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Do Consumers Really Care About Social Media Marketing Activities? Evidence from Netflix's Turkish and German Followers in Social Media*

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ABSTRACT

This study investigates the direct effect of social media marketing activities SMMA conducted through firm-generated content (FGC) on purchase intention (PI) and the indirect effects of consumer-based brand equity (CBBE) and consumer-brand engagement (CBE). To understand how the content produced by Netflix on social media platforms such as Instagram, Twitter and Youtube drives consumers with different characteristics. Namely, data were collected from two countries, 203 from Turkey and 235 from Germany, through an online survey. The analysis method of the data is variance-based partial least squares structural equation model (PLS-SEM), and SmartPLS is employed. While none of the SMMA directly affect the PI of Turkish participants, the customization has an effect on PI for German participants. According to the results of the analysis of the data collected from the Türkiye, it is determined that CBBE has a partial mediation (competitive) effect in the relationship between entertainment and PI, and CBBE has a full mediation in the direct effect of trendiness on PI. On the other hand, it is determined that CBBE has a full mediation effect in the direct effect of interaction, trendiness and eWOM on PI for German participants. The mediating role of CBE, which is proposed as a new mediator to fill the gap in the literature, is not confirmed in both samples.

Keywords: Consumer behavior, Social media marketing, Consumer-based brand equity, Consumer-brand engagement, Purchase intention.

JEL Classification Codes: M30, M31, M39

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INTRODUCTION

Social media becomes widespread and the presence of end users from all over the world in social media is deepening day by day. The number of unique users in the world is about 4.5 billion at the present time, a projection by Statista (2022) reports that this number may be approximately 6 billion by 2027. On the other hand, not only end users but also non-profit organizations, companies and/or brands actively utilize social media. As individuals' relevance to social media increases, social media creates a completely new era for brands and forces them to find new ways of communicating with their customers (Kozinets et al., 2014; Godey et al., 2016). Thus, social media becomes a unique communication channel that brands may use in their external promotions, customer relationship management and marketing activities (Seo and Park, 2018). Social media marketing activities are carried out by a wide range of firms, from a local brand that reaches customers through an Instagram business account to subscription video on demand (SVOD) platforms such as AmazonPrime, Disney+ and Netflix.

In the last decade, the concept of social media, which has whetted the appetite of marketing practitioners, has also attracted the attention of academics. A vast number of empirical studies investigate the effects of social media marketing activities of brands operating in various industries on consumer behavior (Kim and Ko, 2012; Varinli and Başyazıcıoğlu, 2015; Godey et al., 2016; Torres et al., 2018; Moslehpour et al., 2020; Majeed et al., 2021). For instance, Pöyry et al. (2013) argue that the exploration and participation behaviors of users on community pages on Facebook do not have an effect on purchase intention. On the other hand, Dehghani and Turner (2015) postulate that advertising activities on Facebook may have an effect on purchase intention by creating more interaction, customization and feedback. Similarly, Che et al., (2017) conclude that trust in the Instagram page of a brand is a strong determinant of consumer purchase intention. Even though previous studies focused on consumer responses, primarily the effect of social media marketing activities on purchase intention, few studies considered the mediation of brand equity and consumer-brand engagement in this effect

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This article is extracted from my doctorate dissertation entitled "The Mediation Role of Consumer Based Brand Equity and Consumer-Brand Engagement in Effect of Perceived Social Media Marketing Activities on Purchase Intention: A Comparative Study", supervised by Emrah Cengiz (Ph.D. Dissertation, Istanbul University, Istanbul/Türkiye, 2022)

(Schivinski and Dabrowski, 2013; Poturak and Softic, 2019).

This study aims to add to the literature by revealing the effect of social media marketing activities (SMMA) on purchase intention (PI) and the mediation effect of consumer-based brand equity (CBBE) and consumer-brand engagement (CBE) in the causal relationship between this independent and dependent variable. The research empirically examines these direct and indirect effects, while theoretically employs the S-O-R model framed by Mehrabian and Russell (1974). In brief, based on S-O-R model, it is aimed to determine how the social media contents generated by the brands affect the users (S), how these users react to the social media communications of the brands (O), and the result of the interaction between the consumer and the brand (R). Based on the extant literature, this study proposes the following research questions:

RQ1: Do social media marketing activities effect the purchase intention?

RQ2: Does consumer-based brand equity have mediation effect in the relationship between social media marketing activities and purchase intention?

RQ3: Does consumer-brand engagement have mediation effect in the relationship between social media marketing activities and purchase intention?

RESEARCH FRAMEWORK

Social media is defined as a platform, online media or app that facilitates interaction, content sharing or joint work (Richter and Koch, 2007). These platforms appear in various forms including social networks, blogs, microblogs, rating or check-in. As one of the important milestones in the evolution of the media phenomenon, social media is used more and more widely not only by end users but also by non-profit organizations or profit-oriented organizations. However, there are two types of users, likewise two types of content available on social media depending on who it is posting it: user-generated content (UGC) and firm-generated content (FGC).

As users generate content through motivations such as promoting themselves on social media, gaining the likes of others or influencing other people's perceptions (Berthon et al., 2008) firms also create content through official social media accounts or online communities with consumers involved (Bruhn et al., 2008). Although the UGC consolidates the brand communication in terms of being the wisdom of the crowd, it may create only *echoverse effect* (Hewett et al., 2016). On the other hand, the FGC directly contributes the marketing activities of the company (Colicev, 2019). To further clarify, FGC is characterized by the transmission of direct and customized commercial messages to the target audience instead of the mass media channels.

The fact that social media provides direct transmission of messages to users has not only whetted the appetite of marketing practitioners, but has also attracted the attention of marketing researchers for the last few decades. Even though some of the studies in previous years have focused on UGC, the overwhelming majority have put FGC at the center. For instance, Kim and Ko (2012) consider the marketing activities carried out by companies through official social media channels as *social media marketing activities*. In this study, social media marketing activities (SMMA) are treated in five dimensions in accordance with the perspective framed by Kim and Ko (2012): entertainment, interaction, customization, trendiness, and electronic word of mouth.

Entertainment

It refers to the motivation of individuals to use social media to get away from their daily routines or challenges. According to Muntinga et al. (2011) people use social media platforms for emotional relaxation, satisfying their intellectual or aesthetic tastes and spending leisure time. Social media users are people who seek fun and pleasure on social media as reflections of a hedonic lifestyle (Manthiou et al., 2013; Yu and Yuan, 2019) as well as entertainment significantly increases the perceived value and may stimulate purchase behavior (Song et al., 2015). Hence, following hypotheses are proposed:

H_1: ENT has a positive and direct effect on PI.

H_6: ENT has a positive and direct effect on CBBE.

H_{11}: ENT has a positive and direct effect on CBE.

Interaction

One of the advantages of social media is that it fundamentally alters communication between brands and social media users (Kaplan and Haenlein, 2010; Godey et al. 2016). Muntinga et al. (2011) argue that the antecedents of integration and social interaction are the sense of belonging, desire to make friends, finding emotional support and substituting real-life friends on social media. Numerous studies claim that interaction may change the nature of communication and trigger word of mouth (Kim and Ko, 2012; Moslehpour et al., 2020). For instance, Kim and Ko (2012) examined the

effect of SMMA on purchase intention and brand equity for luxury fashion brands and revealed that interaction is one of the most prominent determinants of both purchase intention and brand equity. Thus, following hypotheses are proposed:

H_2: INT has a positive and direct effect on PI.

H_7: INT has a positive and direct effect on CBBE.

H_{12}: INT has a positive and direct effect on CBE.

Customization

Customization refers to the selection of the target audience of the FGC (Godey et al., 2016). Zhu and Chen (2015) divide social media content into two as customized content and broadcast content. The concept is the extent to which a good or service is personalized to meet the needs of consumers. Brands may establish closer relationships and ensure brand loyalty by personalizing their web pages or social media accounts (Martin and Todorov, 2010). In brief, while customized content such as Facebook posts that appear on users' timelines according to their interests, appeals to a specific and limited audience, general content such as tweets can be accessed by all users. Dehghani and Turner (2015) claim that advertising activities carried out on Facebook can significantly affect brand image and brand value by creating more interaction, personalization and feedback, and thus may have an effect on purchase intention. Thus, suggested hypotheses are as follows:

H_3: CUS has a positive and direct effect on PI.

H_8: CUS has a positive and direct effect on CBBE.

H_{13}: CUS has a positive and direct effect on CBE.

Trendiness

The concept refers to the level of up-to-dateness of the content in social media. Naaman et al. (2011) states that social media are platforms where the latest news and hot topics, as well as information about products or brands, take place. In a similar vein, consumers use social media more as they see it as a more notable source of information than traditional marketing communication channels (Mangold and Faulds, 2009). There are four premises for users to consider to worthy FGC on social media. These are exploration, gathering general information, gathering pre-purchase information, and inspiration (Muntinga et al., 2011). For example, it is empirically proven that the trendy content in the social media accounts of brands operating in the civil aviation industry positively affects customer responses (Seo and Park, 2018). Therefore, following hypotheses are proposed:

H_4: TRE has a positive and direct effect on PI.

H_9: TRE has a positive and direct effect on CBBE.

H_{14}: TRE has a positive and direct effect on CBE.

eWOM

It refers to interactions among consumers about brands or products in social media. Researchers state that the information given by consumers through word-of-mouth about the products or brands has higher reliability and empathy than the information sources created by brands (Gruen et al., 2006; Hudson et al., 2015). Numerous studies state that word-of-mouth communication on social media platforms is more effective on consumers than traditional communication platforms (Chu and Kim, 2011; Teng et al., 2017). Moslehpour et al. (2020) reveals that all of the dimensions of social media marketing activities have an impact on purchase intention, the effect of word of mouth in particular. Therefore, proposed hypotheses are as follows:

H_5: eWOM has a positive and direct effect on PI.

H_{10}: eWOM has a positive and direct effect on CBBE.

H_{15}: eWOM has a positive and direct effect on CBE.

Consumer-Based Brand Equity

It refers to the sum of the values consumers attribute to the brand. The most fundamental functions of brands are to guide consumers' knowledge levels, perceptions, attitudes and behaviors (Christodoulides and Chernatony, 2010). Evaluating the brand only with financial indicators is insufficient to reach consumers who have become the leading actor of marketing, not the target of marketing any longer. A study by Karman (2015) on Starbucks customers in Indonesia in the context of social media marketing, reveals that the effect of brand equity on purchase intention is statistically significant. Therefore, following hypothesis is proposed:

H_{16}: CBBE has a positive and direct effect on PI.

Consumer-Brand Engagement

It is characterized by repeated interactions that develop emotional, psychological and/or physical relationships between the consumer and the brand (Hollebeek et al., 2014: 150). Kozinets (2014: 9) emphasizes that brand awareness and brand loyalty are no longer sufficient

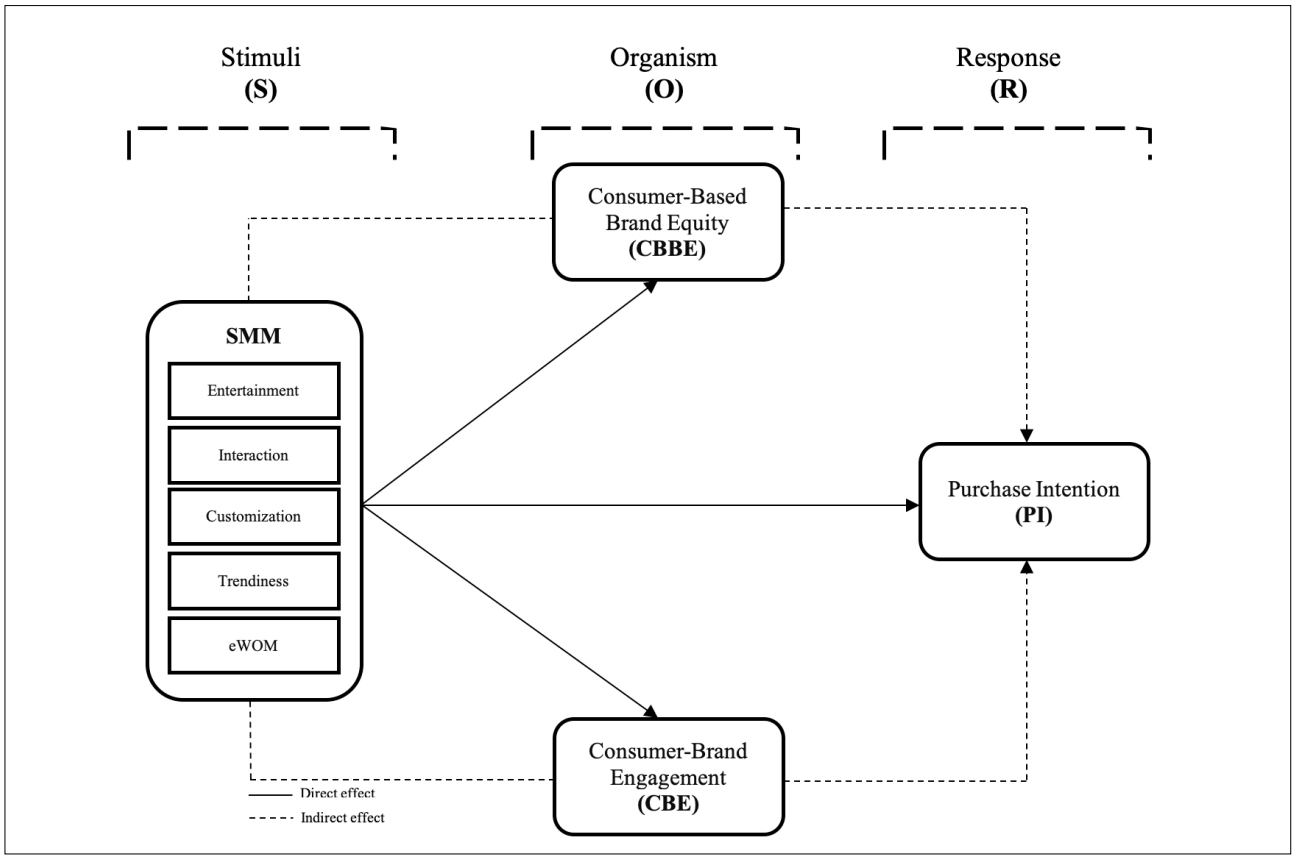

Figure 1: Research Model

for brands, that marketing practitioners should seek emotional branding such as the possible emotional relation and brand love that may occur between consumers and the brand. In this study, the concept of consumer-brand engagement is examined in three subdimensions as cognitive, emotional and behavioral. In the context of social media marketing, Hanaysha (2021) obtained data from customers of fast-food brands operating in the United Arab Emirates through a survey, and as a result of the research, it is concluded that consumer-brand engagement has a statistically significant effect on purchase intention. Thus, following hypothesis is proposed:

H_{17}: CBB has a positive and direct effect on PI.

Mediation of CBBE and CBE

In the last decade, a large number of relevant studies have focused on the direct impact of SMMA on consumer responses, particularly on purchase intention. (Kim and Ko, 2012; Pöyry et al., 2013; Godey et al., 2016; Yadav and Rahman, 2017; Seo and Park, 2018) Similarly, there are many empirical researches investigating the effect of SMMA on CBBE or CBE (As'ad and Alhadid, 2014; Jayasingh and Venkatesh, 2016; Jayasuriya and Azam, 2017; Zollo et al., 2020; Hazzam, 2021). However, the number of examinations of the specific indirect effect of CBBE on the effect of SMMA on PI is quite limited (Majeed et al., 2021). Additionally, there are limited empirical studies addressing the indirect effect of CBE on the effect of SMMA on PI (Choedon and Lee, 2020). In this study, the following hypotheses are proposed in order to add to the literature:

H_{18}: CBBE mediates the effect of ENT on PI.

H_{19}: CBBE mediates the effect of INT on PI.

H_{20}: CBBE mediates the effect of CUS on PI.

H_{21}: CBBE mediates the effect of TRE on PI.

H_{22}: CBBE mediates the effect of eWOM on PI.

H_{23}: CBE mediates the effect of ENT on PI.

H_{24}: CBE mediates the effect of INT on PI.

H_{25}: CBE mediates the effect of CUS on PI.

H_{26}: CBE mediates the effect of TRE on PI.

H_{27}: CBE mediates the effect of eWOM on PI.

In this study, CBBE and CBE are embraced as mediator variables. Mediator analysis essentially helps to find out how a mediator variable affects the effect of an independent variable on the dependent variable in

order to enhance the theory (Hayes, 2013). However, it is necessary to base the decision on determining the mediator variable both theoretically and empirically (Rungtusanatham, et al., 2014). In this study, the stimulus, organism and response (S-O-R) model of Mehrabian and Russell (1974) is used on a theoretical map. In this research, it is focused on how FGC affects social media users (S), how users exposed to social media messages of the brand give feedback to these messages (O), and how this interaction results through the S-O-R model (Figure I).

METHODOLOGY

Sampling and data collection

Target population of this research is social media users in Türkiye and Germany who follow any of Netflix's official accounts on social media platforms such as Instagram, Twitter and/or YouTube. It is not possible to clearly calculate the number of the whole population, as there are various complex situations, such as the users who follow the official accounts of Netflix may be from a third country. Random sampling which is generally used in internet-based data collection methods nowadays (Altunışık et al., 2007), is used as a sampling method within the scope of the research. A simple random sampling method was used, which requires that each subunit of the population has an equal chance of being selected in the sample, and basically each of the participants ranked from 1 to N is selected according to result in a "lottery" or "drawing of lots" way (Dura et al., 2010). The main reason for using this method is that the probability of choosing the participants from the target population is statistically equal.

There are two basic approaches to testing the power of the sample in terms of size. The major of these is the approach in which the sample size is calculated depending on the total number target population (Saunders et al., 2003; Kurtuluş, 2010). The second one, which is frequently referred to in the recent studies, argues that the sample size should be calculated depending on the number of conditions (items), the number of paths or the analyzes method (Tanaka, 1987; Barclay, 1995; Faul et al., 2007: 2009). For example, Tanaka (1987) argues that the sample size must be 5 times the total number of items in the measurement tool, while Barclay (1995) argues that the sample size must be 10 times the number of paths in the research model.

On the other hand, the tool named G*Power, which calculates the optimum sample size with the aim of increasing the effect size and minimizing the Type I and Type II errors, based on the total number of latent variables in the measurement tool of the sample size, was developed by Faul et al. (2007; 2009). According to the calculation of the G*Power (F^2 effect size=0.15; α(Type I error)=0.05; β(Type II error)= 0.20 and 7 predictors) the minimum number of samples to be reached within the scope of this study must be at least 153. As a result, while 235 out of 298 questionnaires filled in Türkiye are valid, 203 out of 270 responses collected from Germany meet the criteria calculated by G*Power.

Data Collection

The survey form consists of three parts. In the first part, there is a filter question. In accordance with the sample selection criteria of the research, potential respondents are asked whether they follow at least one of Netflix's official accounts on social media platforms such as YouTube, Twitter and/or Instagram. While the participants who answered *Yes* to this question continued with the survey, the survey form ended for the participants who answered *No*. In the second part of the survey form, the scales used in the research and using a 5-point Likert are included. In the third part of the survey form, there are questions about the demography of the respondents. The scale developed by Kim and Ko (2012) is used to measure SMMA variables consisting of 5-point Likert items listed as ENT (4), INT (4), CUS (5), TRE (3) and eWOM (3). The CBBE, which includes a total of 12 items for brand awareness, brand associations, brand loyalty and perceived quality, is measured by adapting and using the scale developed by Yoo and Donthu (2000) into Turkish and German. There are 12 items in total at the cognitive, emotional and behavioral levels in the CBE. The scale developed by Leckie (2016) and used by Cheung et al. (2020) are translated into Turkish and German and employed. Data were collected online between 28 February 2022 and 01 April 2022 via GoogleForms. All of the scales were translated from English to Turkish and German in accordance with the method of back translation.

Data analysis

The quantitative data are analyzed by structural equation modeling (SEM). SEM is used in disciplines such as economics, educational sciences, management, psychology and marketing. SEM is one of the statistical methods used in the analysis of multivariate relationships. This method, which was first introduced to the literature as *path analysis* by Wright (1934) has become one of the most frequently preferred methods in the analysis of empirical studies in which holistic models

based on effect or cause are tested in the following years (Diamantopoulos et al., 2008: 6). In structural equation modeling, one of the main purposes is to determine the direction and power of the effect/cause among the variables in the conceptual model established by the researchers (Kandemir, 2015: 451). LISREL, which was programmed by Jöreskog and Sörbom, in which linear structural relationships were tested; EQS, in which equations such as difference tests, multiple regressions and EFA are tested, and AMOS, which is developed by IBM SPSS patch, where effect structures can be analyzed are some of these programs. While LISREL, EQS and AMOS package programs are generally used for testing covariance-based structural equation models, new generation package programs such as PLS-Graph, WarpPLS and SmartPLS are generally used for testing variance-based partial least squares structural equation models (PLS-SEM) (Schumacker and Lomax, 2004).

The data is analyzed by the (PLS-SEM) method and a two-step approach to SmartPLS3 v 3.3.5 is embraced (Ringle et al., 2015; Hair et al., 2021). In the analysis process of the data, respectively, the reliability and construct validity conditions are examined, and then the direct effect analyzes between the research variables and the indirect effect analyzes in which the mediator variables are included.

Besides, two more confusion regarding the analyzes of the data need to be clarified. Firstly, the basis of CBBE with four subdimensions and whether the CBE, which consists of three subdimensions, is measured by reflective or formative measurement models, although the five dimensions of SMMA are handled separately and independently from each other. To be more explanatory, it is claimed that the variance of the latent variable in reflective measurement models explains the covariance between the scales, and the items in the scale are considered as *effect scale items* and reflect the structure (Aksay and Ünal, 2016). In other words, causality in reflective models is *from the latent variable to the measurement items*, and the possible change in the latent structure causes a change in the items. The constructive measurement model, in which the measurers are the cause of the variable, are the models in which the causality is *from the measurement items to the latent variable* (Doğan, 2017: 76). Therefore, the dimensions in the SMMA are not as a single main structure, but independently of each other; entertainment, interaction, customization, trendiness and eWOM. In other words, causality in SMMA structure is *from structure to measurement items*. Law and Wong (1999) claims that such structures should be based on previous studies, provided that they are suitable for the purpose of the research. Thus, considering each dimension under the SMMA as a reflective is theoretically confirmed by Muntinga et al.'s (2011) study, while it is empirically endorsed by Godey et al.'s (2016) empirical study. On the other hand, it is consistent with previous studies that the dimensions in CBBE and CBE structures are not reflective. Because in the studies conducted by Seo and Park (2018) and Choedon and Lee (2020), CBBE is considered as a single structure and CBE is also treated by Tektaş and Uğur (2018) and Shanahan et al. (2019) has been considered as an integrated structure in their studies. Secondly, multiple mediators may be used in PLS-SEM. In this study, the indirect effects of two mediator, CBBE and CBE, are observed. If more than one mediator is included in the observation, three options appear. The first option is that there is a *causally correlated relationship* between the mediators, the second is that there is a *uncausally correlated relationship* between the mediators, and the

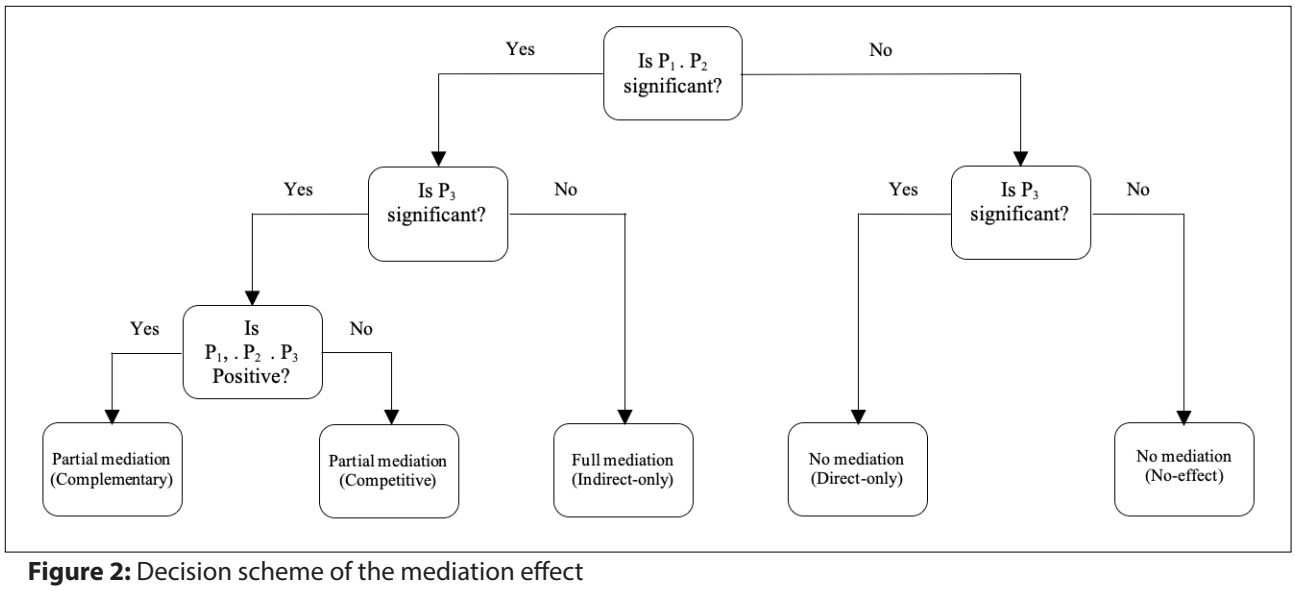

Figure 2: Decision scheme of the mediation effect

third is that the mediators are *completely independent* from each other (Jérolon et al. 2021). In brief, since the mediators in this study are independent of each other because they were not observed to be related to each other in previous years' studies, the parallel (specific indirect) effect of two mediators is examined. The decision scheme regarding the mediating effect of a variable in PLS-SEM is shown in Figure 2 (Zhao et al., 2010).

RESULTS

Validity and reliability

In the two-step approach to be tested by PLS-SEM, the coefficients related to internal consistency, convergent validity and discriminant validity were first inspected before testing the research model. Before that, factor loadings were examined. The threshold value of the loadings is accepted as 0.6, which gives less tolerance in accordance with the studies of Afthanorhan (2013) and Doğan (2019), and items lower than 0.6 are excluded from the model. 5 items (CUS4, CBBE1, CBE1, CBE8 and CBE9) were removed and factor loadings were recalculated, CUS5 was also excluded from the model since the former loading of CUS5 was 0.613 and the loading decreased to 0.579, for the Turkish sample. For the German sample, 13 items (INT1, CUS4, CUS5, CBBE6, CBBE8, CBBE 9, CBBE10, CBBE12, CBE1, CBE2, CBE8, CBE9, and PI2) with loadings lower than 0.6 were removed from the model in the first stage. After the items were removed, factor loadings were recalculated and no value below the 0.6 level was found. Following the two-step approach, Cronbach's Alpha and Composite Reliability (CR) coefficient, which show the level of internal consistency, were examined. Additionally, Henseler et al. (2016) states that Cronbach's Alpha may be misleading in some cases and the Rho_A should also be taken into account in determining the internal consistency, so the Rho_A coefficient was also examined. Although there are various approaches in the literature regarding the acceptable level of Cronbach's Alpha, the threshold value is accepted as 0.60 in this study (Bernstein, 1994; Hair et al., 2021). There are also various approaches regarding the acceptable threshold level of the CR coefficient. For example, Bagozzi and Yi (1988) consider values greater than 0.60 acceptable, Hair et al. (2021) indicates that it should be between 0.70 and 0.95 and Baroroh and Mahardhika (2018) state that it should be greater than 0.70. CR coefficients greater than 0.60 are assumed to be acceptable in this study. CR coefficients greater than 0.60 are assumed to be acceptable in this study. Finally, within the scope of this study, the critical threshold value for the rho_A coefficient is 0.70 (Henseler et al., 2016). In order to test the convergent validity of the measurement model, it is necessary to calculate the average variance extracted (AVE) coefficients. AVE represent the levels of independence of variables from each other (Pant, 2020: 1021). There are various approaches in the literature regarding the acceptable range of the AVE. For example, Fornell and Larcker (1981) and Chin et al. (1998) state that the threshold value of this coefficient is 0.50, while Hair et al. (2021) argues that AVE greater than 0.40 are at an acceptable level. Table 1 shows the internal consistency and convergent validity coefficients for datasets collected from Turkish and German respondents.

In Table 1, it is seen that for both Turkish and German samples, Cronbach's Alphas are considerably greater than the critical level of 0.60. In addition, all of the CR coefficients for both samples are above the critical level of 0.60 and almost all of the rho_A coefficients are above the value of 0.70, except for the coefficient of the TRE (0.693) in the data collected from the German respondents. Although the aforementioned rho_A coefficient is negligibly lower than the threshold value of 0.7, for instance, Toukabri (2015) stated that rho_A should be greater than 0.5 and Fadhel et al. (2019) also states

Table 1: Measurement Results of the Research Model

Variables	Cronbach's Alpha		Composite Relability		Rho_A		AVE	
	Turkish	German	Turkish	German	Turkish	German	Turkish	German
ENT	0.807	0.759	0.873	0.847	0.813	0.775	0.633	0.584
INT	0.853	0.657	0.899	0.806	0.886	0.679	0.692	0.582
CUS	0.814	0.733	0.890	0.843	0.841	0.841	0.731	0.647
TRE	0.794	0.679	0.878	0.824	0.808	0.693	0.707	0.610
WOM	0.775	0.730	0.869	0.848	0.783	0.731	0.689	0.651
CBBE	0.892	0.861	0.911	0.894	0.898	0.866	0.485	0.548
CBE	0.872	0.829	0.902	0.876	0.884	0.840	0.573	0.544
PI	0.805	0.761	0.873	0.862	0.812	0.762	0.632	0.677

Table 2: Fornell-Larcker Criterion for Discriminant Validity (Turkish Participants)

Variables	ENT	INT	CUS	TRE	eWOM	CBBE	CBE	PI
ENT	**0.795**							
INT	0.544	***0.832***						
CUS	0.723	0.724	***0.855***					
TRE	0.704	0.673	0.527	***0.841***				
eWOM	0.614	0.539	0.627	0.691	***0.830***			
CBBE	0.544	0.481	0.546	0.595	0.472	***0.696***		
CBE	0.675	0.418	0.527	0.498	0.471	0.684	***0.757***	
PI	0.385	0.435	0.546	0.483	0.432	0.689	0.508	***0.795***

Table 3: Fornell-Larcker Criterion for Discriminant Validity (German Participants)

Variables	ENT	INT	CUS	TRE	eWOM	CBBE	CBE	PI
ENT	***0.764***							
INT	0.386	***0.763***						
CUS	0.656	0.578	***0.805***					
TRE	0.560	0.536	0.584	***0.781***				
eWOM	0.333	0.325	0.374	0.436	***0.807***			
CBBE	0.393	0.707	0.546	0.554	0.408	***0.740***		
CBE	0.435	0.464	0.406	0.446	0.465	0.735	***0.738***	***0.823***
PI	0.243	0.546	0.450	0.452	0.275	0.721	0.497	

that rho_A coefficients greater than 0.6 are acceptable. On the other hand, the AVE coefficients of the datasets collected from both Turkish and German sample are at an acceptable level. All of the AVE coefficients are above the 0.50 level, except for the AVE of the CBBE of the Turkish participants (0.485) and this AVE is greater than 0.4, which is another acceptable threshold (Hair et al., 2021).

Fornell-Larcker criterion was employed for the discriminant validity. In the Fornell-Larcker criterion, the values in the columns of each structure should be greater than the values in the rows of other structures (Wong, 2013). Table 2 shows the Fornell-Larcker criterion coefficients of the structures included in the measurement model tested for the Turkish sample.

Table 3 represents the Fornell-Larcker criterion coefficients of the structures included in the measurement model established for the German participants.

In Tables 2 and Table 3, it is seen that the values in the column of each structure in the measurement model tested for both Türkiye and Germany samples are higher than the values in the rows of other structures and are compatible according to the Fornell-Larcker criteria.

Testing the structural model

At this phase, firstly, R^2 coefficients which indicate the percentage of the exogenous variable predicting the endogenous variable in linear effects in the measurement model (Kılıçlı and Oğrak, 2020: 353) and the measurement coefficient regarding the predictive power of the structural measurement model, are interpreted. As the R2 coefficient, which can take a value between 0 and 1, approaches 1, its explanatory power increases (Hair et al., 2021). Starsed et al. (2018) states that even a value of 0.10 may be sufficient. On the other hand, Henseler et al. (2011) assumes that if the R2 value is 0.25, the level of explanation of the exogenous variable by the endogenous variable of the exogenous variable is weak; if it is 0.50, it indicates a medium-level, and if it is 0.75 and above, it indicates a strong-level. In the marketing and especially consumer behavior studies, it is stated by Bourini and Bourini (2016: 461) that R2 values of 0.20 and above are at an acceptable level. Table 4 shows the adjusted R2 indicating the level of explanation of exogenous variables by endogenous variables in the measurement model established for the analysis of data collected from Turkish and German groups.

Table 4: Adjusted R2 for Exogenous Variables

Exogenous Variables	Adjusted R^2	
	Turkish	German
CBBE	0.403	0.554
CBE	0.464	0.355
PI	0.524	0.525

In Table 4, it is seen that the exogenous variables in the measurement model established for both Türkiye and Germany samples are medium-level explained by endogenous variables. Table 5 reflects the results of direct effect analyzes in the structural model tested through data collected from Turkish participants.

direct effects in the model are statistically significant according to the coefficients in the measurement model tested for the German participants. Accordingly, the effects of ENT (p=0.042), CUS (0.028) and CBBE (p=0.000) on PI are statistically significant. On the other hand, INT (p=0.028), eWOM (p=0.014) and TRE (p=0.020) have

Table 5: Results of Direct Effects in the Structural Model (Turkish Participants)

Hypotheses	Variables	Standardized β coefficient	Standard Error	t value	P value	Decision
H_1	ENT→PI	-0.206	0.079	2.599	0.009**	Rejected
H_2	INT→PI	0.086	0.073	1.179	0.238	Rejected
H_3	CUS→PI	0.083	0.083	1.056	0.291	Rejected
H_4	TRE→PI	0.039	0.097	0.349	0.727	Rejected
H_5	eWOM→PI	0.103	0.092	1.135	0.256	Rejected
H_6	ENT→CBBE	0.203	0.084	2.370	0.018*	Supported
H_7	INT→CBBE	0.089	0.077	1.113	0.266	Rejected
H_8	CUS→CBBE	0.088	0.091	0.912	0.362	Rejected
H_9	TRE→CBBE	0.301	0.112	2.766	0.006**	Supported
H_{10}	eWOM→CBBE	0.040	0.094	0.380	0.704	Rejected
H_{11}	ENT→CBE	0.598	0.092	6.512	0.000***	Supported
H_{12}	INT→CBE	0.040	0.076	0.482	0.630	Rejected
H_{13}	CUS→CBE	0.046	0.086	0.523	0.601	Rejected
H_{14}	TRE→CBE	-0.040	0.088	0.474	0.635	Rejected
H_{15}	eWOM→CBE	0.087	0.069	1.236	0.217	Rejected
H_{16}	CBBE→PI	0.588	0.061	9.568	0.000***	Supported
H_{17}	CBE→PI	0.096	0.066	1.443	0.149	Rejected
p<0.05 *. p<0.01 **. p<0.001 ***						

Table 6 shows the results of direct impact analyzes in the structural model tested through data collected from German participants.

Table 5 indicates that 5 of the 17 direct effects in the measurement model are statistically significant in the confidence interval. Accordingly, the direct effect of the ENT on PI (p=0.009), on CBBE (p=0.018) and on CBE (p=0.000), and the direct effect of CBBE on PI (p=0.000) statistically significant. Table 6 shows that 9 of the 17

a statistically significant effect on CBBE. Morever, the effect eWOM (p=0.000) on CBE variable is statistically significant. Last but not least, although the p value of ENT is lower than 0.05 in both samples, the hypotheses are not supported because the β are negative (β=-0.206, β=-0.149).

According to the bootstraping method in mediation analysis, in order for it to be accepted as a mediator effect, first of all, the direct relationship between the two

Table 6: Results of Direct Effects in the Structural Model (German Participants)

Hypotheses	Variables	**Standardized β coefficient**	**Standard Error**	**t value**	**P value**	**Decision**
H_1	ENT→PI	-0.149	0.076	2.042	0.042*	Rejected
H_2	INT→PI	0.024	0.067	0.372	0.710	Rejected
H_3	CUS→PI	0.137	0.063	2.206	0.028*	Supported
H_4	TRE→PI	0.101	0.067	1.558	0.120	Rejected
H_5	eWOM→PI	-0.043	0.074	0.537	0.592	Rejected
H_6	ENT→CBBE	-0.012	0.058	0.251	0.802	Rejected
H_7	INT→CBBE	0.519	0.058	8.993	0.000***	Supported
H_8	CUS→CBBE	0.115	0.061	1.896	0.059	Rejected
H_9	TRE→CBBE	0.158	0.068	2.333	0.020*	Supported
H_{10}	eWOM→CBBE	0.138	0.055	2.464	0.014*	Supported
H_{11}	ENT→CBE	0.218	0.084	2.621	0.009**	Supported
H_{12}	INT→CBE	0.268	0.072	3.740	0.000***	Supported
H_{13}	CUS→CBE	-0.043	0.081	0.574	0.566	Rejected
H_{14}	TRE→CBE	0.085	0.080	0.992	0.322	Rejected
H_{15}	eWOM→CBE	0.293	0.052	5.626	0.000***	Supported
H_{16}	CBBE→PI	0.664	0.095	6.928	0.000***	Supported
H_{17}	CBE→PI	-0.019	0.082	0.222	0.825	Rejected
p<0.05 *. p<0.01 **. p<0.001 ***						

Table 7: Results of Indirect Effects in the Structural Model (Turkish Participants)

Hypotheses	**Variables**	**Standardized β coefficient**	**Standard Error**	**t value**	**P value**	**Mediating Effect**	**Decision**
H_{18}	ENT→CBBE→PI	0.120	0.053	2.192	0.028*	Partial (competitive) mediation	Supported
H_{19}	INT→CBBE→PI	0.052	0.045	1.106	0.269	No mediation	Rejected
H_{20}	CUS→CBBE→PI	0.051	0.054	0.898	0.369	No mediation	Rejected
H_{21}	TRE→CBBE→PI	0.177	0.070	2.590	0.010**	Full mediation	Supported
H_{22}	eWOM→CBBE→PI	0.009	0.011	0.726	0.468	No mediation	Rejected
H_{23}	ENT→CBE→PI	0.055	0.037	1.505	0.132	No mediation	Rejected
H_{24}	INT→CBE→PI	0.004	0.010	0.366	0.714	No mediation	Rejected
H_{25}	CUS→CBE→PI	0.005	0.011	0.398	0.691	No mediation	Rejected
H_{26}	TRE→CBE→PI	-0.003	0.011	0.374	0.709	No mediation	Rejected
H_{27}	eWOM→CBE→PI	0.009	0.011	0.726	0.468	No mediation	Rejected
p<0.05 *. p<0.01 **. p<0.001 ***							

variables must be statistically significant. As outlined in Figure 2 previous section, if both direct and indirect effects are statistically significant, partial mediation; however, if the direct effect is not significant and the indirect effect is statistically significant, there is full mediation (Zhao et al., 2010; Fidanoğlu, 2021: 92). Table 7 shows the results regarding the specific indirect effects in the measurement model established for the Turkish participants.

Table 7 shows that two of the mediating effects in the model are statistically significant. These are the specific indirect effect of CBBE on the effect of the ENT variable on PI (p=0.028) and the specific indirect effect of CBBE on the effect of the TRE variable on PI (p=0.010). Compared with the results in Table 5, since the direct effect of the ENT on PI is statistically significant but negative (β =-0.206), CBBE has a partial (competitive) mediation role in the effect of the ENT on PI. In a similar vein, Table 5 shows that the

Table 8: Results of Indirect Effects in the Structural Model (German Participants)

Hypotheses	Variables	Standardized β coefficient	Standard Error	t value	P value	Mediating Effect	Decision
H_{18}	ENT→CBBE→PI	-0.008	0.039	0.244	0.808	No mediation	Rejected
H_{19}	INT→CBBE→PI	0.344	0.062	5.508	0.000***	Full mediation	Supported
H_{20}	CUS→CBBE→PI	0.076	0.042	1.797	0.073	No mediation	Rejected
H_{21}	TRE→CBBE→PI	0.104	0.047	2.220	0.027*	Full mediation	Supported
H_{22}	eWOM→CBBE→PI	0.092	0.039	2.300	0.022*	Full mediation	Supported
H_{23}	ENT→CBE→PI	-0.006	0.020	0.203	0.839	No mediation	Rejected
H_{24}	INT→CBE→PI	-0.004	0.022	0.219	0.827	No mediation	Rejected
H_{25}	CUS→CBE→PI	0.001	0.008	0.106	0.915	No mediation	Rejected
H_{26}	TRE→CBE→PI	0.000	0.010	0.144	0.885	No mediation	Rejected
H_{27}	eWOM→CBE→PI	-0.005	0.025	0.216	0.829	No mediation	Rejected
p<0.05 *. p<0.01 **. p<0.001 ***							

direct effect of the TRE on PI is not significant, in this case, it is concluded that CBBE has a full mediation in the effect of the TRE on PI. Table 8 shows the results of the specific indirect effects in the measurement model tested for the German participants.

In Table 8, it is seen that three of the mediating effects in the measurement model established for the German participants are significant. Accordingly, the mediating role of CBBE in the effect of the INT on PI (p=0.000), the mediating role of CBBE in the effect of the TRE on PI (p=0.027), and the specific mediating role of CBBE in the effect of the eWOM on PI are statistically significant. Since the direct effects of INT, TRE and eWOM on PI are not statistically significant (see Table 6), it is concluded that CBBE has a full mediation in all three constructs.

CONCLUSION and DISCUSSION

Based on previous researches, this study proposed a conceptual framework that validates the effect of SMMA on PI. This study had three main pain points. The first of these was the direct effect of ENT, INT, CUS, TRE and eWOM in the SMMA on dependent variables (SMMA→PI; SMMA→CBBE and SMMA→CBE). Since the adjusted R^2 values of CBBE, CBE and PI, which are exogenous variables in the structural model, were over 0.20 (Bourini and Bourini; 2016), it was found that the exogenous variables explanation level of the endogenous variables in the model was moderate in terms of linear relationships. Thus, it can be stated that the main structures in the model are explanation level at an acceptable. Accordingly, H6 (ENT→CBBE), H9 (TRE→CBBE), H11 (ENT→CBBE) and H16 (CBBE→PI) were supported in the Turkish sample. In the light of data collected from German participants, H3 (CUS→PI), H7 (INT→CBBE), H9 (TRE→CBBE), H10 (eWOM→CBBE), H11 (ENT→CBE), H12 (INT→CBE), H15 (eWOM→CBE) and H16 (CBBE→PI) were supported. While these findings concurrent with certain studies in the literature, they contradict some of the previous researches. For example, supporting the H11 (ENT→CBBE) for both samples is consistent with the findings of the study conducted by Yadav and Rahman (2017). Similarly, supporting the H16 (CBBE→PI) for both samples is consistent with Karman's (2015) findings. The second research question was whether CBBE had a mediating role in the effect of the variables (ENT, INT, CUS, TRE and eWOM) in the SMMA structure on PI. Accordingly, H18 (ENT→CBBE→PI) and H21 (TRE→CBBE→PI) were supported for the Turkish sample, and it was determined that CBBE had a partial (competitive) mediation role in the relationship between ENT and PI and a full mediation in the relationship between TRE and PI. On the other hand, H19 (INT→CBBE→PI), H21 (TRE→CBBE→PI) and H22 (eWOM→CBBE→PI) were supported, for the German sample. Accordingly, CBBE has a full mediation in the effect of INT, TRE and eWOM on PI. Hypothesis results regarding the mediating role of CBBE are in concurrent with couple of the previous studies (Schivinski and Dabrowski, 2013; Arli, 2017). The third question of the research was whether CBE had a mediating role as a concept that is still untouched in the literature. Although Choedon and Lee (2020) reported that CBE was a mediator in the relationship between SMMA and PI, within the scope of this study, it was found that the mediating role of CBE was not significant in both samples. Finally, the structural measurement model of this research is theoretically compatible with the S-O-R model. Because SMMA, which is used as a Stimulus

(S) by brands, drives consumer behavior at emotional, attitudinal (O) and behavioral levels (R).

In conclusion, one of the contributions of this study to the literature is the investigation of the social media marketing activities of Netflix, a SVOD platform, although electronic device or luxury fashion brands are generally examined in the previous researches. Because consumers' attitudes towards such enterprises and online platforms may differ compared to luxury fashion brands. On the other hand, the difference in the result of H3 (CUS→PI) for the two samples may offer insight. This difference between the two samples can be explained, for example, by individualism which is considered as one of the cultural dimensions by Hofstede (1980). Because, while Türkiye's score in the individualism is 37, Germany's score is 67 (Hofstede Insights, 2022). Thus, researchers may focus on cultural patterns in comparative studies to be conducted in the following years. Future researches may consider social media content related to the product or brand within the scope of UGC.

It was concluded that consumer attitudes may change negatively as the humor level of social media content increases in both samples (H1). On this basis, it is recommended that marketing practitioners reduce the number of entertainment-based content to increase purchase intention. In addition, global brands operating in the digital market should attach more importance than ever to the consumer profile of the relevant country while conducting their social media marketing activities. Finally, it is suggested that local (boutique) brands that use social media intensively day by day should also create customized offers. Since customized offers are often driven by algorithms whose psychographic elements can be ignored, it is recommended that such local brands also consider marketing research to create brand awareness.

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