

ISTANBUL BİLGİ UNIVERSITY
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IMPACT OF ENDORSER CREDIBILITY AND VIEWER ENGAGEMENT ON
INTENTION TO PURCHASE: AN APPLICATION ON FOOD VLOGGERS

YAŞAR GÖKHAN ALPÖZÜ

115689013

PROF. DR. BERİL DURMUŞ

İSTANBUL

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ENDORSER KREDİBİLİTESİ VE İZLEYİCİ KATILIMININ SATIN ALMA İSTEĞİ
ÜZERİNDEKİ ETKİLERİ: YEMEK VLOGGERLARI ÜZERİNDE BİR UYGULAMA

Yaşar Gökhan Alpözü

115689013

Tez Danışmanı: Prof. Dr. Beril Durmuş

Marmara Üniversitesi

Jüri Üyesi: Asst. Prof. Serap Atakan

İstanbul Bilgi Üniversitesi

Jüri Üyesi: Asst. Prof. Esra Arıkan

İstanbul Bilgi Üniversitesi

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In loving memory of Prof. Dr. Selime SEZGİN..

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ABSTRACT

Digital transformation has reshaped the day-to-day behaviors and habits of the world population. In fact, personal and business interaction tends to move across digital platforms more and more each day. As a result, this has forced the marketing realm to adapt and face a new challenge, to interact with the consumers on a digital platform. A platform where consumers (users/viewers) interact with content generators (source/endorser). With the significant development in technology and infrastructure, this new digital platform built on the foundations of the world wide web (Tim Berners Lee, 1989) has continuously evolved through the years. Today, the new media, is the “Social Media” and is highly diversified with 4.6 billion active users globally. These users are both consumers and content generators. Within the context of this transformation, consumers are empowered and are active contributors of the marketing mix. They are at the center of this new media as content generators and source of information. They create awareness for needs, supply options, information and drive the intention to purchase. They even influence the post purchase perceptions with setting the threshold of satisfaction. Credible sources of information become opinion leaders and shape the perceived quality of goods and services. This offers opportunities for marketers to create brand loyalty and customer retention as well as threats to lose customers never to return. Brand affiliations with such opinion leaders have created a new form of marketing: Endorsements (Katrina, 2016). Endorsers (content generators) are significant source of information for consumers. The dimensions of the source attribution have been subject to many studies. The most referred model is The Source Credibility Model (Hovland et al., 1953; Ohanian, 1991), Source Attractiveness Model (McGuire, 1985) and Meaning Transfer Model (McCraken, 1989). These researches have shown us the dimensions of the source that effect the consumers’ intention to purchase. Moreover, from the users/consumers aspect, there are different models suggesting types of dimensions that drive the users/consumers to reach out to the source content that have impact on intention to

purchase. Within the scope of this research, both the user end and the endorser end has been explored and analyzed to identify the power and impact of these dimensions on purchase intention.

ÖZET

Dijital dönüşüm dünya nüfusunun günlük davranış ve alışkanlıklarını yeniden şekillendirdi. Bununla birlikte bireysel ve ticari ilişki ve iletişim her geçen gün dijital platformlara taşınmaktadır. Pazarlama dünyası bu dönüşümün bir sonucu olarak tüketicilerle dijital platformlar üzerinden etkileşime geçme konusunda bir uyum sürecine geçmiştir. Bu platformda tüketiciler (kullanıcılar/izleyiciler) içerik üreticiler (kaynak/sponsor) ile etkileşim kurmaktadır. Dünya sunucuları ağı (www) temeli üzerinde geliştirilmiş bu dijital platform (Tim Berners Lee, 1989) teknolojik ve altyapıdaki kayda değer gelişmelerle birlikte yıllar içinde evrim geçirmiştir ve halen de gelişmeye devam etmektedir. Bugün yeni medya, “Sosyal Medya”dır ve küresel olarak 4.6 milyar kullanıcı ile engin bir çeşitliliğe sahiptir. Bu platformda kullanıcılar hem tüketici hem de içerik üreticisidir. Bu dönüşümün kapsamında, tüketiciler güç merkezidir ve pazarlama karmasına aktif olarak katılım sağlarlar. Bilgi kaynağı ve içerik üretici olarak bu yeni medyanın merkezinde yer alırlar. İhtiyaçlar için farkındalık yaratarak, tedarik alternatifleri ve bilgi sağlayarak satın alma niyetini etkileme gücüne sahiptirler. Hatta memnuniyet eşiğini belirleyerek, satın alma sonrası algılarını da etkilemektedirler. Güvenilir bilgi kaynakları kanaat önderi haline gelerek, ürün ve hizmetlere ilişkin kalite algısını şekillendirmektedirler. Bu durum pazarlamacılara marka sadakati ve müşteri tutma imkanı sağladığı gibi geri dönülmeyecek şekilde müşteri kaybetme tehdidini de beraberinde getirmektedir. Kanaat önderleri ile markaların işbirlikleri yeni bir pazarlama yönteminin gelişmesini sağlamıştır: Sponsorluk (Katrina, 2016). Sponsorlar (içerik üreticiler) tüketiciler için belirgin bir bilgi kaynağıdır. Bilgi kaynağının alt boyutları bir çok çalışmaya konu olmuştur. En çok atıfta bulunulan modeller Kaynak Kredibilite Modeli (Hovland, 1953; Ohanian, 1991), Kaynak Çekicilik Modeli (McGuire, 1985) ve Anlam Transfer Modeli (McKracken, 1989)’dur. Bu araştırmalar bilgi kaynağının tüketicinin satın alma niyetine etki eden alt boyutlarını açıklamaktadır. Ek olarak kullanıcı/tüketici açısından ise, farklı modeller satın alma niyeti ile bilgi kaynağına kullanıcıların erişmesini sağlayan alt

boyutları açıklamaktadır. Bu araştırmanın amaç ve kapsamı içerisinde, hem kullanıcı hem de içerik üretici boyutu araştırmaya konu edilerek, satın alma niyetine etki eden boyutlar ve etki gücü incelenmiştir.

INTRODUCTION

BACKGROUND

The digital transformation not only lifted the conventional borders of trade but also has redefined the roles parties take within the purchase transaction. Since the bloom of capitalist economy following the industrial revolution, the marketplace had clear, defined borderlines. Companies supplied goods and services, marketers designed and managed advertising and promotions, sales distributed these goods and services, and the consumers purchased upon accessibility. The marketing mix in this conventional era was supply oriented and empowered the companies, in an environment where they had the power to shape the marketplace.

Over the introduction of World Wide Web (Web 1.0) in 1989, a paradigm shift took place. In 1989, the WWW (World Wide Web) was discovered by Tim Berners Lee and it is called Web 1.0 because it was the first stage of the web (Naik ve Shivalingaiah, 2008:499). Web 1.0, was the technological ground where content creating was one sided. The viewers who accessed to information supplied had no ability to contribute or interact with the source. Nevertheless, with the developments in IT infrastructure, accessibility of internet bloomed. These developments made interaction between sources and users possible. With the launch of Myspace (2003) and Facebook (2004), the concept of social media was born through these developments. (Kaplan ve Haenlein, 2009:60) Web 2.0 was a milestone in the internet revolution, giving access and ability to users to take part in the content creation and a lead role in the narrative spread vast across the globe.

This was the roots of the new media era, a revolution that is here to stay. Ever evolving since its launch in 1989, within a 30-year bracket, we now are implementing things like artificial intelligence (AI) and internet of things (IOT) in our day to day lives. We not only benefit on this new tech, but we also depend and rely on it. Most scarce scenarios of this day are IT infrastructure crashes or IT security breaches rather than military conflicts.

According to www.statista.com, today 4.66 billion people, 59% of the world population is connected to internet and are online users. This impactful figure has redefined the roles of the consumers within the marketing mix and their impact on purchase intention. Today marketers spend their resources on designing the story of the brand rather than the packaging. All marketing efforts take the global stage test on this new media and is tested and assessed by the users. Without their approval and positive e-WOM, it is unlikely to accomplish any goals. “WOM (Word-of-mouth) is an exchange, flow of information, communication or conversation between two individuals.” (Goyette, Ricard, Bergeron, Marticotte, 2010). Leveraging from the new technology and social media, this has quickly transformed to e-WOM, “all informal communication directed at consumers through internet-based technology related to the usage or characteristics of particular goods and services of their sellers.” (Poturak & Softic, 2019). With such an impact over vast population, the users who control the post purchase narrative became a priority for marketers. As a result, for the last decade new forms of marketing have bloomed over the creation of content that generate narrative globally. Today, Brand Generated Content (BGC) and User Generated Content (UGC) swarm the social media to gain control over this narrative. According to Mangold & Fauld, BGC is a type of communication that company creates to indicate the business values. (Mangold & Faulds, 2009). On the other hand, content shared by consumers in social media is called User-Generated Content (UGC). Consumers creating content with social media has become an additional source for

consumers to learn about products and services that they consider purchasing. (Berthon, Pitt, & Campbell, 2008).

Today, Facebook with 2.8 billion users take the first place in the social media platform rank, followed by YouTube with 2.3 billion users. WhatsApp takes third place with 2 billion users. Companies and endorsers who are also end users flood these platforms with BGC and UGC day to day to create a positive narrative supporting the intention to purchase. Subsequently the content is at the center of this interaction. The source provides the content, and the viewers access it. With such high stakes, it is a necessity for marketers to understand the dimensions that drive this interaction, users' engagement to the source attributes that lead the intention to purchase.

Users and Gratification Theory (UGT), outlines the needs that drives the individuals to use social media. Baran and Davis (2009) state that "UGT is an approach to media study focusing on the users to which people put media and gratifications they seek from these uses." Herta Hertzog originated the theory. According to Tomko (2007) Hertzog was the first scholar, who used the term "gratifications" in media usage. The social media usage is a choice rather than an exposure. Accordingly, "the needs of usage can be categorized as Affective Needs, Cognitive Needs, Personal Integrative, Social Integrative and Tension Release". (Katz and Blumber, 1974)

To understand the impact of the source attributes on the intention to purchase in the past multiple research has been conducted. The Source Credibility Model (Hovland et al., 1953; Ohanian, 1991) explains these attributes within four dimensions; Attractiveness, Trustworthiness, Expertise and Popularity.

Additionally, Source Attractiveness Model (Macquire, 1985) and Meaning Transfer Model (McMraken, 1989) has significant contributions to the field of study.

The multi-dimensional approach to understand the user and source interaction over the content is a key stone to enlighten the impact of these dimensions on the intention to purchase.

PURPOSE

The purpose of this study was to understand the dimensions that affect the viewer engagement and source credibility that drives the intention to purchase. The application field of the study was food vloggers that generate content on YouTube. YouTube is the second ranked social media platform in terms of active users. Besides video streaming, it is also serving as a search engine. With its multi-language content and multi-platform accessibility, it brought significant reliability to the appliance of the results of this research.

An online questionnaire will be conducted to an anonymous sampling group of 250. Questions will cover demographics, personal opinions and preferences regarding food vlogger videos on YouTube, vloggers attributes and social interaction with other users. The purpose of conducting an online questionnaire is to collect data from tech-oriented individuals who are active internet users to ensure credibility of the results.

1. LITERATURE REVIEW

1.1. SOCIAL MEDIA

With the increase in technological developments, people started to use the internet and internet-based tools more. This frequent use continues to increase every day with technological developments and innovations. A new concept that technological developments add to the world population is social media. Social media can be called a new virtual media where users connect with other users and express themselves. The rapid increase in users of social media has attracted the attention of marketers. In the changing and developing world and highly competitive markets, the target of marketers is being in all channels where consumers are located. The goal of meeting the consumer in every channel has given birth to the concept of social media marketing. Social media marketing is a new understanding of marketing created with the interactive participation of the consumer. Today, companies continue their marketing activities in virtual environments called social media. Consumers, on the other hand, use internet and mobile communication tools apart from traditional media tools. The convenience provided by digital tools to consumers causes consumers to adapt quickly to digital tools. This rapid adaptation increases the frequency of use of digital tools in the daily life of individuals. Consumers can share, stay connected with users and establish an interactive communication through social media platforms.

Social media can be called a new media that includes many platforms where consumers can take many different actions. Users of social media can be informed about and can communicate one-on-one by following companies, close social environment, brands, social media influencer, celebrities through applications such

as Instagram. Through blogs, they can get information about the topics and brands they are interested in, or access written and visual content about the product / service. In addition, interactive digital tools give consumers the privilege to comment on the content or the goods/services that they purchased. The fact that the masses who know or do not know each other come together and produce content has increased the exchange of ideas among the masses. On YouTube and similar video content sharing sites, people can watch videos, music clips, or product promotion videos to get information about the subject, brand, product, or service they are interested in. In other words, social media has increased and

developed communication between individuals or between consumers and companies. This development in communication and access to content has created the opportunity for individuals to reach their opinions louder and to more people. Consumers, on the other hand, had the opportunity to express their requests, satisfaction, or dissatisfaction about the product / service faster and more freely. Firms, on the other hand, benefit from these contents created by consumers while improving their marketing mix and consumer satisfaction.

With the increase in the use of digital tools in the lives of individuals, consumer behavior has started to change, and this change continues with the emerging of digital tools. Social media can be shown as a reason for reshaping consumer behavior. Consumers make their purchasing decisions differently than before. Intense content on social media affects purchasing decisions. Compared to the past, consumers have more sources to seek information about the products or services, which they intend to purchase. The information has direct impact on the purchasing decisions they make.

1.2. SOCIAL MEDIA CONCEPT

According to the definition of Naik and Shivalingaiah, “the web system is a computer program designed to provide interaction between computers over the internet”. With this computer program, users can view content such as text, images, videos on web pages. In 1989, the WWW (World Wide Web) was discovered by Tim Berners Lee and it is called Web 1.0 because it is the birthmark of the web (Naik ve Shivalingaiah, 2008:499). In the Web 1.0 era, fewer users could create content and more users could read this content. The infrastructure of Web 1.0 did not allow users to participate or contribute content. The activities that could be done were searching and reading information. Individuals' interest in the web and their spending more time on the web necessitated the rapid development of technology and a social shift of the web. The concept of Web 2.0 aims for both producing and consuming users to contribute content and increase interaction. With Web 2.0, users could both read and write, in other words, both consume, produce, and listen. Web 2.0 technologies and applications have created social and economic values such as creating value by users, increasing the effects of networks, and connecting people etc. (Schuen, 2008).

When the history of social media is investigated, the first social media tool was Usenet, which was founded by Jim Ellis and Tom Truscott in 1979, which provides the opportunity to send messages to internet users worldwide. The first social media tool similar to today's social media use is the Diary Web, which was founded by Bruce and Susan Abelson in 1989 and gathers online journalists. Another concept introduced in 1989 is the concept of "Weblog". The concept of blog used today comes from the concept of "Weblog". Over time, with the development of internet speed and the increase in band services, MySpace was established in 2003 and Facebook in 2004. The concept of social media has reached today through these

developments. (Kaplan ve Haenlein, 2009:60). The fact that Web 2.0 technology enables content creation and that it is social base is the most important factor in the establishment of social media.

The definition of social media can be expressed simply as communication media operating upon Web 2.0 technology. “Social media is a set of internet-based applications created in the technological and ideological infrastructure of Web 2.0 that allow the creation and modification of user-based content”. (Kaplan ve Haenlein, 2009:61). There are multiple definitions of social media, different definitions are listed below.

- “Virtual communities whose content is created and shared by users. (Kim, 2010: 216)
- Participating online media where news, photos, videos, and podcasts created by individuals are presented through social media websites”. (Evans, 2008: 33)
- “A structure where people communicate interactively with each other and share opinions on the internet”. (Borges, 2009: 31)
- “Media platform and online applications that aim to share information and content, collaborate, and interact easily”. (Palmer and Lewis, 2009: 165)

In line with all these definitions, social media can be defined as social content Web 2.0 infrastructure websites and applications that enables participants’ in communications, socialization, sharing ideas and thoughts, exchanging knowledge and contributing to the public view on an online platform.

According to iCrossing, social media has five main characteristics. These are respectively, participation, openness, conversation, community, and connectedness. (iCrossing, 2008:5). Social media is a concept that is handled from three aspects. These are media, users and technology dimensions. Social media is formed because of the integration of all these dimensions with each other. Rapid developments in communication tools gave birth to the concept of non-traditional media, which is defined as “the new media”. Today, media can be classified as online, offline, social and interactive media. User-based content covers all the various media forms and creative works created by technology users. Media mediums created by the consumer are called “consumer generated media” and content created by consumer is called “consumer generated content”. “User-based content” is also defined as internet media content produced by end users. User-based content enables people to access information that cannot be accessed elsewhere. Web 2.0 is the technological dimension of social media. Users interact with each other more easily with Web 2.0 technology.

1.3. ACCESS TO INTERNET AND SOCIAL MEDIA USAGE

According to January 2021 data, there are a total of 4.66 billion active internet users worldwide. This figure constitutes 59.5 percent of the world's population. There are 4.32 billion active mobile internet users worldwide. The number of active social media users worldwide is 4.2 billion and 4.15 billion people use social media on mobile. UAE, Denmark, and Sweden are the countries with the highest penetration rate worldwide. North Korea has been discredited in this figure due to lack of data. With 2.5 billion online users Asia is the region with the largest number of online users and with 728 million internet users Europe is the second. China has more than 854 million internet users and India has 560 million online users. (<https://www.statista.com/statistics/617136/digital-population-worldwide/>).

Facebook is the platform which has the highest monthly active users with 2.8 billion users among social media platforms. YouTube is the second with approximately 2.3 billion monthly active users worldwide. With 2 billion active users, WhatsApp ranks third. Apart from these three platforms, Facebook Messenger, Instagram, WeChat, TikTok, QQ, Douyin, Sina Weibo, Telegram and Snapchat are respectively. (<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>)

1.3.1. Facebook

Facebook has 2.8 billion monthly active users and 1.84 billion daily active users. Moreover, by reaching 59 percent social media users, Facebook is the leading social media platform. Facebook has the greatest number of active users out of all the social media platforms. Facebook gained 84.2 billion advertising revenue in 2020. More than 200 million small business worldwide uses Facebook Business. 65% of Facebook users is under the age of 35. 98.3% Facebook users prefer to access Facebook via their mobile phones. Each month each user spends an average of 19.5 hours on Facebook. ([https://www.oberlo.com/blog/facebook-statistics#:~:text=Get%20Started%20Free-.1.,users%20\(Facebook%2C%202021\).](https://www.oberlo.com/blog/facebook-statistics#:~:text=Get%20Started%20Free-.1.,users%20(Facebook%2C%202021).))

1.3.2. YouTube

YouTube has 2.3 billion users worldwide who log into the site at least once per month. Currently 79% of internet users have a YouTube account and among social media platforms YouTube is the second most popular platform. Moreover, YouTube is the second-most popular search engine after Google. 1 billion hours of video content is consumed on a daily basis over the platform. YouTube can be

accessed in over 100 countries, supporting 80 different language. 28% of the videos posted in YouTube are in English and the rest is in other languages. 62% of businesses uses YouTube to post video content. More than 70% of YouTube watches is from mobile devices. 90% of YouTube users stated that they discover new brands or products on YouTube. Every minute, 500 hours of video is uploaded to the YouTube around the world. “(<https://www.oberlo.com/blog/youtube-statistics#:~:text=Here's%20a%20summary%20of%20the,and%20generate%20billions%20of%20views.>)”

1.3.3. WhatsApp

WhatsApp has more than 2 billion monthly active users. On average 100 billion messages are sent each on a daily basis over WhatsApp The average WhatsApp user on the Android platform spends 19.4 hours per month. With 390.1 million monthly active users India has more WhatsApp users than other countries. 573.6 million monthly active users are based in

India, Brazil and United States. WhatsApp was downloaded 42 million times in January 2021. WhatsApp business was downloaded 18 million times in January 2021 and 175 million people send messages to business accounts on WhatsApp every day. (<https://backlinko.com/whatsapp-users>)

1.3.4. Social Media Tools

Developing technologies and the profitability of social media tools have increased the number of the tools over the time. Some features of social media tools have differentiated the tools from each other. There are various social media tools with different features such as blogs, media sharing sites, social networks. As stated in the definition of social media, the common feature of all the social media tools

is being based on the sharing of user-based content. In the literature, there is no single accepted classification of social media tools and many different classifications by different academics can be mentioned.

iCrossing classified social media tools as social networks (MySpace, Facebook), blogs, Wikis (Wikipedia), Podcasts (Apple iTunes, Spotify), forums, content communities (YouTube) and microblogs (Twitter). (iCrossing, 2008: 6) Carabiner classifies social networks as “(Facebook), professional networks (Linkedin), blogs, marking sites, video sharing sites (YouTube), information sharing sites (Wikipedia), private social networking sites and interactive e-commerce sites” (Carabiner, 2009). Safko and Mangold - Faulds have made a more comprehensive classification. According to Safko, social media tools can be classified as “social networks, publishing (blogs, wikis), picture sharing (Pinterest, Instagram), audio sharing (podcasts), video sharing (YouTube, Vlog), microblogs (Twitter), live broadcasting, virtual worlds, game sites, productivity apps (survey monkey), search, mobile social media and interpersonal (Skype, Zoom, Teams, Apple Facetime)” (Safko, 2010). Mangold and Faulds has classified social media tools as “social networking sites (MySpace, Facebook), creative work (Video, Picture, Music, Co-Created Content,) sharing sites (YouTube), user sponsored blogs, company sponsored blogs, company sponsored event / help sites (click2quit.com), invitation social networks, business network sites (Linkedin), collaborative websites (Wikipedia), virtual worlds (Second Life), e-commerce communities (eBay, Amazon.com), podcasts (Apple iTunes, Spotify), educational materials sharing sites (MIT Open Course Ware, Udemy), open source program communities and social markup sites (Reddit, Delicious)”. (Mangold ve Faulds, 2009: 358)

1.4. SOCIAL MEDIA CONTENTS

“Content is the King” is the title of the essay that was written by Bill Gates. Gates opened his essay with this sentence, “Content is where I expect much of the real money will be made on the Internet(...)” (Gates, 1996). After 25 years of the essay, nowadays even internet users and brands earn money from the content.

As discussed before, social media is handled from three dimensions. These are media, users, and technology. When the content in social media is considered, we can see that it is divided into two as Brand-Generated Content (BGC) which is related with media dimension of social media, and User Generated Content (UGC) which is related with user dimension of social media.

1.4.1. User Generated Content and Consumer Generated Advertising

The introduction of social media into consumers' daily lives motivated them to express themselves, share their ideas, be creative, participate in discussion groups and share their ideas by creating content. (Jansen, Zhang, Sobel, & Chowdury, 2009) Content shared by consumers in social media is called User-Generated Content (UGC). Consumers creating content with social media has become an additional source for consumers to learn about products and services that they consider purchasing. (Berthon, Pitt, & Campbell, 2008). UGC can be in many forms, in Twitter they are the tweets, in Facebook they are the status updates, in Instagram they are the posts and in YouTube they are the videos. New terms emerge with the users creating of content such as prosumer, produser, and co-creator (Ritzer and Jurgenson, 2010). Kaplan and Haenlein (2010) defined UGC content as “created outside of professional routines and practices.” “UGC can be individually or collaboratively produced, modified, shared and consumed.” (Smith, Fischer,

Yongjian, 2012). According to OECD (2007) Hagedorn (2013) there are three requisition of user-generated content.

These are:

- a) Online content that has been published either on public or social networking platforms
- b) Content must be originally created rather than reposted.
- c) UGC should not be professionally created.

With the emergence of social media, firms started to capitalize consumers as a source for advertising strategies. (Schivinski & Dabrowski, 2015). By writing personal opinions about brands, consumers create indirect ads which is called Consumer Generated Advertising (CGA). According to Berthon, Pitt and Campbell CGA are any public consumer content which focuses on informing others about a brand (Berthon, Pitt, & Campbell, 2008). With CGA and UGC companies can create values with consumers and establish a brand community. (Brodie, Ilic, Juric, & Hollebeek, 2013).

1.4.1.1. Vlog

Vlogs are user generated contents which users share storytelling and audio-visual contents in a video sharing platforms such as YouTube. The term vlog is the shorten for video blog. Vlog emerged in YouTube in 2007. Vloggers which is the term who shares and creates vlogs on video sharing platforms share their own videos and contents and consumers who are interested with the contents of the vlogger create an online community. Vlogs primary messages are delivered by video contents. Vlogs are user-generated contents. The main vlog categories are; “beauty, lifestyle, food, culture, travelling, motivation, cars, sports and education. Video blogs provide informative, educational, and entertaining contents”. Videos allows audience to notice the presenters’ emotions which makes vlogs significant

for brand in order to build brand image. So that vlogs are among the most efficient communication tools with the consumers. (Safko, 2012). Brands collaborate with famous vloggers that their company and the vlogger share the same interest. Due to change of consumers purchase behavior, brands use vlogs to prior the final decisions about product purchase with vloggers product review by uploading vlog either on the brands channel or the vloggers channel, depending on the agreement between the vlogger and the brand. Brand considers the tone of the voice of the vlog channel, target audience of the vlog, the concept of the vlog before they make agreements with vloggers. Without any direct agreements with brands, vlogger can comment, recommend, or state their opinions about brands.

1.4.2. Brand Generated Content

By sharing copyrighted content, brands use social media with social medias “media” dimension (Kaplan & Haenlein, 2010). Brand generated contents can be considered as a type of advertising which enables brands create and control the content. According to Mangold & Fauld BGC is a type of communication that company creates to indicate the business values. (Mangold & Faulds, 2009). Brands use BGC to influence consumers brand perception and encourage consumers purchasing decisions. BGC also helps brands to accelerate consumers buying processes first (recognition of need) and second (information search) steps.

1.5. ENDORSEMENTS ON SOCIAL MEDIA

Endorsements on Social Media is the latest trend in advertising. Advertising of a brand is being created by users to generate profit from the brands or the social media platforms. Endorsements on social media consists of three options; “Sponsored Content, Affiliate Marketing or Product Giveaways”. (Katrina, 2016).

“Sponsored Content is a content creator partners with an advertiser or merchant to promote a product. Affiliate Marketing is a content creator posts affiliate URLs to merchant in their content to earn money from the resulting sales. Lastly, Product Giveaways is content creator receives product samples from an advertiser or merchant to promote and review.” (Arunesh, Arvind and Marshini, 2018).

Endorsements on social media can either be User Generated Content with the use of affiliate marketing or Brand Generated Content with the use of sponsored content or product giveaways.

1.5.1. Endorsements on YouTube

YouTube users can share their views, comments, and link to videos on the site by creating personal profiles that they can either subscribe on channels or create video watching lists. “Most viewed videos on YouTube are professionally produced”. (Kruitbosch and Nack 2008) Yet, most commented videos are user generated. According to Burgess and Green findings most popular user generated videos on YouTube are vlogs, music videos, live material, informational content, and scripted performances (Burgess and Green 2009). Brand related UGC which uses affiliate marketing videos often feature reviews, demonstrations, consumption, unboxing, storytelling, and brand related events. By making agreements with endorsers brands create BGC by sponsored content such as consumption, reviews, storytelling etc. and product giveaways by unboxing of new products.

1.6. E-WOM

“Word-of-mouth is usually defining as an exchange, flow of information, communication or conversation between two individuals.” (Goyette, Ricard, Bergeron, Marticotte, 2010). WOM took place as post purchase behaviors which

can be occur face to face, by e-mail or phone. WOM is personal and consists of recommendations of friend, family, and acquaintances. Moreover, WOM can be impersonal by articles and columns that has been written by journalist, consumers, or experts. With developments of internet new term emerged as e-WOM which is the abbreviation of internet word-of-mouth. Electronic world of mouth has been defined as “all informal communication directed at consumers through internet-based technology related to the usage or characteristics of particular goods and services of their sellers.” (Poturak & Softic, 2019). According to this definition both UGC and BGC creates e-WOM. Consumers take an active role in order to influence other consumers information search about a product/service. E-WOM can be spread by social media, e-mail, blogs, viral etc. e-WOM effects consumer purchase decisions and changes consumer behavior. The comments, endorsements reviews, likes and dislikes etc. of a product/service changes the perception of consumers which all can be an example of e-WOM. According to the research which was conducted by Hsu (2011) vlogs are one of the most popular e-WOM platforms.

2. THEORETICAL BACKGROUND

2.1. USERS AND GRATIFICATION THEORY

In a simple definition, Users and Gratifications Theory argues that users use media to meet certain needs for gratification and individuals have power over their media usage. Therefore, the media is used as a result of choice rather than exposure. According to Hicks (2012), Users and Gratification Theory can also be used to explain the reasons that individuals use social media tools. The theory states that individuals utilize media to fulfill a need.

Theory demonstrates that media users are empowered to choose and use the media, they have the power to differentiate their sources and messages according to their needs. In other words users have the power to switch off channels. According to Katz (1959) individuals' values, interests, associations and social rules results as individuals selectively customization of what they see or hear to their interest.

The most accepted definition of Users and Gratification Theory demonstrated by Baran and Davis (2009.) They state that "UGT is an approach to media study focusing on the users to which people put media and gratifications they seek from these uses." The theory built up by Herta Hertzog. According to Tomko (2007) Hertzog was the first scholar, who used the term "gratifications" in media usage. According to Hertzog there are three type of gratifications which are emotional, wishful thinking and learning. Schramm (1949) was the first scholar who focuses on the social reasons for media consumption.

According to Blumler, Brown and McQuail "Four uses of media: diversion, personal relationship, personal identity, and surveillance". (David, 2016). According to Correa increased use of internet as a communication tool offers usage of internet to find information, purchase product or service, watch video generated content and television, search for entertainment and participate in political spheres. Connection to internet has four motivational factors: recognition needs, social needs, cognitive needs and entertainment needs (Leung, 2009).

User generated media, motivates users to create content. Users contribute and engage in social media platforms in three steps: consuming, participating and producing (Shao, 2009). In the consuming step users follow people to find information and entertainment. In the participating step users socially interacts with other users and supports liking and comments which is the engagement step

according to Astin's engagement definition. Lastly, in the producing step users create their own contents like video, photo, text etc. in order to fulfill their needs. Individuals needs can be categorized in four categories (McQuail, Blumler, Brown 1972). These are: "Diversion, personal relationships, personal identity (individual physiology), and surveillance".

Diversion is the emotional release of individuals. Personal relationships are the social utilizations, personal identity (individual psychology) is the value reinforcement and self-understanding and lastly, surveillance is the information that helps accomplishing tasks.

"According to Katz (Katz, 1974) Users and Gratification Theory assumptions are;

- 1) Media competes with other sources of need satisfaction
- 2) Users have self-awareness of media choices, interests
- 3) Media users can only determine the value of content and appraise value on the content by their decision to view it."

Later researchers built on Herzog's study and re-categorized and expands the motivator. Katz and Blumler (1974) determines 5 goals for media user to fulfill their needs. These are:

- a) Affective Needs
- b) Cognitive Needs
- c) Personal Integrative Needs

d) Social Integrative Needs

e) Tension Release Needs

2.1.1. Affective Needs

Affective needs include all kinds of emotions of individuals and targets awareness and growth in attitudes, emotions, and feelings. In the media context individuals use media to satisfy their emotional needs. The emotional response toward media and connecting emotionally with the content aids individual's affective needs. In other words affective needs can be defined as aesthetic and emotional experiences and the audiences' pleasure towards these emotions.

2.1.2. Cognitive Needs

Cognitive needs are using media for acquiring knowledge and information. To acquire information that individuals watch news, use search engines, watch how to videos (DIYs) to satisfy the need for knowledge. Social media, internet is being used to get information. According to buying decision process information gathering and the activities of consumers make on social media like reading the comments and watching videos of the people who had been used the product/service is for satisfying cognitive needs.

2.1.3. Personal Integrative Needs

Individuals use media to assure themselves that they have status in society. In other words, personal integrative needs can be defined as self-esteem needs.

Personal integrative needs influences consumers to purchase more to change their lifestyle in order to obtain a status. With advertising and social media endorsers, media arises the need of personal integration. In other words, personal integrative needs are associated with self-confidence, integrity, self-respect and status.

2.1.4. Social Integrative Needs

Social integrative needs are the need to socialize with family, friends and relation in the society. Due to rapid growth of social media, social integrative needs have changed, and individuals start to socially interact by using social media tools in order to fulfill their needs. Social integrative needs are related with connection of outside world and the need for affiliation.

2.1.5. Tension Release Needs

Individuals use media to escape from their perceptual reality of the world and relieve from tension and stress. The impact of the media on tension release of audience can be explained by the reflection of individuals' connection to the content that creates change in their emotions and feelings. In other words, media can shift emotions of individuals, reshape the perceptual reality from unpleasant to pleasant.

2.2. ENDORSER CREDIBILITY

Endorser's credibility can affect consumers purchase decision, lead more purchase of a product and turn potential consumer to real consumers when consumer perceive the endorsers of the product as credible. In order to create a positive impact on purchase intention, endorsers can capitalize on their credibility

by their association with the product/service and generate positive perceptions for the endorsed product/service by expressing affection and positive opinions. The models that are commonly referred regarding Endorser Credibility within the literature are; “Source Credibility Model” (Hovland et al., 1953: Ohanian, 1991), “Source Attractiveness Model” (McGuire, 1985), “Meaning Transfer Model” (McCracken, 1989).

The Source Credibility Model argues that effectiveness of a message will be depending on the perceived level of expertise and trustworthiness of an endorser (Ohanian, 1991). According to Ohanian a credible source can affect audience buying decision and perceived brand image positively. Moreover, a celebrity endorser is the main source of information and the sources credibility is significant. According to Hovland to state the source is credible there are two elements: expertness and trustworthiness. Ohanian created the source credibility model with a scale to measure the effectiveness of endorsers by examining their expertise, trustworthiness, and attractiveness.

Source Attractiveness Model has four dimensions as familiarity, likeability, similarity, and attractiveness. According to McGuire (1985) effectiveness of the message depends on these dimensions. Ohanian states that (1990) familiar, likeable, and similar sources will be seen more attractive and persuasive.

Meaning Transfer Model (McCracken, 1986) states that with the help of media, endorsers develop a persona in the society. When endorsers suggest a product the persona and societies perceived meaning about the endorsers transferred to the brand.

In this study, in order to determine the factors that influence purchase intention, the variables of Source Credibility Model (Ohanian, 1990) and Source Attractiveness Model (McGuire, 1985) were used.

2.3. ATTRACTIVENESS

Attractiveness is an individual's first impression of another person so that it is considered as a significant aspect while maintaining first impression. According to Baker and Churchill "physically attractive sources are more successful at changing beliefs and direct purchase intentions" (Baker and Churchill, 1977). Besides physical attractiveness, lifestyle, personality, mindset, intellectuality of the celebrity endorser can have a positive impact on the consumers' perception of the endorser and the brand.

According to Debevac and Kernan (1984) attractive female endorsers can create greater attitudes than male endorsers. However according to Caballero (1989) male consumers are more likely to be influenced and buy from male endorsers and female consumers are more likely to be influenced and buy from female endorsers.

2.4. TRUSTWORTHINESS

According to Friedman and Friedman trustworthiness is the major factor of source credibility. Trustworthiness accommodates honesty, integrity, and believability of an endorser (Erdogan, 1999). Another trustworthiness creator is that the endorsers convey the messages they believe and think to be real to the masses regardless of personal interests. If the endorser does not use the brand but does

endorsement, it creates “credibility gap” (Soloman, 1999). Trustworthiness can be reached by using endorser that can be closely associated with the brand. (Holloway and Robinson, 1995).

2.5. EXPERTISE

Expertise also called as authoritativeness, competence, expertness or qualification defined as the degree, to which an endorser is perceived as the source of the claim. Expertise refers to the endorsers theoretical and practical knowledge, competence and skills with regards to the content According to Hovland and Ohanian endorsers should not be an actual expertise as long as the target audience perceive endorsers as an expert. The perception of the endorser as an expert will make the endorser more persuasive and generate more intention to buy the brand. According to Specks study (1988) expert endorsers creates higher recall of product information than non-expert endorsers do.

2.6. VIEWER ENGAGEMENT

Laurel defines engagement as a “desirable and essential human response to computer-mediated activities”. (Laurel, 1993). According to Kappelman (1995) “engagement consists of user’s activities, attitudes goals, mental models and motor skills”. For Hollebeek engagement is a “multidimensional concept which consist of behavioral (actions), cognitive (thoughts) and emotional (feelings)”. Another definition of engagement is “a user-initiated action which leads to a co-creation of value” (Khan, 2017). Astin defines “engagement as the users’ investment of physical and psychological energy to fulfill certain psychological needs such as information seeking, socialization or social interaction and entertainment.” (Yu, Jung, Kim, Jung, 2018).

The basic definition of engagement is individual's interaction with media, successful web 2.0 based social media platform are not just used they are engaged with users. Users engaged with web 2.0 based social media platforms will spend time, invest attention and emotion to the platforms. Social media engagement can be defined as the measurement of user interactions on the platforms like comments, likes and shares. Each social media platform needs activity and engagement in order to continue the platforms interaction and usage. Brands uses social media engagement to build positive brand image and to create meaningful and successful relationship with their current customers and potential customers. Social media engagements are being measured by the following metric:

- Hashtags
- Mentions
- Follower growth
- Click-throughs
- Likes
- Comments
- Shares
- Reposts or retweets

Some of the social media engagement goals are changing perception of a brand, attracting new customers, educating target audience, creating awareness-interest-desire and purchase action, developing successful communication etc. Social media platforms like Facebook, Instagram, YouTube and Twitter possesses a unique architecture, norm, and culture. YouTube offers entertainment and social interaction to its users. According to Burgess & Green (2009) YouTube is based upon a culture of self-promotion. In YouTube, engagement is associated with likes,

comments, posts, and uploads. Users engage on YouTube through viewing and uploading videos and commenting on them.

Viewer engagement in traditional media is reacting and commenting on programs after watching them, social media video sharing platforms can be considered in the same definition however, the platform allows expeditious engagement and with its live video streaming feature allows users reach in real time. According to Chung and Yoo “The reason for viewer engagement in media consumption is the need for social interaction”. (Chung & Yoo, 2008; Yoo, 2011).

In order to understand the underlying reasons of viewer engagement Users and Gratification Theory should be implemented. Users and Gratification Theory demonstrated the reasons for the choice of media and examines in which way the media is used.

2.7. PURCHASE INTENTION

According to American Marketing Association (1995) purchase intention is a conscious plan made by a consumer who decides to purchase a product or a service. Consumers contribute to economic systems by paying for the goods and services that they purchase.

According to consumer demand, producers produce products and services. Producers’ motivation to produce arises from the consumer demand. If the production stops due to lack of demand, capitalist economic system will be affected. Consumers make many decisions every day when purchasing. After the industrial revolution, mass production increased the number of brands and competition for

each product. Consumers have had fewer product or service options in the past. With the increasing population, the number of employees and the number of companies have also increased. Consumers make their purchasing decisions by choosing a brand among many competing brands for different product categories every day. This situation has increased the importance of brands. Consumers' perception of the brand during the decision-making process affects their purchasing decisions. Brands can guide consumers in their purchasing decisions.

Purchase intention can be simply defined as the consumers desire to acquire a product or service. The most referred model within the literature is Engel, Blackwell and Miniard's Customer Purchase Intention Model (Engel, Blackwell, Miniard, 1995). The model explains the purchase intention process in five steps; "Identification of the problem, seeking information, evaluation of alternatives, making a decision and post purchase behaviour".

When consumers become aware of a problem or need, they begin the purchasing decision process. Without determining the problem, consumers cannot make a decision. Other stages of the decision-making process are about how to solve the problem that arises. With the increasing use of the internet, consumers have begun to need new things. Environmental factors, impulses, individual experience, and intrinsic motivation affect the consumer realization of the needs of a product/service.

After identifying the problem, consumers go over options that might solve the problem. They try to obtain information about these options. After consumers are informed about the problem, they make easier decisions. The risk perceived by consumers is reduced through information. The information makes the options to be eliminated and leads to clarification. If the perceived risk is high, consumers will

do a detailed research. If the perceived risk is low, consumers will not need much research.

Consumers can find the information they are looking for by directly researching information, participating in discussion mediums, or reaching relevant content communities. Consumers frequently use social media in their search for information. The comments of opinion leaders on social media can influence consumers.

At the stage of evaluating the options, the consumer is in the process of making a choice. The consumer primarily creates a set of alternatives. Makes the price and feature comparison of the products and shapes its decision with consumer comments. Brand perceptions greatly affect consumers in terms of evaluating options.

Two determining factors, intention and environmental influences or personal differences, affect the purchasing decision. The purchase decision can be planned, partially planned or unplanned.

The final stage of the purchasing decision process is post-purchase behavior. After purchasing the product or service, the consumer gets an opinion on the product and service purchased. If the customer is satisfied, the consumer can buy the same product again and recommend it to others. If the product or service is at the same or higher than the consumer's expectation level, the consumer is satisfied. However, if the product or service is below the consumer's expectations, the consumer will not be satisfied. In these cases, the consumer can express his dissatisfaction and share on social media or close social environment via WOM or e-WOM.

Similar to Engel, Blackwell and Miniard's purchase intention model, Hierarchy of Effect Model focuses on mental stages of the relationship of consumers with a brand. (Vakratsas and Ambler, 1999). Hierarchy of effect states the order of which consumers perceive process and use communication information. Hierarchy of effect model has strong impact on consumers' decision-making process. The mostly used hierarchy of effects model is AIDA (awareness, interest, desire and action.) Lavidge and Steiner expanded the model in to seven phases which are; "awareness, knowledge, liking, preference, conviction and purchase". Awareness and knowledge are the cognitive stage, liking preference and conviction are the affective stage and lastly purchase and loyalty are the cognitive stages. Consumer's decision-making process can affect Hierarchy of Effects model. According to Lavidge and Steiner, the amount of time the consumers need to pass through these stages depends on their level of involvement. Consumers level of involvement has a direct impact on the stages of hierarchy of effects. (Kotler and Bliemel, 2001). When a consumers involvement towards a product is low, the affective and cognitive phases can be prioritized. Consumers can purchase products without longer consideration however, they this does not have an impact on post-purchase behaviors

"Purchase intentions are classified as unplanned buying, partially planned buying and fully planned buying" (Engel, Blackwell and Miniard's, 1995). The purchases of consumers made at the store are under the unplanned buying classification. When customers decide on the category before going to store and deciding on the brand in the store are partially-planned buying. Fully planned buying is the process that consumer decides about the product and the brand before entering to store.

Consumers purchase intentions are influenced by external or internal factor. These are listed as:

- a) Trigger
- b) Outcome Expectation
- c) Recommendation
- d) Personal Association

Triggers are anything that directs a consumer to purchase a good or service of a brand. TV advertising, packaging and other aspects which attracts the customer to the products can be a trigger. Outcome expectations are consumers expected outcome from a good or service that affects consumers purchase intention. Recommendation of a source help customers to purchase goods or services. Personal association is the customers emotional and personal association that affect the purchase intention of shopping.

Moreover, purchase intention also depends on the level of satisfaction. If the consumers are satisfied with the product / services they will purchase again, which will result as customer retention. Despite attracting new customers, retaining the current customers is more profitable for the companies. Perceived cost of a product can also affect purchase intention. Price sensitive consumers are more likely to purchase low-cost goods however, consumers who demands for higher quality over the price will be less likely to purchase low-cost goods.

2.8. RESEARCH MODEL AND HYPOTHESIS

Examining the effect of Enjoyment, Information Seeking and Learning, Personal Integrative, Social Integrative, Tension Release and Endorser Credibility, Attractiveness, Trustworthiness, Expertise and Popularity on Purchase Intention of YouTube Food Vlogger viewers. These dimensions were the main driver for developing the conceptual model of this research. The conceptual model hypothesis is shown in Figure 1 as below.

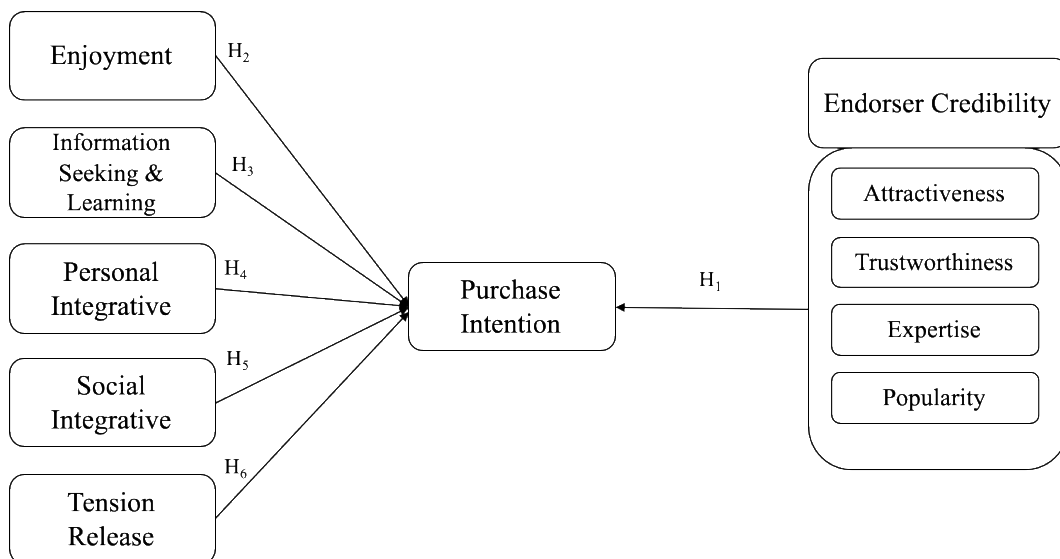


Figure 1 Conceptual Research Model

Hypotheses that were tested in this research can be seen as in the following list:

H₁: There is a relationship between endorser credibility of food vlogger towards purchase intention

H_{1a}: Attractiveness of food vlogger is a part that constructs endorser credibility that influences purchase intention

H_{1b}: Trustworthiness of food vlogger is a part that constructs endorser credibility that influences purchase intention

H_{1c}: Expertise of food vlogger is a part that constructs endorser credibility that influences purchase intention

H_{1d}: Popularity of food vlogger is a part that constructs endorser credibility that influences purchase intention

H₂: Enjoyment of viewer has an influence on purchase intention

H₃: Information seeking and learning of viewer has an influence on purchase intention

H₄: Personal integrative aspect of viewer has an influence on purchase intention

H₅: Social integrative aspect of viewer has an influence on purchase intention

H₆: Tension release aspect of viewer has an influence on purchase intention

3. METHODOLOGY

3.1. RESEARCH OBJECTIVE

The objective of this research is to explore the impact of food vlogger endorser credibility and viewer engagement on purchase intention. Multiple dimensions were questioned for both the food vlogger endorser credibility and viewer engagement. Also, the dimensions that have the most positive impact were identified.

3.2. SAMPLE SELECTION AND DATA COLLECTION

3.2.1. Sample Selection

Sampling for this study was based upon tendency of interest in social media and food vlogger videos. The aim was to reach out to those who are active users of internet and social media. As per Lee (2014), individuals with high level of education were targeted.

An online survey has been distributed mainly across university students and working professionals, without any gender orientation. However, the participation was kept voluntarily, therefore out of 250 participants, 212 volunteered to respond within ensured anonymity. Whilst the age ranged between 18 – 55, majority of the participants were female.

The questionnaire held multiple choice questions and Likert-type scales, adjusted from previous relative research. Participants were asked to respond upon personal preferences regarding YouTube usage habits and perceived effect of User Generated Content.

3.2.2. Data Collection

An online survey was created on google forms and distributed between 13 March 2021 – 12 May 2021. Within the 60 days of research 212 participants out of 250 responded with a valid form. All the analyses were computed based on 212 forms.

3.3. QUESTIONNAIRE DESIGN

The questionnaire was mainly divided into two sections; in the first section Attractiveness was measured with six items, Trustworthiness was measured with eight items, Expertise was measured with five items, Popularity was measured with five items, Enjoyment was measured with four items, Information Seeking & Learning was measured with eight items, Personal integrative was measured with four items, Social integrative was measured with eight items, Tension release was measured with 10 items with 3 subdimensions. Purchase Intention was measured with three items using 5-point Likert scale ranging from 1=Strongly disagree, to 5=Strongly agree.

Demographics were integrated as the second part of the questionnaire with age, gender, education level, marital status and income level. By design age was left open ended, while gender options were female or male, education level options were varying from bachelor's degree to doctorate degree, marital status was single or married and income level was varying between less than 1000 TL to more than 5001 TL

Furthermore the questionnaire also explores the weekly average hours spent watching food vlogger videos, the number of food vlogger YouTube channels watched, the number of food vlogger YouTube channels subscribed, the daily average time spent on social media, the source which YouTube is watched and YouTube premium membership status.

3.4. MEASUREMENT OF DEPENDENT AND INDEPENDENT VARIABLES

In order to gather data for constructs of the proposed model (Figure 1), we implement a questionnaire with measurement items from literature shown in Table 1. Each scale used in this study has been employed in numerous research and found as reliable measurements. The questionnaire was translated into Turkish since the sample of this research were composed of Turkish consumers. To ensure conceptual consistency, back translations were performed by the group of academicians fluent in English and Turkish.

Table 1 Measurement of Independent and Dependent Variables

Constructs	Items Questioned	Source
Attractiveness	“Attractive”	"(Gupta, Kishor and Verma, 2917)
	“Classy”	
	“Handsome/Beautiful”	
	“Elegant”	
	“Sexy”	
	“Style Icon”	
Trustworthiness	“Credible”	
	“Honest”	
	“Reliable”	
	“Sincere”	
	“Trustworthy”	
	“Convincing”	
	“Dependable”	
	“Unquestionable”	

Expertise	“Expert”	
	“Experienced”	
	“Knowledgeable”	
	“Qualified”	
	“Skilled”	
Popularity	“Big Fan Following”	
	“Good Performance Track Record”	
	“Likeable”	
	“Non-Controversial Public Image”	
	“Role Models”	
Enjoyment	“ENJ_1: I find using Twitch to be enjoyable.”	(Venkatesh, 2000)
	“ENJ_2: Using Twitch is exciting.”	
	“ENJ_3: I have fun using Twitch.”	
	“ENJ_4: Using Twitch is entertaining”	
Information Seeking & Learning	“IS_PROD_1: Using Twitch, I can better decide which game I want to play than in the past”	(Van der Heijden, 2004, Papacharissi & Rubin, 2000)
	“IS_PROD_2: Using Twitch, I am better informed about new games I consider playing”	
	“IS_PROD_3: Using Twitch, I find games I would not otherwise have found.”	
	“IS_PROD_4: Using Twitch, I can better decide whether I want to play a particular game or not”	
	“LSTRA_1: Watching Twitch, I am better informed about new game strategies”	

	<p>“LSTRA_2: Watching Twitch helps me get information on learning to play games.”</p> <p>“LSTRA_3: Watching Twitch helps me look for information on game tricks.”</p> <p>“LSTRA_4: Watching Twitch helps me see what game tactics are out there.”</p>	
Personal Integrative	<p>“REC_1: I like when other Twitch users take my comments into account”</p> <p>“REC_2: I feel good when my comments prove to other Twitch users that I have knowledge about the game being played.”</p> <p>“REC_3: I try that my comments improve my reputation among other Twitch users.”</p> <p>“REC_4: I like when streamers on Twitch take my suggestions into consideration.”</p>	(Sjöblom and Hamari, 2016)
Social Integrative	<p>“COMP_1: Using Twitch, I don't have to be alone.”</p> <p>“COMP_2: I use Twitch when there's no one else to talk or be with”</p> <p>“COMP_3: Using Twitch makes me feel less lonely”</p> <p>“SEC_1: It is very important to me to be a part of the Twitch community.”</p> <p>“SEC_2: I spend time with other Twitch community members a lot and enjoy spending time with them.”</p> <p>“SEC_3: I expect to be a part of the Twitch community for a long time.”</p>	(Smock et al., 2011, Chavis et al., 2008)

	<p>“SEC_4: Members of the Twitch community have shared important events together.”</p> <p>“SEC_5: Members of the Twitch community care about each other.”</p>	
Tension release	<p>“ESC_1: Using Twitch, I can forget about school, work, or other things”</p> <p>“ESC_2: Using Twitch, I can get away from the rest of my family or others”</p> <p>“ESC_3: Using Twitch, I can get away from what I'm doing.”</p> <p>“DIST_1: Using Twitch is a habit, just something I do.”</p> <p>“DIST_2: When I have nothing better to do, I use Twitch.”</p> <p>“DIST_3: Using Twitch passes the time away, particularly when I'm bored”</p> <p>“DIST_4: Using Twitch gives me something to do to occupy my time.”</p> <p>“RELAX_1: Watching Twitch allows me to unwind.”</p> <p>“RELAX_2: Watching Twitch relaxes me”</p> <p>“RELAX_3: Watching Twitch is a pleasant rest”</p>	(Smock et al., 2011)
Purchase Intention	<p>“I will definitely buy products recommended by UGC in the near future”</p> <p>“I intend to purchase a product recommended by UGC in the near future”</p> <p>“It is likely that I will purchase a product recommended by UGC in the near future”</p>	(Coyle and Thorson, 2001)

4. RESEARCH FINDINGS

4.1. DESCRIPTIVE STATISTICS FOR DEMOGRAPHIC VARIABLES

Descriptive statistics used for this questionnaire were age, gender, education levels, marital status and income levels of the respondents. Also, respondent's YouTube usage time and YouTube usage frequency were asked. Data for this research was collected through a questionnaire survey.

The survey screened the participants by asking whether they have watched any food vlogger in YouTube before.

During four-week period, 250 respondents completed the survey. After sorting and removing duplicate submissions, a net sample of 212 usable questionnaires remained. The major demographics of the respondents were listed in Table 2.

Table 2 Demographic Characteristics of Survey Respondents (n=212)

		N	Percentage
Gender	Female	137	64.6%
	Male	75	35.4%
Marital Status	Married	44	20.8%
	Single	168	79.2%
Education	Primary School	1	0.5%
	Middle School	5	2.4%
	High School	13	6.1%
	University	148	69.8%
	Graduate	45	21.2%
Income	Less than 1000 TL	71	33.5%

	1001 TL - 2000 TL	46	21.7%
	2001 TL - 3000 TL	17	8.0%
	3001 TL - 4000 TL	11	5.2%
	4001 TL - 5000 TL	6	2.8%
	More than 5001 TL	61	28.8%

The sample group consists of 137 Female and 75 Male. Ages of the individuals ranged between 18 to 55 with mean 24.49 standard deviation 6.08.

The sample mean for daily hours spent on social media was 3.875 with a standard deviation of 2.7768.

The sample mean for number of YouTube food vlogger channels watched was 3.3538 with a standard deviation of 3.25858.

The sample mean for number of YouTube food vlogger channels subscribed was 2.3113 with a standard deviation of 3.5847.

The sample mean for average weekly hours spent to watch YouTube food vlogger videos was 2.2972 with a standard deviation of 2.6558.

Data obtained from questionnaires will be analyzed through the IBM SPSS 23.0 statistical program.

4.2. FACTOR ANALYSIS

Factor analysis is applied in social sciences to determine and consolidate the correlation between the variable sets to establish “factors”. The aim is to statistically regroup and simplify multi variables within the data set into meaningful groups. Whilst it was developed by Spearman in the beginning of 20th century, the technique was commonly accepted and applicable in accordance with the developments in computer technologies around 1970’s. Categorically there are 2 types of factor

analyses. Explanatory and confirmatory. Explanatory factor analysis is used to figure the correlation between variable to define factors and generate theories, whereas confirmatory factor analysis is used to test previous hypothesis based on correlation between variables. For the factor analysis to be applicable data sets must be quantitative. There are 3 test methods used to see the adequacy of the data set to be confirmative for factor analysis.

- 1) Generating correlation matrix
- 2) Barlett test
- 3) Kaiser- Meyer – Olkin (KMO) test

In this research factor analysis has been applied. The data sets are tested for adequacy with Keiser – Meyer- Olkin (KMO) and Barlett tests. For KMO test lower limit was accepted as 0.50 and for Barlett test upper limit for p was accepted as 0.05. Additionally Cronach's alpha measurement was studied to be over 0.70 for confirmation of instrument reliability.

4.2.1. Factor and Reliability Analysis for Enjoyment

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.846, χ^2 Bartlett test 1273.015, df=6, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 3 Factor Analysis for Enjoyment

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Enjoyment	I find watching food vlogger videos to be enjoyable.	0.978	92.699	0.974
	Watching food vlogger videos is entertaining	0.967		
	Watching food vlogger videos is exciting.	0.955		
	I find watching food vlogger videos to be enjoyable.	0.951		

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 92.70%.

4.2.2. Factor and Reliability Analysis for Information Seeking & Learning

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.915, χ^2 Bartlett test 2268.201, df=28, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 4 Factor Analysis for Information Seeking and Learning

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Information Seeking & Learning	Watching food vlogger videos helps me learn more about new recipes.	0.948	82.898	0.97
	Watching food vlogger videos helps me look for information on cooking tips.	0.942		
	Watching food vlogger videos helps me get information on new cooking techniques.	0.942		
	Watching food logger videos, I am better informed about what I intent to cook/eat.	0.926		
	Watching food vlogger videos helps me learn new menus.	0.904		
	Watching food vlogger videos, I can better decide what to cook/eat	0.894		
	Watching food vlogger videos, I find recipes I would not otherwise have found.	0.863		
	Watching food vlogger videos, I can better decide what to cook/eat.	0.859		

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 82.90%.

4.2.3. Factor and Reliability Analysis for Recognition

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.808, χ^2 Bartlett test 522.804, df=6, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 5 Factor Analysis for Recognition

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Recognition	I feel good when my comments are liked by other YouTube viewers.	0.925	75.815	0.893
	I like when YouTubers on YouTube take my suggestions into consideration.	0.890		
	I like when YouTube viewers take my comments into account	0.841		
	I try that my comments improve my reputation among other YouTube viewers.	0.824		

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 75.82%.

4.2.4. Factor and Reliability Analysis for Social Integrative

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Bartlett test measures were obtained. The results (KMO=0.888, χ^2 Bartlett test 1560.048, df=28, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 6 Factor Analysis for Social Integrative

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Social Integrative	Watching food vlogger videos on YouTube makes me feel less lonely	0.886	69.999	0.938
	I watch food vlogger videos on YouTube when I have no one to talk to.	0.884		
	I expect to be a part of the food vlogger channel community for a long time.	0.857		

I watch food vlogger videos on YouTube when I do not want to feel alone.	0.851		
It is very important to me to be a member of a food vlogger channel that I like and follow.	0.818		
I spend time with other members a lot and enjoy spending time with them.	0.801		
Members of the food vlogger channel and the Youtuber organize events together.	0.797		
Members of the food vlogger channel share recipes and ideas with each other.	0.792		

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 70%.

4.2.5. Factor and Reliability Analysis for Tension Release

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Bartlett test measures were obtained. The results (KMO=0.906, χ^2 Bartlett test 2277.759, df=45, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 7 Factor Analysis for Tension Release

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Relaxation	Watching food vlogger videos on YouTube is a pleasant rest	0.868	31.316	0.962
	Watching food vlogger videos on YouTube allows me to unwind	0.835		
	Watching food vlogger videos on YouTube relaxes me	0.833		
Escape	Watching food vlogger videos, I can get away from the rest of my family or others	0.897	28.982	0.916
	Watching food vlogger videos, I can forget about school, work, or other things	0.862		
	Watching food vlogger videos, I can get away from what I'm doing.	0.810		
Distraction	When I have nothing better to do, I watch food vlogger videos on YouTube.	0.851	26.124	0.915
	Watching food vlogger videos on YouTube passes	0.730		

the time away, particularly when I'm bored			
Watching food vlogger videos is just a habit for me.	0.649		
Watching food vlogger videos on YouTube gives me something to do to occupy my time.	0.629		

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. Three dimensions named as "Relaxation", "Escape" and "Distraction" were found as a result of the analysis, and its total variance is 75.82%. All three dimensions were reliable.

4.2.6. Factor and Reliability Analysis for Purchase Intention

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.762, χ^2 Bartlett test 587.141, df=3, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 8 Factor Analysis for Purchase Intention

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Purchase Intention	It is likely that I will purchase a product recommended by this food vlogger in the near future	0.955	89.672	0.942
	I will definitely buy products recommended by this food vlogger in the near future	0.954		
	I intend to purchase a product recommended by this food vlogger in the near future	0.932		

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 89.67%.

4.2.7. Factor and Reliability Analysis for Attractiveness

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.850, χ^2 Bartlett test 768.256, df=15, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 9 Factor Analysis for Attractiveness

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Attractiveness	Handsome/Beautiful	0.885	65.398	0.892
	Elegant	0.879		
	Attractive	0.849		
	Style Icon	0.761		
	Sexy	0.733		
	Classy	0.729		

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 65.40%.

4.2.8. Factor and Reliability Analysis for Trustworthiness

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Bartlett test measures were obtained. The results (KMO=0.938, χ^2 Bartlett test 2168.969, df=28, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 10 Factor Analysis for Trustworthiness

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Trustworthiness	Reliable	0.962	78.978	0.96
	Dependable	0.953		
	Honest	0.944		
	Sincere	0.938		
	Convincing	0.911		
	Trustworthy	0.911		
	Credible	0.842		
	Unquestionable	0.587		

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 78.98%.

4.2.9. Factor and Reliability Analysis for Expertise

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.904, χ^2 Bartlett test 2002.488, df=10, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 11 Factor Analysis for Expertise

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Expertise	Knowledgeable	0.984	94.076	0.984
	Experienced	0.975		
	Qualified	0.975		
	Skilled	0.973		
	Expert	0.942		

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 94.08%.

4.2.10. Factor and Reliability Analysis for Popularity

The extent to which the data is useful and suitable for the factor analysis, Kaiser-Mayer-Olkin and Barlett test measures were obtained. The results (KMO=0.817, χ^2 Bartlett test 789.955, df=10, p=0.000) were adequate. Anti-image correlation diagonals are all exceeding 0.50, meaning all single items in the factor analysis are to be involved. No items were excluded.

Following these measurements, component analysis and varimax rotation was performed.

Table 12 Factor Analysis for Popularity

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Popularity	Big Fan Following	0.882	73.978	0.912
	Good Performance Track Record	0.881		
	Likeable	0.868		
	Role Models	0.852		
	Non-Controversial Public Image	0.815		

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 73.98%.

After factor analysis conceptual model and hypothesis were revised and can be seen below.

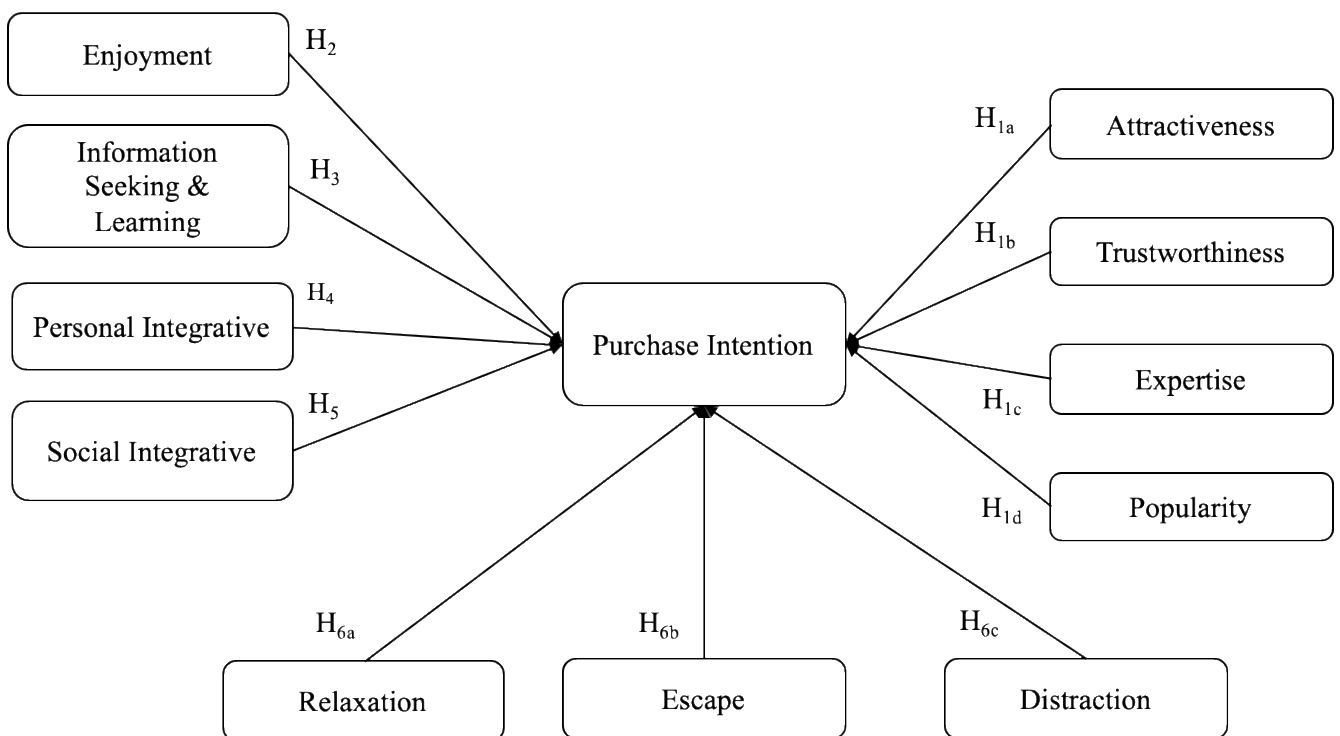


Figure 2 Revised Conceptual Research Model

Hypotheses that were tested in this research can be seen as in the following list:

H_{1a}: Attractiveness of food vlogger is a part that constructs endorser credibility that influences purchase intention

H_{1b}: Trustworthiness of food vlogger is a part that constructs endorser credibility that influences purchase intention

H_{1c}: Expertise of food vlogger is a part that constructs endorser credibility that influences purchase intention

H_{1d}: Popularity of food vlogger is a part that constructs endorser credibility that influences purchase intention

H₂: Enjoyment aspect of viewer has an influence on purchase intention

H₃: Information seeking and learning of viewer has an influence on purchase intention

H₄: Personal integrative aspect of viewer has an influence on purchase intention

H₅: Social integrative aspect of viewer has an influence on purchase intention

H_{6a}: Relaxation of viewer has an influence on purchase intention

H_{6b}: Escape of viewer has an influence on purchase intention

H_{6c}: Distraction of viewer has an influence on purchase intention

4.3. REGRESSION ANALYSIS

Regression analysis is defined as a reliable method followed in statistics for identifying the relationship between independent variables and dependent variables. By regression analysis, which variables have an impact on the research topic of interest and also the degree of that impact can be observed.

Independent variables are the factors that the researcher aimed to investigate and therefore formed hypotheses about their interrelation, or relation with the dependent variable. Dependent variable on the other hand, can be defined as a main factor that is tried to be examined. If a relationship between two or more independent variables and one dependent variable, multiple regression analysis is followed, whereas simple regression analysis is followed when the relationship between two variables is needed to be investigated.

4.3.1. Simple Linear Regression Analysis of H1a

In order to find the relationship between Purchase Intention and Attractiveness of Food Vlogger Simple Linear Regression Analyses was performed.

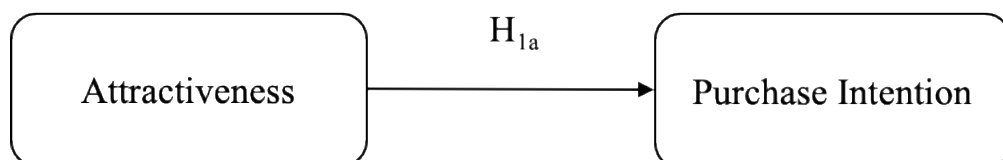


Figure 3 Simple Linear Regression model for H_{1a}

As reflected Table 13 Attractiveness of Food Vlogger has contribution on Purchase Intention. The overall explanatory power of model was 21.8% ($R=0.467$; $R^2=0.218$; $F=58.661$, $p=0.000$).

Table 13 Simple Linear Regression of Purchase Intention and Attractiveness

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Attractiveness	0.467	7.659	0.000

Purchase Intention was explained by Attractiveness of Food Vlogger ($\beta=0.467$, $p= 0.000$) supporting H_{1a}. This can be interpreted as approximately 21.8% of the variation in Purchase Intention can be explained by Attractiveness of Food Vlogger.

4.3.2. Simple Linear Regression Analysis of H_{1b}

In order to find the relationship between Purchase Intention and Trustworthiness of Food Vlogger Simple Linear Regression Analyses was performed.

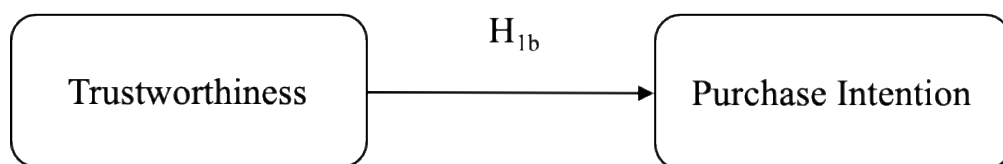


Figure 4 Simple Linear Regression model for H_{1b}

As reflected Table 14 Trustworthiness of Food Vlogger has contribution on Purchase Intention. The overall explanatory power of model was 31.5% ($R=0.561$; $R^2=0.315$; $F=96.390$, $p=0.000$).

Table 14 Simple Linear Regression of Purchase Intention and Trustworthiness

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Trustworthiness	0.561	9.818	0.000

Purchase Intention was explained by Trustworthiness of Food Vlogger ($\beta=0.561$, $p= 0.000$) supporting H_{1b}. This can be interpreted as approximately 31.5% of the variation in Purchase Intention can be explained by Trustworthiness of Food Vlogger.

4.3.3. Simple Linear Regression Analysis of H_{1c}

In order to find the relationship between Purchase Intention and Expertise of Food Vlogger Simple Linear Regression Analyses was performed.

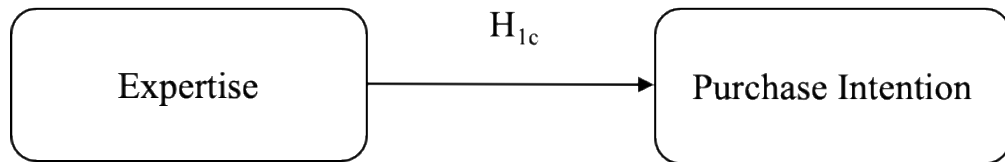


Figure 5 Simple Linear Regression model for H_{1c}

As reflected Table 15 Expertise of Food Vlogger has contribution on Purchase Intention. The overall explanatory power of model was 31.2% (R=0.559; R²=0.312; F=95.451, p=0.000).

Table 15 Simple Linear Regression of Purchase Intention and Expertise

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Expertise	0.559	9.770	0.000

Purchase Intention was explained by Expertise of Food Vlogger ($\beta=0.559$, $p= 0.000$) supporting H_{1c}. This can be interpreted as approximately 31.2% of the variation in Purchase Intention can be explained by Expertise of Food Vlogger.

4.3.4. Simple Linear Regression Analysis of H_{1d}

In order to find the relationship between Purchase Intention and Popularity of Food Vlogger Simple Linear Regression Analyses was performed.

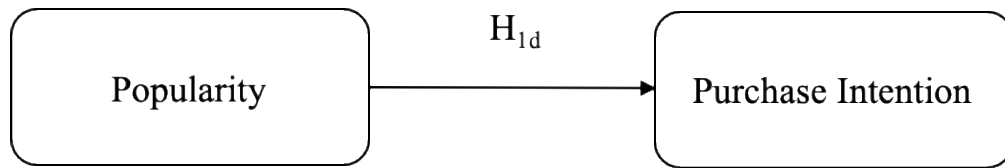


Figure 6 Simple Linear Regression model for H_{1d}

As reflected Table 16 Popularity of Food Vlogger has contribution on Purchase Intention. The overall explanatory power of model was 35.4% ($R=0.595$; $R^2=0.354$; $F=114.918$, $p=0.000$).

Table 16 Simple Linear Regression of Purchase Intention and Popularity

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Popularity	0.595	10.720	0.000

Purchase Intention was explained by Popularity of Food Vlogger ($\beta=0.595$, $p= 0.000$) supporting H_{1d}. This can be interpreted as approximately 35.4% of the variation in Purchase Intention can be explained by Popularity of Food Vlogger.

4.3.5. Simple Linear Regression Analysis of H₂

In order to find the relationship between Purchase Intention and Enjoyment, Simple Linear Regression Analyses was performed.

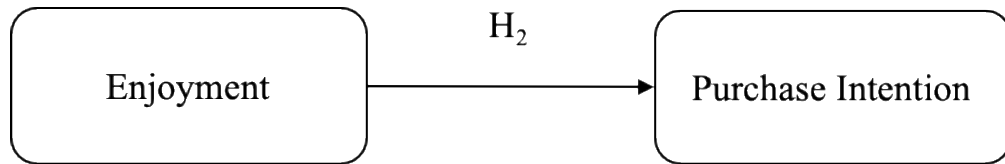


Figure 7 Simple Linear Regression model for H₂

As reflected Table 17 Popularity of Food Vlogger has contribution on Purchase Intention. The overall explanatory power of model was 36.7% ($R=0.605$; $R^2=0.367$; $F=121.558$, $p=0.000$).

Table 17 Simple Linear Regression of Purchase Intention and Enjoyment

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Enjoyment	0.605	11.025	0.000

Purchase Intention was explained by Enjoyment of viewers ($\beta=0.605$, $p=0.000$) supporting H₂. This can be interpreted as approximately 36.7% of the variation in Purchase Intention can be explained by Enjoyment of viewers.

4.3.6. Simple Linear Regression Analysis of H₃

In order to find the relationship between Purchase Intention and Information Seeking & Learning Simple Linear Regression Analyses was performed.

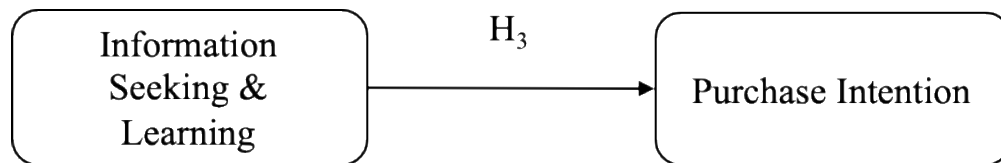


Figure 8 Simple Linear Regression model for H₃

As reflected Table 18 Information Seeking & Learning of viewers have contribution on Purchase Intention. The overall explanatory power of model was 43.2% ($R=0.657$; $R^2=0.432$; $F=159.861$, $p=0.000$).

Table 18 Simple Linear Regression of Purchase Intention and Information Seeking & Learning

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Information Seeking & Learning	0.657	12.644	0.000

Purchase Intention was explained by Information Seeking & Learning of viewers ($\beta=0.657$, $p= 0.000$) supporting H₃. This can be interpreted as approximately 43.2% of the variation in Purchase Intention can be explained by Information Seeking & Learning of viewers.

4.3.7. Simple Linear Regression Analysis of H₄

In order to find the relationship between Purchase Intention and Personal Integrative of viewers Simple Linear Regression Analyses was performed.

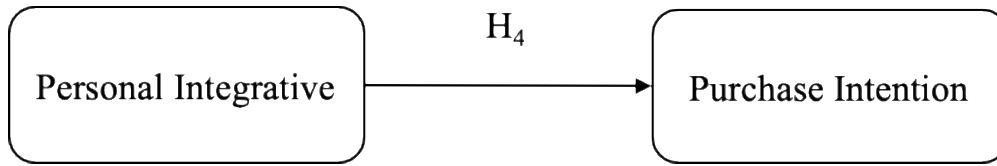


Figure 9 Simple Linear Regression model for H₄

As reflected Table 19 Personal Integrative of viewers have contribution on Purchase Intention. The overall explanatory power of model was 15.6% ($R=0.395$; $R^2=0.156$; $F=38.888$, $p=0.000$).

Table 19 Simple Linear Regression of Purchase Intention and Personal Integrative

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Personal Integrative	0.395	6.236	0.000

Purchase Intention was explained by Personal Integrative of viewers ($\beta=0.395$, $p= 0.000$) supporting H₄. This can be interpreted as approximately 15.6% of the variation in Purchase Intention can be explained by Personal Integrative of viewers.

4.3.8. Simple Linear Regression Analysis of H₅

In order to find the relationship between Purchase Intention and Social Integrative of viewers Simple Linear Regression Analyses was performed.

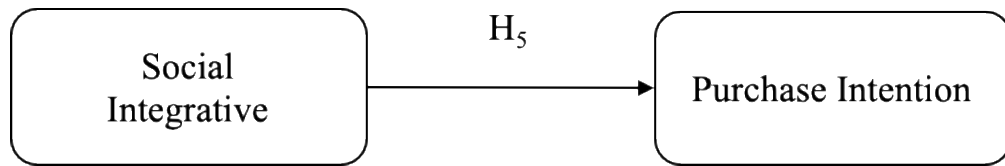


Figure 10 Simple Linear Regression model for H₅

As reflected Table 20 Social Integrative of viewers have contribution on Purchase Intention. The overall explanatory power of model was 18.0% ($R=0.424$; $R^2=0.180$; $F=46.107$, $p=0.000$).

Table 20 Simple Linear Regression of Purchase Intention and Social Integrative

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Social Integrative	0.424	6.790	0.000

Purchase Intention was explained by Social Integrative of viewers ($\beta=0.424$, $p= 0.000$) supporting H₅. This can be interpreted as approximately 18.0% of the variation in Purchase Intention can be explained by Social Integrative of viewers.

4.3.9. Simple Linear Regression Analysis of H_{6a}

In order to find the relationship between Purchase Intention and Relaxation of viewers Simple Linear Regression Analyses was performed.

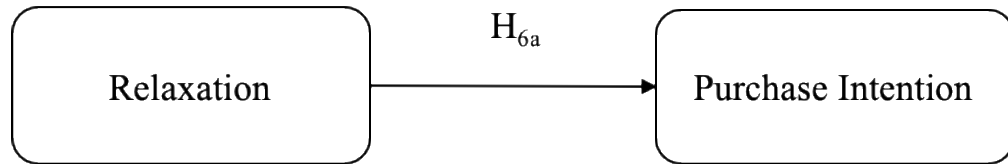


Figure 11 Simple Linear Regression model for H_{6a}

As reflected Table 21 Relaxation of viewers have contribution on Purchase Intention. The overall explanatory power of model was 17.3% (R=0.416; R²=0.173; F=43.988, p=0.000).

Table 21 Simple Linear Regression of Purchase Intention and Relaxation

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Relaxation	0.416	6.632	0.000

Purchase Intention was explained by Relaxation of viewers ($\beta=0.416$, $p=0.000$) supporting H_{6a}. This can be interpreted as approximately 17.3% of the variation in Purchase Intention can be explained by Relaxation of viewers.

4.3.10. Simple Linear Regression Analysis of H_{6b}

In order to find the relationship between Purchase Intention and Escape of viewers Simple Linear Regression Analyses was performed.

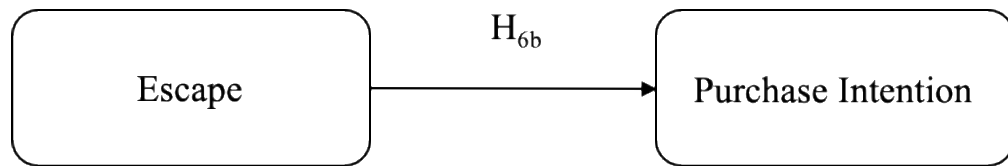


Figure 12 Simple Linear Regression model for H_{6b}

As reflected Table 22 Escape of viewers have contribution on Purchase Intention. The overall explanatory power of model was 9.1% ($R=0.301$; $R^2=0.091$; $F=20.900$, $p=0.000$).

Table 22 Simple Linear Regression of Purchase Intention and Escape

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Escape	0.301	4.572	0.000

Purchase Intention was explained by Escape of viewers ($\beta=0.301$, $p= 0.000$) supporting H_{6b}. This can be interpreted as approximately 9.1% of the variation in Purchase Intention can be explained by Escape of viewers.

4.3.11. Simple Linear Regression Analysis of H_{6c}

In order to find the relationship between Purchase Intention and Distraction of viewers Simple Linear Regression Analyses was performed.

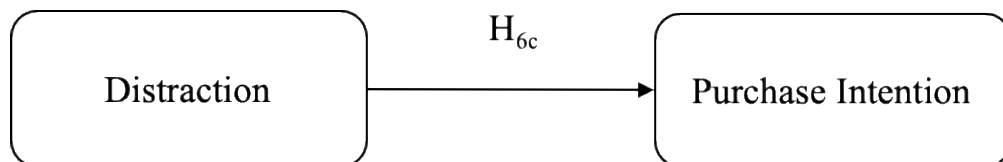


Figure 13 Simple Linear Regression model for H_{6c}

As reflected Table 23 Distraction of viewers have contribution on Purchase Intention. The overall explanatory power of model was 12.2% (R=0.349; R²=0.122; F=29.158, p=0.000).

Table 23 Simple Linear Regression of Purchase Intention and Distraction

Dependent variable: Purchase Intention			
Independent variables:	Beta	t-value	p-value
Distraction	0.349	5.400	0.000

Purchase Intention was explained by Distraction of viewers ($\beta=0.349$, $p=0.000$) supporting H_{6b}. This can be interpreted as approximately 12.2% of the variation in Purchase Intention can be explained by Distraction of viewers.

4.4. SUMMARY OF HYPOTHESIS RESULTS

As a result of various analyses mentioned, accepted and rejected hypotheses can be read from the below Table 24.

Table 24 Summary of Hypotheses Results

Hypotheses	Results
H_{1a} : Attractiveness of food vlogger is a part that constructs endorser credibility that influences purchase intention	Accepted
H_{1b} : Trustworthiness of food vlogger is a part that constructs endorser credibility that influences purchase intention	Accepted
H_{1c} : Expertise of food vlogger is a part that constructs endorser credibility that influences purchase intention	Accepted
H_{1d} : Popularity of food vlogger is a part that constructs endorser credibility that influences purchase intention	Accepted
H₂ : Enjoyment aspect of viewer has an influence on purchase intention	Accepted
H₃ : Information seeking and learning of viewer has an influence on purchase intention	Accepted
H₄ : Personal integrative aspect of viewer has an influence on purchase intention	Accepted
H₅ : Social integrative aspect of viewer has an influence on purchase intention	Accepted
H_{6a} : Relaxation of viewer has an influence on purchase intention	Accepted
H_{6b} : Escape of viewer has an influence on purchase intention	Accepted
H_{6c} : Distraction of viewer has an influence on purchase intention	Accepted

CONCLUSION AND MANAGERIAL IMPLICATIONS

Within the purpose and context of this study, the impact of social media on consumers purchase intention has been researched through an application on YouTube food vlogger videos. The created content was found to be either User Generated or Brand Generated. On either case the dimensions of the viewer engagement and the source credibility was questioned and tested on a sample group of 250.

The collected data was analyzed through IBM SPSS for factor and simple linear regression analyses. The results of the test implicated that the hypothesis were supported and accepted. On the dimensions of source credibility, Popularity with a $\beta=0,595$ has the most positive impact on intention to purchase, followed by Trustworthiness with a $\beta=0,561$, Expertise with a $\beta=0,559$ and Attractiveness with a $\beta=0,467$. It is not surprising that in an era of e-WOM, Popularity has vast impact on community opinions. This subsequently underlines the significance of the source and its viewership. As mentioned above, marketers can focus on quantitative measurement tools and KPI's such as "Subscriber numbers, Mentions, Hashtags, Likes, Follower growth and Clicks". Investigating these indicators would lead marketers to assign their resources on the most impactful sources. Nonetheless, the Trustworthiness and Expertise of the source cannot be discarded. However, it was surprising to see that Attractiveness does not have as much impact as Popularity on source credibility. This could lead to further discussions on aesthetic perceptions of individuals and its acceptance on social communities. Within the limitations of the study field, it is proven to say that the power of popularity exceeds the attractiveness perception of individuals.

With regards to viewer engagement, the tests indicate Information Seeking & Learning to be the most impactful dimension on viewer engagement with a $\beta=0,657$. It is followed by Enjoyment with a $\beta=0,605$, Social Integrative with a $\beta=0,424$, Relaxation with a $\beta=0,416$, Personal Integrative with a $\beta=0,395$, Distraction with a $\beta=0,349$ and Escape with a $\beta=0,301$.

Within the limitations of the study field, viewers engage on the content with a motivation and priority to seek information and learn. This result should lead any marketer or content creator to priorities the information served within the content to support learning. The applications on content can include not only theoretical knowledge but also demonstrations, walkthroughs and guidelines. This enhances the support function of the content for the viewers' personal achievement goals on the subject.

The test results also indicate that the content should be enjoyable. This should require further discussions on the aspects of enjoyment. Within the capabilities of today's technology, audio visual representations such as 3D visualizations, animations, user friendly language and even selection of fonts on scripts would supplement the enjoyment aspect of the content. Hence, the content should be professionally produced. Commonly supported by graphic designer teams, the importance of the technical equipment and digital technology should not be compromised.

Accordingly, the content should supply social interaction to enhance viewer engagement. Viewers should be motivated to comment, share and exchange information, organize events and interact within the related community. This would positively reinforce the engagement and retention of viewers and the target audience. Hence, marketers should take the role of leading the social interaction of the community. Establishing alliances, personal communication with the

community and opinion leaders can supply advantage on building social integration with the viewers.

Viewers seek relaxation. Within the day-to-day burdens of individuals, commonly they spend time on social media to relax. This was supported by daily average of 3,8 hours of social media consumption of the sample group. Relaxation is the third most impactful dimension for viewer engagement on intention to purchase. This indicates the importance of the role the content plays on the viewers. Marketers should be aware the relaxation expectation of the viewers. Supporting this the content production should support relaxation with its audiovisual aspects, simplification of the information transfer, content duration and even the frequency.

The findings of the tests also supports that viewers need for personal integration, distraction and need to escape. The self realization is deeply connected with acceptance. The tests reveal that socail integration has to be supported with personal integration. The interpretation of this would be, the viewers seek recognition. They seek their comments to be taken into account, liked and shared. Within the norms of communication principles, receiving feedback on sent messages connect and conclude the loop. Marketers need to focus on tracking the social platforms and relevant communications between the community members. All individuals within the group that contributes to the discussions with their comments should be taken into account. Commonly we see video post comments either replied or liked by the content creator on YouTube. This supports the hypothesis and the findings of the test results.

Distraction and need to escape are an organic result of the intense communication load todays individuals face. Within the framework of this research, the tests implicate the positive impact of these dimensions of viewer engagement on intension to purchase. The perception and preferences of the study group indicate

the need the viewers have to spare time to consume content that distracts them from their current state of mind and provide a feeling of escape. Thus marketers need to implement and design the context of the content produced. Some applications can be and not limited to choice of location for content production, avoiding political, financial or any trending topic of conflict that surrounds the audience. Eliminating the day-to-day concerning topics from the content context must be considered throughout the content production.

This research and the findings aim to support and guide professional marketers, managers, content creators or researchers on the dimensional impacts of viewer engagement and source credibility on purchase intention. Whilst our findings were limited to food vloggers videos on YouTube, the study can be applied to many different fields of online content on social media. As new marketing forms like endorsements and affiliate marketing keep evolving, the basis of the dimensional impacts of viewer engagement and source credibility on purchase intention is unlikely to change.

APPENDIX 1: QUESTIONNAIRE

Yemek Video Blogger Araştırması

1. Youtube'da Yemek video blogger'ı izliyor musunuz? *

Yalnızca bir şıkkı işaretleyin.

Evet

Hayır

2. En çok seyrettiğiniz Yemek video blogger'ı kimdir? *

3. Aşağıdaki ifadelere ne derece katıldığınızı yukarıda belirttiğiniz Yemek Vlogger'ı için lütfen işaretleyiniz. *

Her satırda yalnızca bir şıkkı işaretleyin.

	Hiç Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	İ amamen Katılıyorum
Çekici	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Klas/Kibar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yakışıklı/Güzel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Şık/Zarif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stil ikonu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
İtimat edilir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dürüst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Güvenilir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samimi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sözünü tutan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
İkna edici	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Güven telkin eden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sorgulanamaz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uzman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tecrübeli/Deneyimli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bilgili	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yetenekli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marifetli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Büyük hayran kitlesi vardır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Başarılı Geçmiş Performanslar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sempatik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tartışılmaz bir İmaj	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rol modeldir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Aşağıdaki ifadelere ne derece katıldığınızı yukarıda belirttiğiniz Yemek Vlogger'ı için lütfen cevap veriniz. *

Her satırda yalnızca bir şıkki işaretleyin.

	Hiç Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	İ amamen Katılıyorum
Bu yemek vlogger'ın tavsiye ettiği ürünleri gelecekte kesinlikle alırım	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu yemek vlogger'ın tavsiye ettiği ürünleri gelecekte almaya niyetim var.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu yemek vlogger'ın tavsiye ettiği ürünleri gelecekte alacağım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Youtube yemek videolarını izlemekten keyif alırım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlemek heyecan vericidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlerken eğleniyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlemek eğlendiricidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlemek yiyeceğim/yapacağım yemeğe daha iyi karar vermeme sağlıyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlemek yemeyi ya da yapmayı düşündüğüm yeni yemekler hakkında bilgi edinmemi sağlar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izleyerek hiçbir yerde bulamayacağım yemek tariflerini bulabiliyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videolarını izleyerek hangi yemeği yiyeceğime/yapacağıma karar veriyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlerken yeni yemek tarifleri hakkında daha fazla bilgiye sahip oluyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlemek yeni pişirme yöntemleri hakkında bilgi sahibi olmama yardımcı oluyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlerken bazı tariflerin püf noktasını öğreniyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube yemek videoları izlerken yeni münüler öğreniyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube kullanıcılarının, yorumlarımı dikkate almalarından memnun olurum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Hiç Katılmıyorum	Katılmıyorum	Ne Katılmıyorum Ne Katılıyorum	Katılıyorum	İ amamen Katılıyorum
Başka Youtube kullanıcılarının yorumlarımı beğenmesi beni iyi hissettirir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yorumlarımla itibarımı arttırmaya çalışırım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtuberlerin yorumlarımı dikkate alması benim için önemlidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yalnız kalmak istemediğim zaman Youtube'da yemek videoları izlerim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Konuşacak birini bulamadığımda Youtube'da yemek videoları izlerim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videoları izlediğim zaman kendimi daha az yalnız hissederim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sevdiğim ve takip ettiğim bir yemek kanalının üyesi olmak benim için önemlidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yorumlarda diğer kanal üyeleriyle vakit geçirmek ve sohbet etmek benim için keyif vericidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bir yemek kanalına abone olduğumda uzun süre kanalın bir parçası olacağımı düşünürüm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtuber ve takipçileri birlikte etkinlik düzenlerler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kanal üyeleri birbirleriyle tarif ve fikir paylaşırlar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videosu izlerken okul,iş ve diğer işlerimi yapmayı unutabiliyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videosu izlerken ailem ve sosyal gruplarımdan uzaklaşabiliyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videosu izlerken o an yaptığım işten uzaklaşabiliyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videoları izlemek benim için sadece bir alışkanlıktır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Hiç Katılmıyorum	Katılmıyorum	Ne Katılmıyorum Ne Katılıyorum	Katılıyorum	İ amamen Katılıyorum
Yapacak daha iyi bir şey bulamadığımda Youtube yemek videosu izliyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sıkıldığımda Youtube'da yemek videoları izlemek zamanın geçmesini sağlıyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videoları izleyerek zaman öldürürüm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videoları izlemek gevšememi sağlıyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videoları izlemek beni rahatlatıyor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube'da yemek videoları izlemek iyi bir dinlenme yöntemidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. **Haftada ortalama kaç saat yemek videosu izliyorsunuz? ***

6. **İçeriği yemek olan kaç tane Youtube kanalı izliyorsunuz? ***

7. **İçeriği yemek olan kaç tane Youtube kanalına abonesiniz? ***

8. **Günde ortalama sosyal medyada kaç saat geçiriyorsunuz? ***

9. **YouTube Premium (YouTube'u reklamsız olarak kullan) üye misiniz? ***

Yalnızca bir şıkkı işaretleyin.

Evet

Hayır

10. **Yaşınız? ***

11. **Cinsiyetiniz? ***

Yalnızca bir şıkkı işaretleyin.

- Kadın
 Erkek
 Diğer

12. **Eğitim durumunuz? ***

Yalnızca bir şıkkı işaretleyin.

- İlkokul
 Ortaokul
 Lise
 Üniversite
 Yüksek Lisans
 Doktora

13. **Medeni hal? ***

Yalnızca bir şıkkı işaretleyin.

- Evli
 Bekar

14. **Gelir Seviyeniz? ***

Yalnızca bir şıkkı işaretleyin.

- 0 TL-1000 TL
 1001TL-2000 TL
 2001TL-3000 TL
 3001TL-4000 TL
 4001TL-5000 TL
 5001TL ve üstü

APPENDIX 2: ETHICS BOARD APPROVAL

Ethics Board Approval is available in the printed version of this dissertation.

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