



Analysis Of The Effect Of E-Wom Involvement On Consumer Buying Intention On Oppo Products On The Youtuber Gadgetin Channel

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Abstract

This research was carried out with the purpose of analyzing the involvement of e-WOM on the purchase intention of Oppo products on the YouTube channel Gadgetin. e-WOM involvement is influenced by factors such as information quality, information credibility, website quality, innovativeness, social support, and attitudes toward e-WOM. The research sample consists of 200 participants who have watched videos on the Gadgetin channel on YouTube and the Partial Least Square (PLS) analysis technique is performed. According to the findings of this study, the factors of information credibility, website quality, innovativeness, social support, and attitudes towards e-WOM all have an influence on e-WOM involvement and e-WOM involvement has an influence on purchase intention. The research also found that innovativeness has an influence on e-WOM involvement. On the other hand, the variable of information quality did not have any effect on the involvement of e-WOM in this study. Managerial implications and suggestions for future study is provided in the article based on the result.

Keywords: social media marketing, electronic word of mouth, purchase intention, youtube

INTRODUCTION

The widespread adoption of new ways of thinking as a result of technological advances has occurred quickly and has had a significant effect on human civilization. A global society is a way of living in which groups of people from different parts of the world can work together to produce culture, contribute to industrial output, and so on in a variety of different contexts. One factor that stands out is the dramatic shift that has taken place in the realm of communication, as evidenced by the expansion of online and social media platforms. YouTube has quickly become one of the most widely used social media channels available today. Internet users who are passionate about watching videos often show their enthusiasm at YouTube because it is one of the most popular websites for sharing videos. On YouTube, we may find video uploaded by people, including beginners, business people, actors, and even candidates for politician. Anyone is able to sign up for this platform and gain access to videos organized in a variety of categories. The community also has the possibility to publish and share their own video so that they can be appreciated by a larger audience.

One of the many different types of content that can be seen on YouTube, which is often referred to as TechReview, is that which focuses on technology. This has contributed to the website's rapid rise in popularity among Indonesians. The content that was made by the media reviewer personally is enthusiastic about things such as smartphones, televisions, laptop computers, and desktop computers from well-known manufacturers on the market. Gadgetins is one of the most popular reviewers of technological products on YouTube. Gadgetin's goal is to make technology product research, particularly smartphone research, easier.



Presence tech review itself is advantageous for smartphone manufacturers since the Electronic word of mouth (E-Wom) will attract potential consumer. This is caused by the fact that the individual who provides the material is not someone who comes from the company and the video is produced by an interactively. According to Kotler and Keller (2016), the emphasis is placed on buzz and viral with regard to electronic word of mouth (e-WOM). e-WOM involvement can be characterized as a customer's willingness to ask for or share e-WOM information with other customers. Customers who participate in e-WOM communication have a higher likelihood to have increased buy intentions. The involvement in e-WOM can be affected by a number of factors, including the quality of the information, the reliability of the material, the quality of the website, innovativeness, perceptions of social support, and attitudes regarding e-WOM.

Customers' perceptions of the benefits of information gained from a website are taken into account when determining the information's quality, according to Park and Kim in Widiyani et al. (2020). This pertains to the quantity, accuracy, and variety of information that can be found on websites concerning various products and services. According to Park, CH et al. in Gunawan and Ayuningtiyas (2018), the quality of the information that is communicated to online customers is directly correlated to the level of interest that online customers have in purchasing the products. Definition According to Erkan and Evans (2016), a person's level of trust in recommendations made by credible sources, which can include both individuals and organizations, is a reflection of the information's credibility.

According to Yang et al. (2005), website quality is defined as the customer's opinion of how well the website performs in terms of information search and delivery. Customers' opinions of the website's quality are influenced by the degree to which it satisfies their needs and by what benefits they perceive the website to offer. At the same time, the design of the website is a key factor in determining the distinctive features of the website, and these elements are essential to achieving excellence in the services that are provided to customers via the website. The aesthetics of the site's presentation, as well as its navigation and the way its material is maintained and arranged, are crucial components of any effective website design. The quality of a website can be determined by analyzing both the system and the quality of the service.

In this context, "innovative" refers to the extent to which an individual was earlier in adopting something than other members of the social system. According to Arnould et al. (2004), the definition of resistance innovation is "preferences for existing items and behaviors there and previously known than new". According to Goldsmith (2000), customers with internet access are able to predict the frequency of their future online transactions as well as their intentions for purchasing consumer goods. In a more general sense, the term "perception support social" refers to the acceptance of resources offered by other people (Eastin, MS, and LaRose, R., 2005). Specifically, it refers to the individual's experience of being treated, responded to, and assisted by the members of the social group that individual belongs to (Liang T. P et.al, 2011). According to Welbourne et al. (2009), the likelihood of an individual accepting support, both informational and emotional, increases when the interaction takes place in an online setting. According to Liang et al. (2011), support information can take the shape of counsel, assistance, or information that is valuable to others and assists consumers in overcoming obstacles. In particular, this dimension encompasses support social media in an online context. When customers participate in online communities and feel like they are being noticed and supported, they have a greater desire to share their experiences with other users. Attitude to e-WOM define According to Fu et al. (2015), one's attitude toward e-WOM can have a significant impact on the extent to which it contributes to "good" or "bad" e-WOM interactions. People have a natural tendency to determine

whether their activity on the internet represents a channel before sharing information in the form of ideas and feedback. Consumers Might Believe That They Owe It to Other Consumers to Share Their Comments and Opinions Online Since Other Consumers Do After receiving goods and services, it is a moral obligation to do something that is beneficial to society.

The process of deciding whether or not to buy a product is essentially driven by various factors, one of which is interest. According to Yamit (2001: 77), consumer purchase intention is the consequence of an evaluation that is carried out after contrasting consumer perceptions with the expectations that consumers have regarding the things that they have already purchased. According to Durianto et al. (2003: 109), the term "purchase intention" describes a consumer's plans to acquire specific products as well as the quantity of product units required within a specific time period.

A study on consumer preferences for smart cellphones in Asia and the Pacific conducted by GlobalWebIndex found that only roughly 12% of respondents preferred the Oppo brand. The data is quite far behind its rivals, namely Samsung by 35%, iPhone by 33%, Huawei and Xiaomi, respectively, get 24% and 18% of the market share. This demonstrates that Oppo still does not yet have the ability to control market share in Asia, particularly in Indonesia. This poll was carried out by one of them with the purpose of determining which smartphone brands are the most popular among people living in the Asia Pacific region.

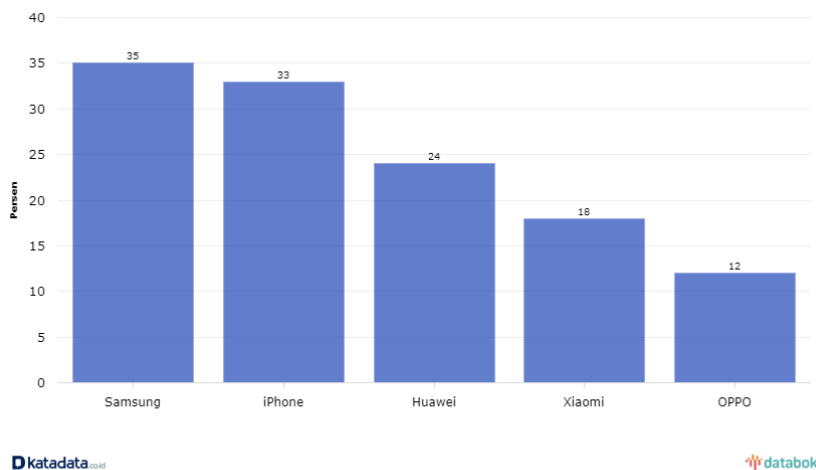


Figure 1. GlobalWebIndex's survey Asia Pacific smartphone brand for the next purchase.

Source : GlobalWebIndex (2020)

Due to the smartphone brand battle, manufacturers use consumer reviews to promote their products. Effective e-WOM involvement, especially by popular content reviewers like Gadgetin's YouTube channel, might affect consumer purchase intention (Erkan and Evans, 2016). The business phenomenon above reveal a low level of interest in purchasing Oppo smartphone devices as the next smartphone. Thus, this study will examine how e-wom involvement on YouTube Gadgetin influences Oppo product purchases intention.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory Reasoned of Action

Theory of Reasoned Action or also known as the theory of reasoned action, is a theory that was first put forward by Martin Fishbein and Icek Ajzen in 1980. This theory draws connections between a variety of ideas, including beliefs, attitudes, intentions, and behaviors. According to this idea, the intention of an individual is the single most important factor to consider when attempting to predict their behavior.

Information quality influence to e-WOM involvement

Based on research (Patel & Patel, 2018) quality information affect e-WOM involvement. Quality information believed to be an important construct by previous studies (Aghakhani & Karimi, 2013). According to Sussman and Siegal (2003), quality information own important role as tool persuasion in e-WOM messages. Consumer tend to check and process the information provided for ensure its accuracy and validity. Previous studies, such as Aghakhani and Karimi (2013) and Cheung et al. (2008), also confirmed that quality information is crucial factor in its formation e-WOM messages. More specifically, the previous literature has report that information quality positively influence purchase intention.

H₁: Quality information has positive influence to e-WOM involvement

Information credibility influence e-WOM involvement

Previous research conducted by Yusuf et al. (2018) show that information credibility has a positive influence on e-WOM involvement. Likewise, research conducted by Ali et al. (2020) also proves that information quality has a positive influence on e-WOM involvement. In addition, other studies have revealed that the credibility of information also influences consumer purchase intentions (Prendergast et al., 2010). The credibility of online reviews has also been a focus in research on e-commerce and other social media, as conducted by Chih et al. (2013), Flanagin & Metzger (2013), Luo et al. (2015). Review credibility refers to the level of one's belief in the truth, accuracy, and factuality of online reviews (Fang, 2014, p. 72). Research conducted by Yusuf et al. (2018) show that information credibility is a significant determining factor in e-WOM involvement.

H₂: Credibility Information has positive influence to e-WOM involvement

Website Quality influence e-WOM involvement

Previous research conducted by Yusuf et al., (2018) demonstrated that when it comes to e-WOM involvement, website quality is an important factor. These findings are in line with prior research conducted by Filieri et al. (2015), who indicated that the quality of a website is one of the most critical factors that influence e-WOM adoption. Hasanov and Khalid (2015) also conducted another research, and in that study, they demonstrated that a favorable influence on website quality positively correlates to customer satisfaction. Research by Sina et al. (2011) and Saputra et al. (2014), who also showed that website quality is a significant predictor of consumer satisfaction, provides support to these findings.

H₃: Quality Website Has Positive Influence to e-WOM involvement

Innovativeness influence e-WOM involvement

Based on previous research from (Mohammed A et al., 2016) prove that innovative affect e-WOM involvement positive. Other research from (Patel & Patel, 2018) disclosed that innovative affect e-WOM involvement in a positive manner. Numerous studies have shown that innovation focused on the client, who is the key to success, can improve consumer intention for purchase. According to Hussain et al. (2016), searching for information is a way for making decisions that are more beneficial for reducing

perceived risk. This information will be highly useful for the research that will be done in the future related to existing influential e-WOM activities and customer purchase intention.

H₄: Innovative has positive influence to e-WOM involvement .

Perception Social Support influence e-WOM involvement

Based on research from (Marakarkandy et al., 2017) prove that support social affect e-WOM involvement in a manner positive . In line with findings from earlier studies, Hu et al. (2019) asserted that social support, on both an informative and an emotional level, has an impact on consumers' purchasing decisions. When a person acts in a way that provides information support to another person, by actively giving information and guidance, then other people who get information will see it as fact and utilize it to make decisions and purchases. This is in line with the rise in the number of consumers planning to make a purchase.

H₅: Perception Social Support has positive influence to e-WOM involvement

Attitude to e-WOM influence e-WOM involvement

According to prior research from (Damghanian et al., 2016), attitude toward e-WOM influences e-WOM involvement. This research is supported by other investigations. Where (Marakarkandy et al., 2017) demonstrate that a favorable attitude about e-WOM has a positive influence on e-WOM involvement. The attitudes of customers in respect to e-WOM have been the subject of research in the past (Ayeh, 2015; Fu et al., 2015; Reichelt et al., 2014), and this research has been published. Customers that have a favorable attitude toward electronic word of mouth are more likely to participate in electronic word of mouth interactions.

H₆: Attitude to e-WOM has positive influence to e-WOM involvement

Attitude to e-WOM influence Purchase Intention

Previous studies conducted by Yusuf (Damghanian et al., 2016) demonstrate that one's attitude toward e-WOM has an effect on their desire to make a purchase. Another study (Kumar et al., 2018) found that e-WOM attitude affects involvement. Determine two dimensions of attitude: one that is affective and the other that is cognitive. The size of a person's liking for an object is an example of their affective attitude, whereas an individual's belief about something is an example of their cognitive attitude. The research that Bruner and Kumar (2000) conducted demonstrates that attitude can influence behavior in an online context in a way that is significantly relevant to intention. It demonstrates that mindset has a significant influence on how people behave online. During this era, which is now. According to Ajzen and Fishbein's research from 1975, an individual's attitude is a very powerful aspect in the process of defining their behavior. This demonstrates that attitude has a significant impact in the formation of someone's behavior.

H₇: Attitude to e-WOM has positive influence to purchase intention

e-WOM involvement influence on purchase intention

Previous studies conducted by Yusuf (Damghanian et al., 2016) have shown that word-of-mouth involvement influences consumers' decisions to make purchases. According to the findings of other studies (Sharifpour et al., 2016), there is a favorable correlation between e-WOM and the intention of consumers to make a purchase. e-WOM involvement can be described as the willingness to provide or request information regarding e-WOM from other customers. Customers have a tendency to acquire a stronger intention to make a purchase if they participate in e-WOM conversations. Several related

research have been conducted to study the influence of e-WOM on the intention of consumers to make a purchase (Erkan and Evans, 2016).

H₈: E-WOM involvement has influence positive to Purchase Intention

RESEARCH METHOD

This research is quantitative research which aims to explaining as well as predicting through measurement data then generalization results from sample to population (Suliyanto, 2018) . The viewers of Gadgetin's YouTube channel who have made a purchase as a direct result of watching the video review are the population that will be studied for this research, with a minimum age of 17. The total amount of the sample is 200. the qualifications are as follows: a resident of Indonesia who watches the YouTube channel Gadgetin, watched it's video review, and have purchased Oppo smartphone items after watching the video review. The sampling method is convenience sampling. This study employed Structural Equation Modeling (SEM) because this study will solve complex equation models (Suliyanto , 2011). According to Hair et al. (2010), PLS is an effective form of analysis due to the fact that it is flexible and component based in nature. This nature enables research to be more advanced in terms of outcomes prediction without the need to make assumptions based on normally distributed data. PLS-SEM is employed in research because of this.

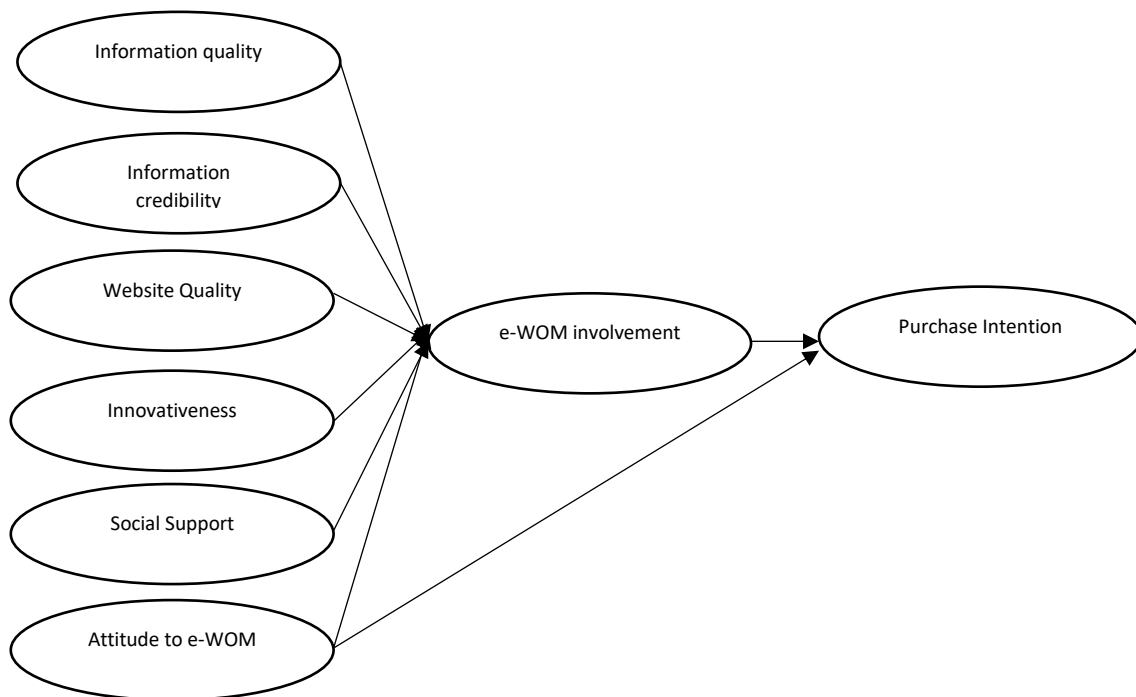


Figure 2. Research Model

RESULTS AND DISCUSSION

Table 1. Respondents Characteristics

Characteristics	Amount	Percentage (%)
Sex		
Man	66	33
Woman	134	67
Age		
17 – 25 years	169	84.5
26 – 35 years	29	14.5
36 – 45 years	2	1
>46 years	0	0
Time spent knowing Gadgetin's YouTube channel		
>7 days	24	12.0
1 – 6 months	50	25.0
6 – 12 months	15	7,5
> 1 year	111	55.5
Purchases frequency after watch Gadgetin's YouTube channel		
1-2 times	126	63
3-5 times	59	29.5
6-8 times	7	3,5
> 8 times	8	4.0
Total	200	100

Source: primary data processed

Below is the measurement models to test the validity and reliability, coefficient model determination and coefficients the equation model :

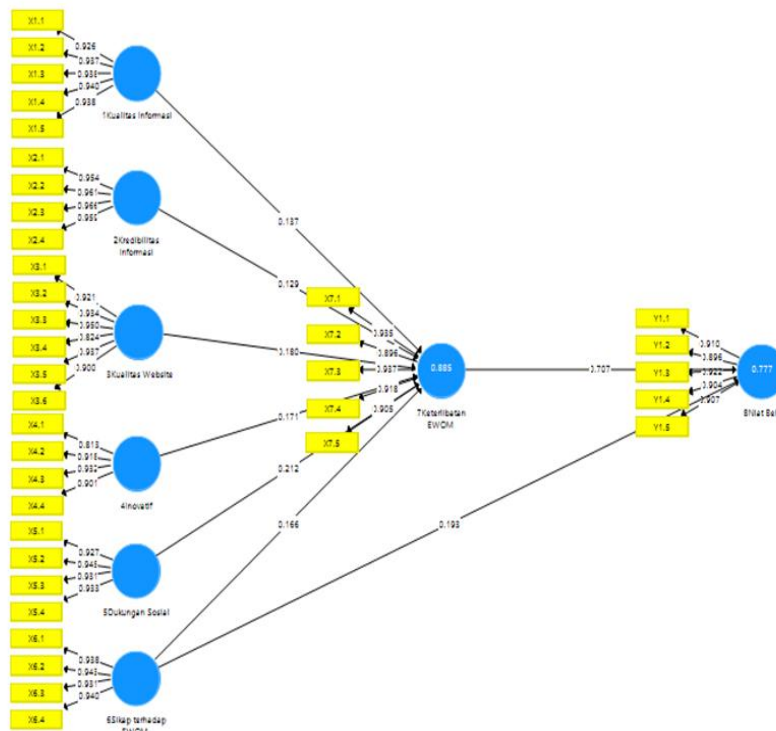


Figure 3. PLS Algorithm Results Display
 Source : Processed data

The indicators and constructs also tested for its convergent validity, discriminant validity, and reliability. Based on the statistical results all indicators and constructs in this research have loading value > 0.7, so all of the indicator can be said meet the convergent validity, discriminant validity, and reliability.

Table 2. R-Square Test Results

	R Square	Adjusted R Square
7E-WOM involvement	0.885	0.881
8 Purchase Intentions	0.777	0.775

Source : Processed data

According to results table 2, the variable e-WOM involvement has an adjusted R-square of 0.881, meaning that the variables information quality, information credibility, website quality, innovativeness, social support, and attitude toward e-WOM had an 88.1 percent influence on the variable, with the remaining 11.9 percent influenced by variables outside of this research model. The variable Attitude on e-WOM and its influence e-WOM involvement to the variable Purchase intention of 77.5 percent, with the remaining 22.5 percent influenced by variables outside of this research model, is represented by an adjusted R-Square of 0.775.

Table 3. Output Results of Bootstrapping Hypothesis Testing

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results	
1Quality of Information -> 7E-WOM involvement	0.137	0.152	0.091	1.506	0.133	Positive and not significant	H ₁ not supported
2Information Credibility -> 7E-WOM involvement	0.129	0.121	0.065	1,974	0.049	positive and significant	H ₂ supported
3Website Quality -> 7E-WOM involvement	0.180	0.186	0.090	2,002	0.046	positive and significant	H ₃ supported
4Innovative -> 7E-WOM involvement	0.171	0.171	0.063	2,698	0.007	positive and significant	H ₄ supported
5Social Support -> 7E-WOM involvement	0.212	0.204	0.077	2,774	0.006	positive and significant	H ₅ supported
6Attitudes towards E-WOM -> 7E-WOM involvement	0.166	0.161	0.076	2,181	0.030	positive and significant	H ₆ supported
6Attitude towards E-WOM -> 8Buy Intention	0.193	0.195	0.075	2,570	0.010	positive and significant	H ₇ supported
7E-WOM involvement -> 8Buy Intention	0.707	0.705	0.072	9,760	0.000	positive and significant	H ₈ supported

Source : Processed data

As a result of the analysis that was done, it was determined that the quality of the information did not have a significant effect on the amount of e-WOM involvement.. The vast majority of respondents had high hopes that the information would successfully convey their own diversity topic related to smartphones and online. Specific explain function from every new feature as well as difference

from previous series, using common language and easy understood by everyone, presents information that everyone needs. The findings of this study are consistent with those found in research carried out by Yusuf et al. (2018), which found that the quality of information had an insignificant but positive effect on e-WOM involvement.

It has been demonstrated through tests that credible information has an influence considerable impact on e-WOM involvement; hence, Hypothesis 2 (H2) can be accepted. Based on these findings, it is clear that the higher the level of trustworthiness provided by the source material, the greater the level of involvement provided by e-WOM. benefit, then a higher-than-usual tendency to purchase similar products after watching the video on the Gadgetin YouTube channel. The majority of respondents answered indicate that Gadgetin's YouTube channel is reliable, performs in a professional way, has expertise, and is knowledgeable about the product. The information provided by Gadgetin's highly regarded YouTube channel can be trusted. Credibility information is a significant variable that plays a significant role in the e-WOM involvement process. The foundation of each piece of information's credibility is whether or not the information can be believed. According to the findings of a study (Awad and Ragowsky, 2008), the key factor that influences consumers' purchasing decisions is the reliability of the information. As a result, can you make it simple for customers to take in information, making it more likely that the data would be well received and put to good use. The findings of this research are consistent with those found in studies carried out by Yusuf et al. (2018) and Ali et al. (2020), which found that the presence of credibility information has an impactful, significant, and favorable effect on e-WOM involvement.

Website quality affects e-WOM involvement, hence H3 is approved. According to these findings, the level of e-WOM involvement is proportional to the quality of the website. The higher the quality, the more enthusiastic consumers are. According to the findings of this study's survey, the vast majority of respondents answered that they believe the quality of the YouTube website is easy to use, safe, aesthetically appealing, and fulfill the needs of service users. Viewing YouTube in a convenient way makes it more likely that e-WOM involvement will take place, which means that respondents will have an easier time gathering information regarding Oppo products. The findings of this research indicated that there is a favorable correlation between the quality of a website and the reliability of the information it contains. This is in line with prior research by Filieri et al. (2015), who indicated that the quality of a website is one of the most important factors that contribute to the adoption of e-WOM. The findings of this study are consistent with those found in research carried out by Yusuf et al. (2018), who found that the presence of a quality website had a significant and favorable influence on e-WOM involvement.

H4 is acceptable since the data show that innovative influence is significantly related to e-WOM involvement. These findings indicate that the level of e-WOM involvement will increase correspondingly with the number of high level innovations. According to the findings of this research, creative factors have a significant influence on e-WOM involvement. According to the majority of those who participated in the survey, the Gagetin YouTube channel is a pioneering YouTube channel to develop review content, offer information in a creative way, share a one-of-a-kind user experience while reviewing Oppo products. Gadgetin's YouTube channel is filled with interesting innovations performed. Review content that is both creative and distinctive can attract a viewer's attention while also cultivating their curiosity; as a result, without realizing it, audiences participate in electronic word-of-mouth when they view such content. Several studies have found that innovation is the most important factor for increasing the likelihood of consumers making a purchase. According to Hussain et al. (2016), searching for information while utilizing innovation is a way for making decisions that result in better purchases and lower levels of perceived risk. The findings of this research are consistent with those found in Yusuf et al. (2018) and Ali et al. (2020), namely that innovative influential factors contribute to e-WOM involvement.

H5 is acknowledged since perception supports social influence significant to e-WOM involvement. It demonstrates that the higher the degree of support on the Gadgetin YouTube channel, the more likely it is that the amount of e-WOM interaction will be as strong. According to the poll, most respondents agree that Gadgetin's YouTube channel will help them if they need Oppo product

information. Comment section also contains recommendations and input about the product, as well as when they experience problem about Oppo products some people will help find the cause. Because viewers communicate with one another and share information about different items, e-WOM involvement has increased. This is due to the fact that viewers are able to assist one another in problem-solving and offer advice when they encounter issues related to the product. According to the findings of research conducted by Liang et al. (2011), there is a social type of support that exists for persons who are noticed, responded to, and supported by people in an organization group social setting. The construction of a support social form consists of offering consumers beneficial advice, direction, or information in order to assist them in overcoming a difficulty. The findings of this study are consistent with those found in research carried out by Ali et al. (2020), which found that support from socially powerful people has a significant and favorable effect on e-WOM involvement.

Because of the considerable correlation between attitude and involvement in e-WOM, hypothesis 6 (H6) is accepted. According to these findings, if a user of the Gadgetin YouTube channel has a positive attitude toward e-WOM, then the likelihood that they will participate in e-WOM is also very high. The results of the survey, the vast majority of respondents said that they agree and that they enjoy watching videos on Gadgetin's YouTube channel because it has positive features, provides information, and offers an entertaining experience. Consumers who have a favorable view toward electronic word of mouth on YouTube are more likely to participate in electronic word of mouth. People have a tendency to look for additional information and reveal his ideas in online media if according to them it is valuable, as stated by Phau and Puspita Sari (2004). Customers who have a positive attitude about electronic word of mouth are eager to give their online reviews. The findings of this study are consistent with the findings of the research that Yusuf et al. (2018) did. According to Yusuf et al. (2018) and Ali et al. (2020), who indicated that the attitude of influential e-WOM was substantial and positive to e-WOM involvement.

It has been determined that one's attitude toward e-WOM has a significant impact on their intention to make a purchase, hence Hypothesis 7 has been confirmed. The findings of this study indicate that those who have a favourable attitude toward e-WOM are more likely to have a high intention to make a purchase. Because of the nature of the Gadgetin YouTube channel and the thorough explanation of product specifications that it provides, respondents are more likely to enjoy and be interested in purchasing Oppo products. The findings of this study are consistent with those found in research carried out by Yusuf et al. (2018), which found that the quality of information had an influence that was insignificant but beneficial on e-WOM involvement.

e-WOM involvement has a significant impact on purchase intention; hence, hypothesis H8 can be accepted. According to the findings of this research, increasing the level of positive e-WOM involvement correlated with the e-WOM will lead to higher levels of purchase intent. According to the findings of the research, influential e-WOM involvement is related to purchase intention. This demonstrates that a higher level of e-WOM interaction on Gadgetin's YouTube channel will also result in a higher level of purchase intent. According to the findings of the poll, the vast majority of respondents said "strongly agree," and they stated that they are interested in gaining information, interact with others, discuss their opinion, spend more time, and consider purchasing Oppo products as a result of watching Gadgetin's YouTube channel. The findings of this study are consistent with those found in research carried out by Yusuf et al. (2018), which found that the quality of information had an insignificant but positive effect on e-WOM involvement.

CONCLUSION

Based on the conclusion of the hypothesis, it can be concluded that purchase intent is influenced by e-WOM involvement and attitude towards e-WOM, while e-WOM involvement is influenced by credibility information, website quality, innovation, social support, and attitude towards e-WOM. This research can be helpful for modifying the concept of reasoned action, particularly in areas where the theory states Attitudes and beliefs have an effect on intentions, and the purpose of this study was to demonstrate that an attitude toward e-WOM can have an effect on a consumer's propensity to buy

Oppo items featured on the YouTube channel gadgets. In addition, this research included characteristics that specifically influenced e-WOM involvement purchase intention. Because of the limitations of this study, the positive connection between quality information and e-WOM involvement cannot be proven. Corellation of information quality with e-WOM involvement can produce a variety of consequences, depending on the setting, the subject being studied, and the perception of the individual to the received message. Therefore, this study need to be implemented in different setting for the future research.

The company needs to observe of review content on Oppo products, support Gadgetin's YouTube channel. allowing Oppo products to always be reviewed by a credible reviewer in a professional manner with clear delivery, has ethics in reviewing, and is responsible for answering questions regarding the information conveyed for the purpose of creating interactive and explanatory content details about the product also will be beneficial for the company. In the end, positive product reviews will make customers feel like they want to know more, which will ultimately engage them in e-WOM and boost their intention to purchase. Website quality has to be easy to use and popular among smartphone shoppers. Thus, the corporation must reproduce YouTube content promoting Oppo products to expose them and support and positively influence content creators like Gadgetin's YouTube channel. YouTube is a convenient way to share information, therefore Oppo product information can be found there.

Additionally, the company is capable of reproducing the content on social media in a creative manner, as well as wrapping it in video that has an engaging channel and demonstrating that their product is superior to those offered by competitors. The comment section of each video is another important aspect that needs to be paid attention to. Insight gained from this material will help the organization better understand consumer needs and guide future product development.

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