
3	4	8.0%
4	14	28.0%
5	32	64.0%

Furthermore, as illustrated in Figure 4.16 and Table 4.17, most respondents expressed discomfort (uneasiness) when making decisions without sufficient understanding. About 64% strongly agreed, and 28% agreed that they feel uneasy when making decisions about high-involvement products without enough product understanding, while only 8% remained neutral. Overall, these results demonstrate that Malaysian young adults emphasize the importance of detailed and updated information during the problem recognition stage when considering high-involvement products.

4.5.2 Information Search & Evaluation Of Alternatives

4.5.2.1 Wilcoxon Signed-Rank Test of Perceived Depth of Understanding Between Long-Form and Short-Form Product Review Videos

Table 4.18

Descriptive Analysis of Perceived Depth of Understanding Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_PerceivedDepth	50	4.36	.964	2	5
ShortForm_PerceivedDepth	50	2.78	1.016	1	5

For the perceived depth of understanding, the respondents rated their level of agreement on a scale of 1-5 for both long-form and short-form product review videos to justify which format is better in providing sufficient product information for understanding. According to Table 4.18, the mean score for the long-form product review video was 4.36 which was higher than the short-form product review video which was 2.78, indicating long-form product review videos provide better information to fully understand all the details than the quick highlight of short-form product review video that were viewed as less sufficient for grasping all important details. The standard deviation of long-form product video was 0.96, showing the responses clustered reasonably tightly around the mean of 4.36. The standard deviation of short-form video was 1.02, showing the responses slightly spread around the mean of 2.78. Both standard deviations show that the long-form product review video has less variability in rating. Besides, the long-form product review video scores ranged from 2 (Disagree) to 5 (Strongly Agree), showing no respondent rated strongly disagree, but the short-form product review video scores ranged from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 4.19

Wilcoxon Signed-Rank Test of Perceived Depth of Understanding Between Long-Form and Short-Form Product Review Videos

		Ranks		
		N	Mean Rank	Sum of Ranks
ShortForm_PerceivedDepth - LongForm_PerceivedDepth	Negative Ranks	41 ^a	27.18	1114.50
	Positive Ranks	9 ^b	17.83	160.50
	Ties	0 ^c		
	Total	50		

a. ShortForm_PerceivedDepth < LongForm_PerceivedDepth

b. ShortForm_PerceivedDepth > LongForm_PerceivedDepth

c. ShortForm_PerceivedDepth = LongForm_PerceivedDepth

Test Statistics^a

	ShortForm_PerceivedDepth - LongForm_PerceivedDepth
Z	-4.684 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on perceived understanding for long-form and short-form product review videos. According to Table 4.19, out of 50 respondents, the negative ranks showed that 41 participants gave higher ratings to long-form videos. In contrast, the positive rank showed only 9 favoured short-form videos, and no ties were observed. Long-form product review video obtained a higher mean rank (27.18) compared to short-form product review video (mean rank 17.83), showing that long-form product review video has a stronger individual preference rating by the respondents. Besides, long-form product review videos had a higher sum of ranks, which further supports that long-form product review videos had stronger preference scores from the respondents. The negative Z-value of -4.684 suggested that the observed rank difference was far away from zero, suggesting a real difference exists. The highly significant one-tailed p-value ($p < .0005$) suggests that the observed difference is statistically significant and unlikely due to chance. The one-tailed p-value was obtained by dividing the two-tailed p-value from SPSS in half, because the direction of the negative Z-value matched the directional hypothesis, which is that long-form videos are more effective than short-form videos. In a nutshell, the results show that long-form videos consistently increase the perceived depth of understanding of viewers. This is probably because longer videos provide more extensive explanations and cover more topics.

4.5.2.2 Wilcoxon Signed-Rank Test of Perceived Clarity of Product Features Demonstration Between Long-Form and Short-Form Product Review Videos

Table 4.20

Descriptive Statistics of Perceived Clarity of Product Features Demonstration Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_FeaturesDemonstrate	50	4.54	.813	2	5
ShortForm_FeaturesDemonstrate	50	2.86	1.088	1	5

For the perceived clarity of product feature demonstration after watching long-form product review videos and short-form product review videos, the respondents rated their level of agreement on a scale of 1-5, to indicate how effective the video formats help them in clarifying the product features through demonstration. According to Table 4.20, the mean score for the long-form product review videos was 4.54, which was higher than the short-form product review videos with a 2.86 mean score, indicating long-form product review videos have higher clarity in demonstrating the product features compared to short-form product review videos. The standard deviation of long-form product review videos was 0.81, indicating the average is close to the mean score with a high consistency. The standard deviation for short-form product review videos was 1.08, indicating a higher standard deviation and the average spread farther away from the mean. The respondents generally agreed long-form format demonstrated product features clearly, with no respondents strongly disagreeing with the statement, as the rating scored between 2 (Disagree) and 5 (Strongly Agree), while the short-form format scored the lowest rating, 1 (Strongly Disagree), and the highest 5 (Strongly Agree). The full range of responses showed some respondents found the quick highlight on key points reasonably clear, but some thought they were least informative instead.

Table 4.21

Wilcoxon Signed-Rank Test of Perceived Clarity of Product Features Demonstration Between Long-Form and Short-Form Product Review Videos

Ranks		N	Mean Rank	Sum of Ranks
ShortForm_FeaturesDemonstrate - LongForm_FeaturesDemonstrate	Negative Ranks	41 ^a	27.95	1146.00
	Positive Ranks	9 ^b	14.33	129.00
	Ties	0 ^c		
	Total	50		

a. ShortForm_FeaturesDemonstrate < LongForm_FeaturesDemonstrate

b. ShortForm_FeaturesDemonstrate > LongForm_FeaturesDemonstrate

c. ShortForm_FeaturesDemonstrate = LongForm_FeaturesDemonstrate

Test Statistics^a

	ShortForm_FeaturesDemonstrate - LongForm_FeaturesDemonstrate
Z	-4.972 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on the perceived clarity of product feature demonstration in long-form and short-form product review videos. According to Table 4.21, out of 50 respondents, the negative ranks showed that 41 participants gave higher ratings to long-form videos. In contrast, only 9 participants favoured short-form videos, and no ties were observed. Long-form product review videos obtained a higher mean rank of 27.95 compared to short-form product review videos with a 14.33 mean rank, indicating that respondents have a stronger individual preference rating for the long-form format. Additionally, long-form videos scored a sum of ranks in total of 1146.0, which was far higher than the short-form videos, which only had 129.00, further supporting the respondents' strength and consistency in terms of video format preference. The high negative Z-value of -4.972 indicates that the observed difference in ranks was very far from zero, suggesting a true difference exists. The highly significant one-tailed p-value ($p < .0005$) indicates that the result is statistically significant and unlikely to have such a big Z-value just by random luck. These findings reinforce that long-form product review videos provide more clarity in demonstrating product features, likely because they allow for more detailed explanations, visuals, and walkthroughs than short-form formats.

4.5.2.3 Wilcoxon Signed-Rank Test of Perceived Helpfulness in Resolving Doubts Between Long-Form and Short-Form Product Review Videos

Table 4.22

Descriptive Statistics of Perceived Helpfulness in Resolving Doubts Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_ResolveDoubts	50	4.22	1.036	1	5
ShortForm_ResolveDoubts	50	3.06	.913	1	5

For the perceived helpfulness in resolving doubt after watching long-form and short-form product review videos, the respondents rated their level of agreement on a scale of 1-5 to justify which format is better in helping them to solve doubts when choosing a high-involvement product. According to Table 4.22, the mean score for long-form product review video was 4.22, which was higher than the short-form product review video, which scored $M=3.06$, indicating that the average respondents prefer the long-form format which explained the doubts in detail than the short-form format which explained the doubts quickly by just answering the questions. The standard deviation for long-form video was 1.04, indicating a high spread in the rating, where certain respondents rated it highly and certain gave it a lower rating. The standard deviation for the short-form video was 0.91, which was slightly lower than the long-form video. However, if the lower mean of 3.06 was put into consideration, the ratings were more spread around the neutral point (3), indicating a mixed opinion instead of strong agreement or disagreement. In terms of minimum and maximum scores, both video formats received the full range of ratings, from 1 (Strongly Disagree) to 5 (Strongly Agree). This means that while some respondents found each format highly helpful, others rated them as not helpful at all. However, the higher mean and broader variation in long-form ratings suggest that more respondents found it effective, even though a few held different views.

Table 4.23

Wilcoxon Signed-Rank Test of Perceived Helpfulness in Resolving Doubts Between Long-Form and Short-Form Product Review Videos

Ranks		N	Mean Rank	Sum of Ranks
ShortForm_ResolveDoubts	Negative Ranks	39 ^a	23.87	931.00
LongForm_ResolveDoubts	Positive Ranks	9 ^b	27.22	245.00
	Ties	2 ^c		
	Total	50		

a. ShortForm_ResolveDoubts < LongForm_ResolveDoubts

b. ShortForm_ResolveDoubts > LongForm_ResolveDoubts

c. ShortForm_ResolveDoubts = LongForm_ResolveDoubts

Test Statistics^a

	ShortForm_ResolveDoubts - LongForm_ResolveDoubts
Z	-3.613 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on the perceived helpfulness of resolving doubts in long-form and short-form product review videos. According to Table 4.23, out of 50 respondents, the negative ranks showed that 39 participants gave higher ratings to long-form videos. In contrast, only 9 participants favoured short-form videos, and 2 ties were observed, indicating there was no difference between long-form and short-form format. Long-form product review videos obtained a mean rank of 23.87, while short-form product review videos received a higher mean rank of 27.22, indicating that although fewer respondents preferred short-form videos, they rated them relatively strongly when they did. However, long-form videos scored a sum of ranks of 931.00, which was much higher than the short-form videos' 245.00, further supporting the stronger and more consistent preference for long-form videos. The high negative Z-value of -3.613 indicates that the observed difference in ranks was statistically far from zero, suggesting a real and meaningful difference. The highly significant one-tailed p-value ($p < .0005$) confirms that the result is statistically significant and not due to random variation such as luck. These findings reinforce that long-form product review videos have more perceived helpfulness in helping viewers resolve doubts, likely due to their ability to provide more comprehensive explanations, address concerns in detail, and build consumer confidence.

4.5.2.4 Wilcoxon Signed-Rank Test of Perceived Credibility Between Long-Form and Short-Form

Product Review Videos

Table 4.24

Descriptive Statistics of Perceived Credibility Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_PerceivedCredibility	50	4.24	.847	2	5
ShortForm_PerceivedCredibility	50	2.52	.735	1	4

For the perceived credibility after watching long-form and short-form product review videos, the respondents rated their level of agreement from 1-5 on a scale to justify which formats provide better credibility by providing a sense of genuine and unbiased review. According to Table 4.24, the mean of long-form product review videos was 4.24, which was higher than the short-form product review video with $M=2.52$. The mean scores show that the respondents favour the long-form format over the short-form format. The standard deviation of the long-form product review video was 0.85, indicating a relatively low spread around the mean. The standard deviation of short-form product review videos was 0.74, indicating a lower spread around the mean compared to the long-form format. This shows that respondents rate the short-form format more consistently than the long-form format, but centered lower on the scale ($M=2.52$), reflecting doubts about short-form product review videos' credibility.

Table 4.25

Wilcoxon Signed-Rank Test of Perceived Credibility Between Long-Form and Short-Form Product Review Videos

Ranks				
		N	Mean Rank	Sum of Ranks
ShortForm_PerceivedCredibility - LongForm_PerceivedCredibility	Negative Ranks	40 ^a	22.23	889.00
	Positive Ranks	2 ^b	7.00	14.00
	Ties	8 ^c		
	Total	50		

a. ShortForm_PerceivedCredibility < LongForm_PerceivedCredibility
b. ShortForm_PerceivedCredibility > LongForm_PerceivedCredibility
c. ShortForm_PerceivedCredibility = LongForm_PerceivedCredibility

Test Statistics^a

	ShortForm_PerceivedCredibility - LongForm_PerceivedCredibility
Z	-5.527 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on the perceived credibility of long-form and short-form product review videos. According to Table 4.25, out of 50 respondents, the negative ranks showed that 40 participants gave higher ratings to long-form videos. In contrast, only 2 participants favoured short-form videos, and 8 ties were observed, meaning these respondents saw no difference in credibility between the two formats. Long-form product review videos received a mean rank of 22.23, while short-form videos received a lower mean rank of 7.00. This shows that very few respondents preferred short-form videos, and they did not rate them strongly as well. The sum of ranks for long-form videos was 889.00, which was much higher than the short-form videos' 14.00, showing that the preference for long-form was both stronger and more consistent. The Z-value of -5.527 is a large negative value, meaning the difference between the two formats was statistically far from zero. The one-tailed p-value ($p < .0005$) was highly significant, confirming that the result is not likely due to random chance. These findings clearly show that long-form product review videos are seen as more credible, most likely because they provide more detailed explanations, appear more trustworthy, and allow time to build a stronger impression compared to short-form formats.

4.5.2.5 Wilcoxon Signed-Rank Test of Perceived Effectiveness of Product Comparison Between Long-Form and Short-Form Product Review Videos

Table 4.26

Descriptive Statistics of Perceived Effectiveness of Product Comparison Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_CompareEffectiveness	50	4.60	.808	2	5
ShortForm_CompareEffectiveness	50	2.20	1.278	1	5

For the effectiveness in comparing products after watching long-form and short-form product review videos, the respondents rated their level of agreement on a scale of 1–5 to show which format helped them better compare different products. According to Table 4.26, the mean score for long-form product review videos was 4.60, which was much higher than the mean score of 2.20 for short-form product review videos. This shows that respondents generally felt long-form videos were more effective in helping them make product comparisons. The standard deviation for long-form videos was 0.81, which means most of the responses were close to the average, showing a high level of agreement. The standard deviation for short-form videos was 1.28, which is much higher, meaning the responses were more spread out and less consistent. Some people thought the short-form videos were helpful, but others did not. In terms of minimum and maximum scores, long-form videos were rated between 2 (Disagree) and 5 (Strongly Agree), showing that all respondents agreed to some extent that the format helped with product comparison. Short-form videos, however, received the full range of responses from 1 (Strongly Disagree) to 5 (Strongly Agree), showing a wider spread of opinions. This suggests that while a few respondents found short-form videos effective, many others did not.

Table 4.27

Wilcoxon Signed-Rank Test of Perceived Effectiveness of Product Comparison Between Long-Form and Short-Form Product Review Videos

Ranks		N	Mean Rank	Sum of Ranks
ShortForm_CompareEffectiveness - LongForm_CompareEffectiveness	Negative Ranks	41 ^a	28.51	1169.00
	Positive Ranks	8 ^b	7.00	56.00
	Ties	1 ^c		
	Total	50		

a. ShortForm_CompareEffectiveness < LongForm_CompareEffectiveness

b. ShortForm_CompareEffectiveness > LongForm_CompareEffectiveness

c. ShortForm_CompareEffectiveness = LongForm_CompareEffectiveness

Test Statistics^a

	ShortForm_CompareEffectiveness - LongForm_CompareEffectiveness
Z	-5.602 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on the effectiveness of comparing products in long-form and short-form product review videos. According to Table 4.27, out of 50 respondents, the negative ranks showed that 41 participants gave higher ratings to long-form videos. In contrast, only 8 participants favoured short-form videos, and 1 tie was observed, where the respondent rated both formats equally. Long-form product review videos received a mean rank of 28.51, while short-form videos received a lower mean rank of 7.00. This shows that not only did more people prefer long-form videos, but they also gave them much stronger preference scores. The sum of ranks for long-form videos was 1169.00, which was significantly higher than the short-form videos, which were 56.00, further showing the strong and consistent preference toward the long-form format. The Z-value of -5.602 is a large negative number, meaning the difference between the two formats was far from zero. The one-tailed p-value was highly significant ($p < .0005$), showing that this difference is not due to random chance. These findings strongly suggest that long-form product review videos are more effective for helping viewers compare products, likely because they provide more details, side-by-side comparisons, and in-depth analysis than short-form formats.

4.5.2.6 Wilcoxon Signed-Rank Test of Perceived Effectiveness in Presenting Pros and Cons Between Long-Form and Short-Form Product Review Videos

Table 4.28

Descriptive Statistics of Perceived Effectiveness in Presenting Pros and Cons Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_ProsCons	50	4.58	.785	2	5
ShortForm_ProsCons	50	2.24	1.271	1	5

For the perceived effectiveness in presenting pros and cons between long-form and short-form product review videos, the respondents rated their level of agreement on a scale of 1–5 to show how well each format helped them understand both the strengths and weaknesses of a product. According to Table 4.28, the mean score for long-form product review videos was 4.58, which was much higher than the mean score of 2.24 for short-form videos. This shows that respondents generally felt that long-form videos did a much better job at presenting pros and cons clearly and in detail. The standard deviation for long-form videos was 0.785, which is low and shows that most responses were very consistent and close to the average, meaning many respondents agreed with the high rating. In contrast, the standard deviation for short-form videos was 1.271, which is high, indicating that opinions were more spread out. Some respondents found short-form videos helpful, while others strongly disagreed. Looking at the minimum and maximum scores, long-form videos were rated between 2 (Disagree) and 5 (Strongly Agree), showing no one strongly disagreed. For short-form videos, however, the ratings ranged from 1 (Strongly Disagree) to 5 (Strongly Agree), covering the entire scale. This suggests that opinions about short-form videos were much more divided, while long-form videos were more consistently rated as helpful in showing both sides of the product.

Table 4.29

Wilcoxon Signed-Rank Test of Perceived Effectiveness in Presenting Pros and Cons Between Long-Form and Short-Form Product Review Videos

Ranks		N	Mean Rank	Sum of Ranks
ShortForm_ProCons - LongForm_ProCons	Negative Ranks	41 ^a	27.34	1121.00
	Positive Ranks	7 ^b	7.86	55.00
	Ties	2 ^c		
	Total	50		

a. ShortForm_ProCons < LongForm_ProCons
 b. ShortForm_ProCons > LongForm_ProCons
 c. ShortForm_ProCons = LongForm_ProCons

Test Statistics ^a	
	ShortForm_ProCons - LongForm_ProCons
Z	-5.530 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test
 b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on how clearly the long-form and short-form product review videos presented both pros and cons of the product. According to Table 4.29, out of 50 respondents, the negative ranks showed that 41 participants gave higher ratings to long-form videos. Only 7 participants favoured short-form videos, while 2 respondents rated both formats the same, resulting in ties. Long-form product review videos received a mean rank of 27.34, which was much higher than the mean rank of 7.86 for short-form videos. The sum of ranks for long-form videos was 1121.00, while short-form videos had a much lower sum of ranks of 55.00. These results show that respondents not only preferred long-form videos but also rated them more strongly and consistently when it came to explaining both the pros and cons of the product. The Z-value was -5.530, indicating that the observed difference between the two formats was very far from zero. The highly significant one-tailed p-value ($p < .0005$) proved that the difference is statistically significant and is unlikely to have happened by chance. These results confirm that long-form product review videos are much more effective at presenting both the positive and negative sides of a product, which helps viewers make more informed decisions.

4.5.2.7 Wilcoxon Signed-Rank Test of Perceived Effectiveness in Addressing Product Concerns Between Long-Form and Short-Form Product Review Videos

Table 4.30

Descriptive Statistics of Perceived Effectiveness in Addressing Product Concerns Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_AddressConcerns	50	4.38	.830	2	5
ShortForm_AddressConcerns	50	2.46	.885	1	5

For the perceived effectiveness in addressing concerns between long-form and short-form product review videos, the respondents rated their level of agreement on a scale of 1–5 to indicate how well each video format helped answer their worries or uncertainties about the product. According to Table 4.30, the mean score for long-form product review videos was 4.38, which was much higher than the mean score of 2.46 for short-form product review videos. This shows that respondents generally believed long-form videos were more effective at addressing their concerns, likely because they give more detailed explanations and cover a wider range of questions. The standard deviation for long-form videos was 0.83, which is low and shows that most of the ratings were close to the high average of 4.38. This means that many respondents agreed that long-form videos were helpful in addressing their concerns. On the other hand, the standard deviation for short-form videos was slightly higher at 0.89, and since the mean score was only 2.46, this suggests that while some respondents found short-form videos helpful, others did not find them helpful at all, leading to a wider range of opinions. Looking at the minimum and maximum scores, long-form videos were rated between 2 (Disagree) and 5 (Strongly Agree), showing that no one strongly disagreed with their helpfulness. In contrast, short-form videos received the full range of ratings, from 1 (Strongly Disagree) to 5 (Strongly Agree). This suggests that opinions about short-form videos were more mixed, while long-form videos were consistently rated as helpful for addressing concerns.

Table 4.31

Wilcoxon Signed-Rank Test of Perceived Effectiveness in Addressing Product Concerns Between Long-Form and Short-Form Product Review Videos

		Ranks		
		N	Mean Rank	Sum of Ranks
ShortForm_AddressConcer	Negative Ranks	41 ^a	27.57	1130.50
ns - LongForm_AddressConcer	Positive Ranks	7 ^b	6.50	45.50
ns	Ties	2 ^c		
Total		50		

a. ShortForm_AddressConcerns < LongForm_AddressConcerns

b. ShortForm_AddressConcerns > LongForm_AddressConcerns

c. ShortForm_AddressConcerns = LongForm_AddressConcerns

Test Statistics^a

		ShortForm_AddressConcerns - LongForm_AddressConcerns
Z		-5.643 ^b
Asymp. Sig. (2-tailed)		<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on how well long-form and short-form product review videos addressed concerns about high-involvement products. According to Table 4.31, out of 50 respondents, the negative ranks showed that 41 participants gave higher ratings to long-form videos, while only 7 participants favoured short-form videos, and 2 respondents gave equal ratings to both formats. The mean rank for long-form videos was 27.57, while short-form videos received a lower mean rank of 6.50. This shows that not only did more people prefer long-form videos, but they also gave much stronger preference scores. The sum of ranks for long-form videos was 1130.50, compared to just 45.50 for short-form videos, further proving that respondents showed a clear and consistent preference for long-form formats in addressing concerns. The Z-value of -5.643 indicates that the difference between the two formats was very far from zero, which means the ranking difference is statistically large. The p-value (2-tailed) is less than 0.001, and when divided for a one-tailed result, it remains highly significant ($p < .0005$). This tells us that the observed difference is not due to chance and strongly supports the idea that long-form videos are better at addressing concerns. In conclusion, the results show that long-form product review videos are much more effective in addressing viewers' doubts and concerns, likely because they explain more thoroughly, cover potential problems, and answer detailed questions that help consumers make confident decisions.

4.5.3 Purchase Decision

4.5.3.1 Perceived Emotional Attachment toward High-Involvement Products in Product Review Videos

Table 4.32

Perceived Emotional Attachment toward High-Involvement Products in Product Review Videos

Length_Influence_EmotionalAttachment		
N	Valid	50
	Missing	0
Mean		3.92
Median		4.00
Std. Deviation		.778

Length_Influence_EmotionalAttachment		
	N	%
1	1	2.0%
3	11	22.0%
4	28	56.0%
5	10	20.0%

Based on Table 4.32, most respondents felt that the length of a product review video influenced their emotional attachment to high-involvement products. The average rating was 3.92, and the middle score (median) was 4.00, which shows that many respondents agreed with the statement. The standard deviation was low at 0.778, meaning the answers were quite consistent. More than half of the respondents (56%) chose 4 (Agree), and another 20% chose 5 (Strongly Agree), showing strong support. Only 2% strongly disagreed, and 22% were neutral. This suggests that the length of product review videos highly influences viewers' emotional connection to the product during the purchase decision stage.

4.5.3.1.1 Wilcoxon Signed-Rank Test of Perceived Emotional Attachment toward High-Involvement Product Between Long-Form and Short-Form Product Review Videos

Table 4.33

Descriptive Analysis of Perceived Emotional Attachment toward High-Involvement Product Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_Emo tionalAttac hment	50	3.86	.881	1	5
ShortForm_Emo tionalAttac hment	50	2.24	.771	1	4

For the emotional attachment respondents felt after watching long-form and short-form product review videos, they rated their level of agreement on a scale of 1–5 to show how emotionally connected they felt to the product. According to Table 4.33, the mean score for long-form product review videos was 3.86, which was much higher than the mean score of 2.24 for short-form videos. This shows that respondents felt more emotionally connected when watching long-form videos compared to short-form ones. The standard deviation for long-form videos was 0.88, showing that responses were fairly close to the average, meaning many people agreed that long-form videos created emotional attachment. The standard deviation for short-form videos was 0.77, also quite low, but since the mean was much lower (2.24), this suggests that most people did not feel much attachment to short-form videos, and their ratings were also quite similar. Looking at the minimum and maximum values, long-form videos received ratings from 1 (Strongly Disagree) to 5 (Strongly Agree), while short-form videos were rated from 1 to 4, meaning no one strongly agreed that short-form videos created emotional attachment. This shows that long-form videos were more emotionally engaging, while short-form videos were less effective in creating such feelings.

Table 4.34

Wilcoxon Signed-Rank Test of Perceived Emotional Attachment toward High-Involvement Product Between Long-Form and Short-Form Product Review Videos

Ranks		N	Mean Rank	Sum of Ranks
ShortForm_Emo tionalAttac hment - LongForm_Emo tionalAttac hment	Negative Ranks	41 ^a	22.76	933.00
	Positive Ranks	2 ^b	6.50	13.00
	Ties	7 ^c		
	Total	50		

a. ShortForm_Emo
tionalAttachment < LongForm_Emo
tionalAttachment

b. ShortForm_Emo
tionalAttachment > LongForm_Emo
tionalAttachment

c. ShortForm_Emo
tionalAttachment = LongForm_Emo
tionalAttachment

Test Statistics^a

ShortForm_Em otionalAttac hment - LongForm_Emo tionalAttac hment	
Z	-5.665 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to compare how emotionally attached respondents felt after watching long-form and short-form product review videos. According to Table 4.34, out of 50 respondents, 41 people gave higher ratings to long-form videos, while only 2 people preferred short-form videos, and 7 gave the same rating to both formats. The mean rank for long-form videos was 22.76, much higher than the mean rank of 6.50 for short-form videos. This shows that people not only preferred long-form videos for emotional connection, but also felt more strongly about that preference. The sum of ranks for long-form videos was 933.00, while short-form videos only had a total of 13.00, showing a clear and strong preference for the long-form format. The Z-value was -5.665, which means the difference between the two formats is large and far from zero. The p-value (2-tailed) was less than .001, and the one-tailed p-value was also highly significant ($p < .0005$). This means the difference is real and not due to chance. In summary, respondents felt more emotionally connected after watching long-form product review videos, likely because they had more time to explain the product in detail, build trust, and make the viewer feel more involved.

4.5.3.2 Perceived Level of Assurance Toward High-Involvement Products in Product Review Videos

Table 4.35

Perceived Level of Assurance Toward High-Involvement Products in Product Review Videos

Statistics		
Length_Influence_Assurance		
N	Valid	50
	Missing	0
Mean		4.58
Median		5.00
Std. Deviation		.758

Length_Influence_Assurance		
	N	%
3	8	16.0%
4	5	10.0%
5	37	74.0%

Based on Table 4.35, most respondents agreed that the length of a product review video gives them more assurance when considering high-involvement products. The average score was 4.58, and the middle score (median) was 5.00, showing that many respondents strongly agreed. The standard deviation was low at 0.758, which means the answers were quite close to each other. A large majority of respondents (74%) gave a rating of 5 (Strongly Agree), and 10% chose 4 (Agree), while only 16% rated it as 3 (Neutral). This suggests that the length of product review videos highly influences viewers' level of assurance and confidence toward the product during the purchase decision stage.

4.5.3.2.1 Wilcoxon Signed-Rank Test of Perceived Level of Assurance Toward High-Involvement Product Between Long-Form and Short-Form Product Review Videos

Table 4.36

Descriptive Statistics of Perceived Level of Assurance Toward High-Involvement Product Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_Assurance	50	4.54	.838	2	5
ShortForm_Assurance	50	2.04	.856	1	4

For the perceived level of assurance after watching long-form and short-form product review videos, respondents rated how confident they felt about the product based on what they saw. According to Table 4.36, the mean score for long-form videos was 4.54, which was much higher than the mean score of 2.04 for short-form videos. This shows that most respondents felt more assured and confident when watching long-form videos. The standard deviation for long-form videos was 0.838, showing that most responses were close to the high average, meaning many people agreed that long-form videos helped them feel sure about the product. For short-form videos, the standard deviation was 0.856, which is also relatively low, but since the mean score was much lower, this suggests that most people did not feel confident based on the short-form videos. In terms of minimum and maximum scores, long-form videos were rated between 2 (Disagree) and 5 (Strongly Agree), meaning no one strongly disagreed with the feeling of assurance. On the other hand, short-form videos were rated from 1 (Strongly Disagree) to 4 (Agree), which means no one strongly agreed that short-form videos gave them confidence. Overall, respondents clearly felt that long-form product review videos gave them more assurance, likely because they provide more detailed explanations, show more product features, and answer questions in depth.

Table 4.37

Wilcoxon Signed-Rank Test of Perceived Level of Assurance Toward High-Involvement Product Between Long-Form and Short-Form Product Review Videos

Ranks		N	Mean Rank	Sum of Ranks
ShortForm_Assurance - LongForm_Assurance	Negative Ranks	41 ^a	24.95	1023.00
	Positive Ranks	4 ^b	3.00	12.00
	Ties	5 ^c		
	Total	50		

a. ShortForm_Assurance < LongForm_Assurance
 b. ShortForm_Assurance > LongForm_Assurance
 c. ShortForm_Assurance = LongForm_Assurance

Test Statistics ^a	
	ShortForm_Assurance - LongForm_Assurance
Z	-5.829 ^b
Asymp. Sig. (2-tailed)	<.001

a. Wilcoxon Signed Ranks Test
 b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to compare how confident (assured) respondents felt after watching long-form and short-form product review videos. According to Table 4.37, out of 50 respondents, 41 people gave higher ratings to long-form videos, while only 4 people rated short-form videos higher, and 5 people rated both formats the same. The mean rank for long-form videos was 24.95, while the mean rank for short-form videos was only 3.00. This shows that long-form videos were not only preferred by more people, but they were also rated much more strongly. The sum of ranks for long-form videos was 1023.00, compared to just 12.00 for short-form videos, clearly showing a stronger and more consistent preference for long-form formats. The Z-value was -5.829, which means the difference between the two formats was very large and not close to zero. The p-value (2-tailed) is less than .001, and after converting to one-tailed ($p < .0005$), the result is still highly significant. This means the difference in how confident people felt is real and not just random. In conclusion, long-form product review videos made viewers feel more assured and confident, likely because they provide more information, address more concerns, and help viewers understand the product better.

4.5.4 Post-Purchase Evaluation

4.5.4.1 Perceived Emotional Risk After Watching Product Review Videos

Table 4.38

Descriptive Statistics of Perceived Emotional Risk After Watching Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_Affect_Regret	50	4.14	.833	2	5
LongForm_LessRegret	50	4.08	.877	2	5
ShortForm_Affect_Regret	50	2.42	.731	1	4
ShortForm_LessRegret	50	2.36	.722	1	4

For the perceived ability to influence the level of post-purchase regret after purchasing a high-involvement product, respondents rated their agreement on a scale of 1 to 5. According to Table 4.38, the mean score for long-form product review videos was 4.14, while short-form videos received a lower mean of 2.42. This indicates that respondents generally felt that long-form videos had a stronger influence on their feelings of regret after a purchase, while short-form videos were seen as having much less influence. The standard deviation for long-form videos was 0.833, showing that responses were closely grouped around the mean, suggesting most respondents agreed on its influence. The standard deviation for short-form videos was 0.731, which also shows low spread, but with a lower mean, indicating most respondents did not feel the short-form format influenced their regret much. In terms of score range, long-form videos were rated from 2 (Disagree) to 5 (Strongly Agree), with no respondents selecting the lowest score, suggesting overall agreement that long-form videos had some level of influence. For short-form videos, the scores ranged from 1 (Strongly Disagree) to 4 (Agree), with no respondents selecting Strongly Agree. This shows that long-form videos were generally perceived to have a stronger impact on how much regret respondents felt after buying a high-involvement product.

For perceived ability in reducing post-purchase regret after purchasing a high-involvement product, the mean score for long-form videos was 4.08, compared to 2.36 for short-form videos. This shows that respondents

felt more satisfied and less regretful after watching long-form videos, while they were less convinced about the effectiveness of short-form ones. The standard deviation for long-form videos was 0.877, showing a tight spread around the mean, and most people rated it highly. For short-form videos, the standard deviation was 0.722, meaning responses were also close to the average, but since the average was low, this tells us that most people did not feel much regret or relief from short-form videos. Looking at the rating range, long-form videos received scores from 2 to 5, while short-form videos had scores from 1 to 4. This again supports the idea that long-form content helped more people feel less regret after making a big purchase.

Table 4.39

Wilcoxon Signed-Rank Test of Perceived Emotional Risk After Watching Between Long-Form and Short-Form Product Review Videos

Wilcoxon Signed Ranks Test

		Ranks		
		N	Mean Rank	Sum of Ranks
ShortForm_Affect_Regret - LongForm_Affect_Regret	Negative Ranks	40 ^a	23.16	926.50
	Positive Ranks	3 ^b	6.50	19.50
	Ties	7 ^c		
	Total	50		
ShortForm_LessRegret - LongForm_LessRegret	Negative Ranks	40 ^d	24.05	962.00
	Positive Ranks	4 ^e	7.00	28.00
	Ties	6 ^f		
	Total	50		

a. ShortForm_Affect_Regret < LongForm_Affect_Regret

b. ShortForm_Affect_Regret > LongForm_Affect_Regret

c. ShortForm_Affect_Regret = LongForm_Affect_Regret

d. ShortForm_LessRegret < LongForm_LessRegret

e. ShortForm_LessRegret > LongForm_LessRegret

f. ShortForm_LessRegret = LongForm_LessRegret

Test Statistics^a

	ShortForm_Affect_Regret - LongForm_Affect_Regret	ShortForm_LessRegret - LongForm_LessRegret
Z	-5.540 ^b	-5.511 ^b
Asymp. Sig. (2-tailed)	<.001	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to analyse the ranked differences between respondents' paired scores on how much long-form and short-form product review videos influenced their level of post-purchase regret after making a high-involvement purchase. According to Table 4.39, out of 50 respondents, 40 participants gave higher levels of influence ratings to long-form videos, only 3 favoured short-form videos, and 7 gave the same rating for both formats. Long-form videos received a mean rank of 23.16, which was much higher than the short-form video's mean rank of 6.50. In terms of overall strength, long-form videos received a sum of ranks of 926.50, while short-form videos only reached 19.50. The Z-value of -5.540 indicates a large and clear difference in the rankings, and the highly significant one-tailed p-value ($p < .0005$) shows that this result is unlikely due to random chance. These findings suggest that long-form product review videos have a stronger influence on the

level of post-purchase regret respondents feel after their purchase, possibly because they give more detailed explanations that affect decision-making emotions more deeply.

The test also examined the perceived ability to reduce post-purchase regret after purchasing a high-involvement product. 40 participants rated long-form videos more highly, only 4 preferred short-form videos, and 6 gave equal ratings. The mean rank for long-form was 24.05, while short-form only had a mean rank of 7.00, showing that long-form videos were not just preferred by more people, but also rated more strongly. The sum of ranks for long-form was 962.00, compared to only 28.00 for short-form videos. The Z-value was -5.511, with a one-tailed p-value $< .0005$, showing a real and meaningful difference. In short, long-form product review videos helped more people feel less regret about their purchase, probably because they give more reassurance through detailed product walkthroughs and explanations.

4.5.4.2 Perceived Financial Risk After Watching Product Review Videos

Table 4.40

Wilcoxon Signed-Rank Test of Perceived Financial Risk After Watching Between Long-Form and Short-Form Product Review Videos

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
LongForm_Reduce_Money Concern	50	4.58	.810	3	5
LongForm_MoreConfident	50	4.62	.780	3	5
ShortForm_Reduce_Money Concern	50	1.78	.840	1	4
ShortForm_MoreConfident	50	1.76	.847	1	4

For the perceived ability of reducing post-purchase financial concern on a high-involvement product, the respondents rated their level of agreement on a scale of 1 to 5. According to Table 4.40, the mean score for long-form product review videos was 4.58, while short-form videos had a much lower mean score of 1.78. This shows that most respondents agreed that long-form videos helped ease their financial concerns, while they mostly disagreed that short-form videos had the same effect. The standard deviation for long-form videos was 0.81, meaning most ratings were close to the average and showed consistent agreement. On the other hand, the standard deviation for short-form videos was 0.84, also quite consistent, but the low mean score indicates that most respondents did not feel short-form videos helped reduce their concerns. Long-form videos received ratings from 3 (Neutral) to 5 (Strongly Agree), while short-form videos had scores from 1 (Strongly Disagree) to 4 (Agree), suggesting many respondents disagreed or remained unsure about the effectiveness of short-form videos in easing money concerns.

For the perceived ability to increase post-purchase confidence, which made respondents feel confident that their purchase was worth the price, the long-form videos again scored much higher, with a mean of 4.62 compared to only 1.76 for short-form videos. This indicates that long-form reviews made people feel much more

confident about their purchase decision. The standard deviation for long-form videos was 0.78, showing strong agreement with little variation. In contrast, short-form videos had a slightly higher standard deviation of 0.85, with a lower mean ($M=1.76$) and ratings between 1 (Strongly Disagree) and 4 (Agree), indicating that most people disagreed or were unsure whether these videos gave them enough confidence. Overall, the results clearly show that respondents felt more financially reassured and confident when watching long-form product review videos.

Table 4.41

Wilcoxon Signed-Rank Test of Perceived Financial Risk After Watching Between Long-Form and Short-Form Product Review Videos

Wilcoxon Signed Ranks Test

		Ranks		
		N	Mean Rank	Sum of Ranks
ShortForm_Reduce_MoneyConcern - LongForm_Reduce_MoneyConcern	Negative Ranks	40 ^a	21.50	860.00
	Positive Ranks	1 ^b	1.00	1.00
	Ties	9 ^c		
	Total	50		
ShortForm_MoreConfident - LongForm_MoreConfident	Negative Ranks	41 ^d	22.00	902.00
	Positive Ranks	1 ^e	1.00	1.00
	Ties	8 ^f		
	Total	50		

a. ShortForm_Reduce_MoneyConcern < LongForm_Reduce_MoneyConcern

b. ShortForm_Reduce_MoneyConcern > LongForm_Reduce_MoneyConcern

c. ShortForm_Reduce_MoneyConcern = LongForm_Reduce_MoneyConcern

d. ShortForm_MoreConfident < LongForm_MoreConfident

e. ShortForm_MoreConfident > LongForm_MoreConfident

f. ShortForm_MoreConfident = LongForm_MoreConfident

Test Statistics^a

	ShortForm_Reduce_MoneyConcern - LongForm_Reduce_MoneyConcern	ShortForm_MoreConfident - LongForm_MoreConfident
Z	-5.723 ^b	-5.788 ^b
Asymp. Sig. (2-tailed)	<.001	<.001

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

The Wilcoxon Signed-Rank Test was used to examine the ranked differences between respondents' paired scores on the perceived ability of long-form and short-form product review videos in reducing post-purchase financial concern after a purchase. According to Table 4.41, out of 50 respondents, 40 participants rated long-form videos higher, 1 preferred short-form, and 9 gave equal scores. Long-form videos received a higher mean rank of 21.50, compared to 1.00 for short-form videos. The sum of ranks for long-form videos was 860.00, while short-form videos only reached 1.00, showing that more people strongly believed long-form videos helped ease

their financial concerns. The Z-value of -5.723 and the one-tailed p-value ($p < .0005$) indicate that this result is statistically significant and not due to random chance.

Similarly, the test also evaluated the perceived ability of the videos to increase post-purchase confidence. Results showed that 41 participants gave higher scores to long-form videos, only 1 preferred short-form, and 8 gave the same score for both. Long-form videos had a higher mean rank of 22.00, while short-form videos had only 1.00. The sum of ranks was also much higher for long-form videos, which was 902.00, compared to short-form videos, which was 1.00. The Z-value of -5.788 and the highly significant one-tailed p-value ($p < .0005$) show a real and meaningful difference. These findings confirm that long-form product review videos are more trusted by respondents in both reducing financial concern and making them feel more confident about their purchase.

4.6 Additional Factors Influence the Preference of Long-Form or Short-Form Product Review Videos

Respondents were asked if there were any other factors that affect their preference for long-form or short-form product review videos when considering high-involvement products. Out of 50 respondents, many answered “N/A” or “NA”, showing they had no extra input. However, a few gave helpful responses.

Some respondents mentioned that their choice depends on the type of information they want. They said some details are too complex for short videos, so they would choose long-form when needed. Others highlighted production quality, saying long-form videos usually have better visuals and structure, which makes them more trustworthy. Another factor mentioned was comments under the video, where respondents said they look at other people’s opinions before deciding. Lastly, reviewer credibility or trust in the spokesperson was pointed out as a reason for choosing one format over another.

These answers show that while the main factors were already listed in the questionnaire, some respondents also consider extra things like how complex the information is, how good the video looks, and how much they trust the reviewer.

CHAPTER V

DISCUSSION

5.0 Introduction

This chapter discusses the major findings from Chapter 4 Analysis and connects them with the theories explained in Chapter 2 Literature Review, which are the Consumer Decision-Making Process. The aim is to understand why long-form product review videos were preferred by respondents in all areas tested.

5.1 Reliability of the Measurement Scales

The reliability of the questionnaire was tested in the first place to make sure the scale used in this study was consistent. Cronbach's Alpha for both long-form and short-form product review video scales showed high internal consistency, with a score of 0.943 for the short-form scale and 0.976 for the long-form scale. According to Statistics How To (n.d.), a Cronbach's Alpha above .70 is generally considered acceptable, above .80 is good, and above .90 is excellent. Thus, both scales demonstrated excellent internal consistency.

The high reliability scores show that the questions in both the long-form and short-form scales worked well together to measure the same ideas, like how much people understood the product, how much they trusted the review, and how emotionally connected they felt after watching product review videos. The long-form scale, especially, showed stronger consistency among the questions. There was no need to remove any questions because doing so wouldn't have made the result better. This means the questions were stable and reliable for this study. These strong results also show that the questionnaire used in this study can be trusted to measure consumer preferences for short- and long-form product review videos, and it can be used again in future research on this topic. However, a very high Cronbach's Alpha value (above 0.9) can sometimes indicate redundancy, meaning some questionnaire items may be overly similar or repetitive (Tavakol & Dennick, 2011).

5.2 The Corrected Item-Total Correlation Analysis

The corrected item-total correlation analysis, as shown in Table 4.3, further supports the internal consistency of the two scales used. For long-form videos, all items showed strong correlations between 0.743 and 0.936. This means each item had a strong link with the overall scale, consumer perceptions toward long-form product review videos. In the short-form video scale, most items also showed good results, with most items above the 0.70 threshold. However, *ShortForm_PerceivedCredibility* recorded a lower value, which is 0.406, but this value was still acceptable and did not affect the overall scale reliability. As more correlations are above 0.7, especially for the long-form scale, this may suggest that certain questions might be overlapping significantly. Therefore, it is recommended to carefully review the questionnaire to make sure each question uniquely measures the intended idea without unnecessary repetition (Tavakol & Dennick, 2011).

5.3 Demographic

5.3.1 Age

As shown in Figure 4.3, half of the respondents (50%) were aged between 21 and 25, making this the largest age group in the study. This was followed by 26% who were aged 26 to 30. Meanwhile, 10% of respondents were in the 31–35 and 36–40 age brackets, respectively. While only a very small portion (4%) fell within the 15-20 age range. This age distribution highlights a strong presence of young adults who are more digitally savvy and highly engaged in online product research. Their familiarity with consuming content on digital platforms like YouTube and TikTok may shape their preferences when it comes to video-based product reviews.

5.3.2 Gender

As shown in Figure 4.4, the gender distribution of respondents was quite balanced, with 58% being male and 42% female. This balance helps reduce gender bias when understanding consumer preferences for product review videos. It means that the results consider views from both male and female consumers, especially when it comes to buying high-involvement products like electronics, cars, or property. Past studies have found that gender can affect how people process information and use media. For example, Meyers-Levy and Maheswaran (1991) said that women often search more deeply and focus on feelings, while men prefer quick, practical content

(Meyers-Levy & Loken, 2015). But in this study, both male and female respondents preferred long-form product review videos. This shows that when it comes to expensive or important purchases, the type of product may influence video length preference more than gender does.

5.3.3 Educational Level

Table 4.6 shows that most of the respondents were quite well-educated. A majority (62%) had a Bachelor's Degree, while 14% held a Diploma, and just 4% had completed High School and a Master's Degree. 16% selected "Other," which might have meant they were taking different learning paths, most possibly through short courses, informal training, or had stopped formal education for personal or work-related reasons. This overall higher level of education could have explained why many respondents leaned toward long-form product review videos. These types of videos usually went deeper into the details and were more structured, which was something that educated viewers might have appreciated when making big decisions like buying gadgets, vehicles, or other expensive items. People with more education often thought more critically and wanted to be sure before making a purchase, so they were more likely to prefer content that gave them the full picture. This aligned with the study's findings, which were that long-form videos stood out because they were clear, informative, and helped people feel more confident in their choices.

5.3.4 Occupation and Monthly Income

As shown in Table 4.7 and Table 4.8, the biggest group of respondents (34%) earned less than RM2,000 a month, which matched the profiles of students and those in entry-level jobs. The rest were spread across different income levels, which were 22% earned RM2,001–RM4,000, another 22% earned RM4,001–RM6,000, 14% earned RM6,001–RM8,000, and 8% earned more than RM8,000. Having a wide range of income levels helped the study see how money might have influenced what kind of product review videos people preferred when thinking about big or expensive purchases. Those earning less, like students or anyone earning under RM2,000, might have been more careful with their money. Because of that, many of them seemed to prefer long-form videos that explained things more clearly, offered comparisons, and gave them the confidence to spend their money wisely. Since they were more careful with their finances, they likely felt a higher risk when making big purchases and didn't want to end up regretting their decision. That's why longer, more detailed videos felt safer and more reliable to them.

In contrast, those with higher incomes might not have been as worried about making a wrong purchase. They had more financial flexibility and could afford small mistakes. So, they may not have needed to watch every detail or spend as much time researching. Some of them might have been okay with shorter videos. Still, many of them appreciated the in-depth content that long-form videos offered. This matched what Gumus and Dayioglu (2015) discovered that people with higher incomes usually felt less financial pressure, and that influenced how much effort they put into searching for information before buying something important.

5.4 Consumer Preferences for Product Review Videos in High-Involvement Purchases

5.4.1 Video Preference

Figure 4.8 shows that most Malaysian youths preferred long-form product review videos when it came to high-involvement products. This made sense because big purchases such as tech gadgets, cars, or property usually made people think more carefully before buying. These products often felt riskier, so people wanted to make sure they had enough information. Long-form videos helped with that by offering more detailed explanations and full demonstrations compared to short-form videos, they gave viewers a better chance to understand the product before making a decision.

5.4.2 Platform Preference

As shown in Figure 4.9, most respondents preferred YouTube as their main platform for watching product review videos. This matched their preference for longer and more detailed content. Unlike TikTok or Instagram Reels, which focus on short and fun videos, YouTube lets creators upload longer videos without strict time limits. That made it easier for viewers to get all the information they needed, especially when making big or important purchases. YouTube's format simply fit better with what the audience was looking for, which was clear, in-depth product reviews they could trust.

5.4.3 Purchase Decision After Watching a Product Review Video

The majority of respondents reported making their purchase decisions based on long-form product review videos, as shown in Figure 4.10. This finding implies that the depth of information and credibility typically associated with long-form content positively influences consumer confidence and willingness to proceed with high-involvement purchases. Consumers may perceive longer videos as more trustworthy and detailed, leading to a stronger sense of assurance and reduced perceived risk for emotionally and financially.

5.4.4 Ideal Video Duration

As shown in Figure 4.11, most respondents (64%) said they prefer videos that are between 5 to 10 minutes long. This shows that they like content that gives enough explanation but is not too long. A smaller group (18%) preferred videos that are more than 10 minutes, which suggests that some people still want very detailed reviews, especially for high-involvement products. Meanwhile, 12% liked shorter videos between 1 to 5 minutes, and only 6% wanted videos under one minute, showing that very short reviews are not popular for serious buying decisions. These results show that most Malaysian youths want videos that are clear, complete, and not too time-consuming, where 5 to 10 minutes is the ideal balance between information and attention span.

5.4.5 Likelihood to Watch Full Product Review Videos

As shown in Table 4.13, the results showed that most Malaysian youths were likely to watch full product review videos when deciding on high-involvement purchases. The average rating was 4.20 out of 5, which means many respondents preferred longer and more detailed review content. This made sense because high-involvement purchases, such as buying expensive or important items, usually made people think more carefully and spend more time doing research. When the product involved more money or emotional value, people wanted to feel sure before buying. So, they were willing to watch full-length reviews to understand the product better and reduce any worries or risks. Also, according to Figure 4.12, since most respondents gave similar ratings, mostly 4 (Agree) and 5 (Strongly Agree), it showed that this behaviour was common and consistent in the group.

This suggests that content creators and marketers don't need to worry about making long videos for high-involvement products. There is an audience that is ready to watch them, as long as the videos are clear, interesting, and well-organized, to keep viewers watching until the end.

5.5 Consumer Decision-Making Process for High-Involvement Products

5.5.1 Problem Recognition

5.5.1.1 Actively Search for Detailed Product Information

The results from this study clearly showed that Malaysian youths actively searched for detailed product information when considering high-involvement products. As shown in Table 4.14, almost all respondents either agreed or strongly agreed that they look for in-depth product details before making a decision. Specifically, 78% strongly agreed and 22% agreed. This behaviour matches the first step in the consumer decision-making process, which is the problem recognition stage (Stankevich, 2017). In this stage, people will first feel a need or problem and then begin to proceed to the next stage by looking for information to solve it. For high-involvement products, like expensive tech or vehicles, this search becomes more serious and time-consuming.

5.5.1.2 Information Need When Buying and Upgrading a New High-Involvement Product

Many respondents believed it was important to have more information when buying a high-involvement product for the first time. As shown in Table 4.15, 100% of respondents agreed, with 68% of them strongly agreed, remaining 32% agreed that they needed detailed product information when buying something new. Even when upgrading a familiar product, like moving from an iPhone 15 Pro Max to an iPhone 16 Pro Max, the need for information remained strong. Table 4.16 showed that 20% felt neutral, 50% still agreed, but only 30% strongly agreed. This comparison shows that while people feel slightly more confident when upgrading something they already know, they still want to be well-informed before making a purchase. Familiarity reduces the need a little, but it doesn't remove it, especially when the product is expensive or important.

5.5.1.3 Discomfort When Making Decisions Without Sufficient Understanding

According to Table 4.17, many respondents strongly agreed that they felt uneasy when they didn't fully understand a product. Specifically, 64% strongly agreed and 28% agreed on the statement, and only 8% felt neutral. This fits with the theory that high-involvement products come with financial and emotional risk (Kim et

al., 2022), which makes consumers more careful. When people feel unsure, they will continue looking for reviews, comparisons, and demonstrations, especially in long-form videos that provide more detailed explanations.

5.5.2 Discussion on Major Findings on Wilcoxon Signed-Rank Test

Table 5.1

Major Findings On Wilcoxon Signed-Rank Test

Hypothesis	Result	Supported/Rejected
H1: H ₀ : There is no difference in perceived depth of understanding between long-form and short-form product review videos.	Z < -4.684 p < 0.0005	Rejected
H ₁ : Perceived depth of understanding is significant higher for long-form product review video than short-form product review videos.		Supported
H2: H ₀ : There is no difference in perceived clarity of product features demonstration between long-form and short-form product review videos.	Z < -4.972 p < 0.0005	Rejected
H ₁ : Perceived clarity of product features demonstration is significant higher for long-form product review video than short-form product review videos.		Supported
H3: H ₀ : There is no difference in perceived helpfulness in resolving doubts between long-form product review videos and short-form product review videos.	Z < -3.613 p < 0.0005	Rejected
H ₁ : Perceived helpfulness in resolving doubts is significant higher for long-form product review video than short-form product review videos.		Supported

H4: H ₀ : There is no difference in perceived credibility between long-form product review videos and short-form product review videos.	$Z < -5.527$ $p < 0.0005$	Rejected
H ₁ : Perceived credibility is significant higher for long-form product review video than short-form product review videos.		Supported
H5: H ₀ : There is no difference in perceived effectiveness of product comparison between long-form product review videos and short-form product review videos.	$Z < -5.602$ $p < 0.0005$	Rejected
H ₁ : Perceived effectiveness of product comparison is significant higher for long-form product review video than short-form product review videos.		Supported
H6: H ₀ : There is no difference in perceived effectiveness in presenting pros and cons between long-form product review videos and short-form product review videos.	$Z < -5.530$ $p < 0.0005$	Rejected
H ₁ : Perceived effectiveness in presenting pros and cons is significant higher for long-form product review video than short-form product review videos.		Supported
H7: H ₀ : There is no difference in perceived effectiveness in addressing product concerns between long-form product review videos and short-form product review videos.	$Z < -5.643$ $p < 0.0005$	Rejected
H ₁ : Perceived effectiveness in addressing product concerns is significant higher for long-form product review video than short-form product review videos.		Supported

<p>H8:</p> <p>H₀: There is no difference in perceived emotional attachment toward high-involvement product between long-form product review videos and short-form product review videos.</p>	<p>$Z < -5.665$</p> <p>$p < 0.0005$</p>	<p>Rejected</p>
<p>H₁: Perceived emotional attachment toward high-involvement product is significant higher for long-form product review video than short-form product review videos.</p>		<p>Supported</p>
<p>H9:</p> <p>H₀: There is no difference in perceived level of assurance toward high-involvement product between long-form product review videos and short-form product review videos.</p>	<p>$Z < -5.829$</p> <p>$p < 0.0005$</p>	<p>Rejected</p>
<p>H₁: Perceived level of assurance toward high-involvement product is significant higher for long-form product review video than short-form product review videos.</p>		<p>Supported</p>
<p>H10:</p> <p>H₀: There is no difference in perceived ability in influencing the level of post-purchase regret between long-form and short-form product review videos.</p>	<p>$Z < -5.540$</p> <p>$p < 0.0005$</p>	<p>Rejected</p>
<p>H₁: Perceived ability in influencing the level of post-purchase regret is significant higher for long-form product review video than short-form product review videos.</p>		<p>Supported</p>

H11: H ₀ : There is no difference in perceived ability in reducing post-purchase regret between long-form and short-form product review videos.	$Z < -5.511$ $p < 0.0005$	Rejected
H ₁ : Perceived ability in reducing post-purchase regret is significant higher for long-form product review video than short-form product review videos.		Supported
H12: H ₀ : There is no difference in perceived ability in reducing post-purchase financial concern between long-form and short-form product review videos.	$Z < -5.723$ $p < 0.0005$	Rejected
H ₁ : Perceived ability in reducing post-purchase financial concern is significant higher for long-form product review video than short-form product review videos.		Supported
H13: H ₀ : There is no difference in perceived ability in increasing post-purchase confidence between long-form and short-form product review videos.	$Z < -5.788$ $p < 0.0005$	Rejected
H ₁ : Perceived ability in increasing post-purchase confidence is significant higher for long-form product review video than short-form product review videos.		Supported

The results from the Wilcoxon Signed-Rank Test in Chapter 4 showed that long-form product review videos were preferred over short-form videos in all 13 factors. These factors include perceived depth of understanding, clarity of features demonstration, doubts resolving, credibility, product comparison, presentation of pros and cons, addressing concerns, emotional attachment, level of assurance, post-purchase regret, post-purchase financial concern, and post-purchase confidence. According to Table 5.1, in each test, the Z-value was relatively huge from -3.613 to -5.829, which was very far away from zero (rejecting the null hypothesis). The

one-tailed p-value was less than 0.0005, which means the difference was statistically real and not caused by chance. Hence, all the 13 null hypotheses (H_0) have been rejected, and all the alternative hypotheses (H_1) have been accepted, showing that long-form product review video is better than short-form product review video.

In certain factors, a small number of respondents rated the same rating to both long-form and short-form product review videos, indicating there was no difference between the formats. These ties (same rating) can be found in factors such as credibility, emotional attachment, doubts resolving, product comparison, pros and cons, addressing concerns, post-purchase regret, post-purchase financial concern, and post-purchase confidence. This might be caused by having the feeling that both formats have the same level of helpfulness or unhelpfulness. It could also be caused by respondents' individual habitual use of short-form video platforms such as TikTok, DouYin, IG Reels, or YouTube shorts. Although these were ties found in these findings, they did not affect the overall significant result as shown in Chapter 4 Analysis with a high Z-value and relatively small one-tailed p-value < 0.0005 , indicating that not all respondents have a strong preference toward the long-form format. Some may prefer both formats depending on the context.

5.5.3 Factors Linked to Consumer Decision-Making Process

According to the Consumer Decision-Making Process in Chapter 2, people make decisions mainly based on their level of involvement with the product itself. The model includes five steps, which are problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. For low-involvement products such as groceries, stationery, and everyday items, people will make the purchase decision quickly with little thought or even without thought due to routine purchases or impulsive buying habits. However, there are different situations for high-involvement products such as electronic gadgets, health services, properties, and even vehicles, people generally require more time during the decision-making process because the risks are higher in terms of financial and emotional aspects. This study found that long-form product review videos were useful at every stage to help consumers make a wise purchase.

5.5.3.1 Problem Recognition

When a product is personally important or risky, consumers will engage in the decision-making process in the very beginning stage, and the long-form product review videos are highly believed to benefit consumers by showing necessary information to identify their need and recognize how the product can fit into their lives. The idea has been supported by the finding that the median value of 4.00 for the likeliness to watch a complete review video when considering a high-involvement product, such as a laptop, smartphone, and camera, and 82% of the respondents in this study rated long-form product review videos were more preferred. Besides, more than half of the respondents agreed it was hard to make a purchase decision if they did not have sufficient information.

5.5.3.2 Information Search

According to Table 4.14, all 50 respondents in this study showed that they are highly active in searching for information when they recognize a need to purchase a high-involvement product, with 78% of respondents strongly agreeing to this statement and the remaining 22% agreeing. For a high-involvement product, this step is very crucial as the consumers want to reduce uncertainty and avoid making a wrong purchase decision. In this study, long-form product review videos gave a higher depth of understanding (H1) through detailed explanation that helped consumers fully understand the product, rather than just highlighting the key features. The depth of

explanation in long-form videos allowed viewers to get to know how and why a feature matters, making their understanding more complete and practical. Besides, long-form videos gave a higher clarity in product features' demonstration (H2), demonstrating how the product works, including the product's specification, key features, and quality aspects. These demonstrations in long-form video allow consumers to see how the product works in action, knowing what the product can do and how well it does can help to reduce uncertainty and support more confident initial decision making. Long-form videos were very helpful in resolving doubts (H3), especially in an early stage where the brand trust was still in doubt. For example, the doubts regarding the quality and durability of a product, which were highly concerning when buying a high-involvement product, can be eased by watching how the reviewer performed the durability tests in action and long-term usage reviews. All these demonstrations require a longer duration to showcase, and it builds trust that the product meets the consumers' long-term expectations and reduces their hesitation before making a purchase.

5.5.3.3 Evaluation of Alternatives

In the evaluation stage, the consumers will compare different products or even brands to decide which one fits their needs best. This stage is important in high-involvement product purchases because consumers want to make the best possible choice. In this study, the respondents perceived long-form product review videos as having higher credibility (H4) than the short-form videos. This is because long-form videos provide a more complete, detailed, and honest experience and comments of the product by sharing both the good and bad points in the same video to show a more balanced view, which increases the sense of genuineness. Besides, long-form videos can slowly utilize the time duration to explain and share opinions compared to short-form videos, which require more editing work to only remain the most important part due to time limitations, which sometimes will make people feel rushed or overly edited, which does not help in building trust. Moreover, long-form videos have been perceived to have higher effectiveness in product comparison (H5) in this study. This is because long-form videos allow reviewers to place the product side-by-side to do comparisons, which helps consumers to see the entire process of testing the performance and how convenient to use the products. Watching the progress from the beginning to the end allows consumers to know what to expect from different products and which product is more suitable for them after the detailed comparison process. The long-form videos also had higher effectiveness in presenting the products' pros and cons (H6), not by just listing them, but by explaining how all the benefits

and drawbacks could potentially impact the consumers. In addition, the long-form videos allowed reviewers to have more time to cover various potential concerns (H7) that consumers often worry about, such as warranty, compatibility, after-sales services, product safety, and maintenance requirements. These topics are not always available on the product's website with a detailed explanation, and the reviewers' personal experience sharing will benefit the consumers a lot to feel more prepared and reassured. The ability to compare and understand the good and bad sides, and also the potential concerns of different products without a short time limitation, allows consumers to have a clearer picture regarding the differences and sufficient time to digest the information for a smarter and more balanced decision before making a purchase.

5.5.4.4 Purchase Decision

During the purchase decision stage, consumers will be ready to make their final choice depending on what they feel confident and assured. In this study, long-form product review videos have been perceived as providing high emotional attachment (H8) and level of assurance (H9) of consumers toward the products. This is because the longer duration of the videos allows reviewers to demonstrate anything step-by-step, which helps to remove the doubts that the video is just a sponsored advertisement. After all, the reviewer uses the product instead of just describing how good it is. The longer time for more detailed explanations and relatable scenarios also helps in making the video more transparent and trustworthy, especially when the reviewer shared their personal experience in using the product based on different scenarios, it creates a more humanized video and room for the consumer to resonate with it. This will cause the consumers who watched the video to feel emotionally connected to the product, and the previous careful and detailed review makes the consumers feel assured that the product is worth purchasing. Hence, long-form videos contribute to the level of emotional attachment and assurance, which will help reduce consumer anxiety and second-guessing and support a more confident purchase decision.

5.5.5.5 Post-Purchase Evaluation

After the purchase, the consumers will reflect on whether their purchases were a good decision. Consumers will think about how satisfied they are, whether the product met their expectations, and if the money was well spent. In this study, long-form product review videos played a key role in this stage to reduce the post-purchase regret (H11), post-purchase financial regret (H12), and increase the post-purchase confidence (H13) so that consumers will have a better post-purchase experience toward the product and brand. The respondents felt that long-form videos reduced their level of regret (emotionally) as they had received enough detailed information before purchase to see how the product works, went through a balanced evaluation process to know which products or brands best fit their needs, and had a confident purchase process and decision. This shows the high level of understanding that helped prevent unexpected disappointments after the purchase. For post-purchase financial concerns, long-form videos did a great job in including price comparisons with detailed explanations of features to help consumers see whether the product was reasonably priced compared to the others with similar features, so that they can find the best value for money. Besides, long-form video can directly demonstrate and explain, and share opinions in detail, whether the product's "major updates" are truly necessary or worth the extra cost, or if a lower-priced alternative might serve just as well. This allowed them to justify their spending and feel more confident that they were making a smart financial choice. Lastly, long-form videos helped increase the post-purchase confidence of a consumer by showing real-life usage in a detailed explanation. Long-form videos often eased usage difficulties as the reviewers explained in a very detailed format, especially for products that require setup, installation, or troubleshooting. Hence, if the consumers are having issues with how to use the product or run into a problem in their post-purchase, they can always refer back to the long-form videos for step-by-step demonstration instead of short-form videos that provide tips without navigation or written instruction from the articles, which do not provide visual aids.

In short, long-form videos provide a lot of necessary support in the consumer decision-making process from problem recognition, information search, evaluation of alternatives, to purchase decision, to ensure that the consumers have higher satisfaction in their post-purchase evaluation so that the consumers might make a repeat purchase on the products or with the brands.

5.6 Additional Factors Influence the Preference of Long-Form or Short-Form Product Review Videos

Although most respondents did not give additional factors, the few who did gave useful insights. These answers support the existing findings and help explain why long-form videos are preferred in certain cases. One of the common points was reviewer credibility, which matches the quantitative results that showed credibility as a strong factor. Production quality was another important point—some respondents said long videos usually look better and feel more professional, which can affect trust, especially when buying something expensive. The mention of comments shows that people do not just rely on the video itself, but also on what others are saying. This means that peer opinions or feedback from other viewers can guide their final decision. Lastly, some respondents shared that they choose video length based on how detailed the product info is. If it's simple, a short video is enough. But if the product is complicated, they prefer a long video that explains things better. In short, these extra comments show that video quality, social feedback, and the type of product information are also important. Marketers should take note of these points when planning product reviews. For future research, it may be useful to include these as part of the main factors to explore deeply.

5.7 Implications of the Study

The results from this study give useful advice for marketers and content creators. For high-involvement products, such as expensive items, health products, or personal electronics, marketers should focus on creating long-form product review videos. These videos help explain details, answer questions, build trust, and reduce risk.

Influencers and creators can also use this information. If they want to gain trust and connect better with their followers, they should create longer videos that explain the product clearly and honestly. Viewers are more likely to trust and follow someone who gives them complete and helpful information.

5.8 Limitations of the Study

One limitation of this study is the use of the Wilcoxon Signed-Rank Test. While this test is appropriate when data is not normally distributed, it only compares the ranks of differences, not the actual size of those differences. This means it does not show how large the differences were, but only that a difference existed. Also, the test becomes less powerful when there are many ties in the data, and some of the variables in this study included ties. These ties may have slightly reduced the strength of the statistical results. Additionally, the sample size was limited to 50 respondents, all of whom were Malaysian young adults. Therefore, the findings may not be generalised to older consumers or those from different cultural backgrounds.

5.9 Recommendation for Future Research

Future research can include a larger and more diverse sample to better represent different age groups, income levels, and geographic areas. Researchers can also compare long- and short-form videos across different platforms, such as TikTok, Facebook, or YouTube Shorts, to see if preferences change depending on the medium. In addition, future studies could use other methods, such as interviews or experiments, to get deeper insights into why consumers trust certain video formats more than others.

5.10 Conclusion

Malaysian youths showed a strong preference for long-form product review videos when making high-involvement purchase decisions, with 82% favouring this format. Although earlier studies define long-form as over 10 minutes, this study found that 64% of respondents preferred video lengths between 5 to 10 minutes. This suggests that Malaysian youths prefer content that is long enough to give full explanations, but still short enough to keep their attention. There were several key factors that influenced their preference, including better depth of understanding, feature demonstrations, solving doubts, credibility, product comparisons, presenting pros and cons, emotional connection, level of assurance, perceived ability in reducing post-purchase regret emotionally and financially, and increasing post-purchase confidence. The length of the video matters because longer content gives reviewers enough time to explain product features, share personal opinions, compare alternatives, and show how it works in detail. This helps viewers feel more informed and confident before and after the purchase. Overall, long-form product review videos are more effective than short-form ones in helping Malaysian youths make smart, confident decisions about high-involvement products.

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