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Effect of product presentation videos on purchase intention: The YouTube example

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ARTICLE INFO	ABSTRACT
	The aim of the study is to reveal the effect of product presentation videos shared on YouTube on the purchasing intention of consumers. In addition, the effect of product presentation richness on purchase intention and whether media usefulness and perceived enjoyment have a mediating role in this relationship are tested by structural equation modeling method.371 valid survey data were collected with the questionnaire form delivered to the participants online, and the obtained data were analyzed using AMOS 24.0 and SPSS 23.0 programs. The result of the study revealed that while the product presentation richness had a positive effect on the perceived enjoyment and media usefulness, media usefulness has a mediating role between product presentation richness and purchase intention. Moreover, while ease of imagining the product and media usefulness had a positive effect on purchase intention, ease of imagining the product has a full mediating role between perceived enjoyment and purchase intention, has a partial mediating role between media usefulness and purchase intention. The results make the research important in terms of determining the points that will affect the purchasing behavior of consumers while preparing product presentation videos.

Ürün tanıtım videolarının satın alma niyeti üzerindeki etkisi: YouTube örneği

MAKALE BİLGİSİ	ÖZ
	Bu araştırmanın amacı, YouTube'da paylaşılan ürün tanıtım videolarının tüketicilerin satın alma niyetleri üzerindeki etkisini ortaya çıkarmaktır. Ayrıca, ürün sunum zenginliğinin satın alma niyeti üzerindeki etkisinin ve bu ilişkide medya kullanışlılığının ve algılanan zevkin aracılık rolünün olup olmadığının yapısal eşitlik modellemesi

Anahtar Kelimeler:
Ürün tanıtım videoları,
YouTube, Satın alma
niyeti, Sosyal paylaşım
siteleri

metodu ile test edilmesidir. Çevrimiçi olarak katılımcılara ulaştırılan anket formu ile 371 geçerli anket verisi toplanmış ve elde edilen veriler AMOS 24.0 and SPSS 23.0 programları kullanılarak analize tabi tutulmuştur. Analizler sonucunda elde edilen bulgular, ürün sunum zenginliğinin algılanan zevk ve medya kullanışlılığı üzerinde olumlu bir etkiye sahip olduğunu, medya kullanışlılığının ise ürün sunum zenginliği ile satın alma niyeti arasında aracılık rolüne sahip olduğunu ortaya koymuştur. Bunun yanı sıra, ürünü hayal etme kolaylığının ve medya kullanışlılığının satın alma niyeti üzerinde olumlu bir etkiye sahip olduğu, ürünü hayal etme kolaylığının, algılanan zevk ile satın alma niyeti arasında tam bir aracılık rolüne sahipken, medya kullanışlılığı ile satın alma niyeti arasında kısmi aracılık rolüne sahip olduğu bulunmuştur. Elde edilen sonuçlar araştırmayı, kullanıcıların ürün tanıtım videoları hazırlarken tüketicilerin satın alma davranışlarını etkileyecek noktaları belirlemesi açısından önemli kılmaktadır.

1. Introduction

Social networking sites, which lead the digital transformation process experienced today, play an active role in experiencing changes in the way individuals obtain information with the technological developments (Ladhari, Massa and Skandrani, 2020; Farivar, Wang and Yuan, 2021). YouTube, which has an important place in the process of obtaining information for individuals and was founded in the United States in 2005 and which is now the most used video sharing site worldwide, is in a very popular position among social networking sites with over 1 billion hours of viewing per day (Sokolova and Kefi, 2020; Staziaki, Santo, Skobodzinski, Park and Bedi, 2020). YouTube, which is generally thought to be preferred by young people and has more than 2 billion monthly users worldwide, can reach more than 4 billion videos daily (Duffett, 2020; Niederkrotenthaler, Schacherl and Till, 2020). YouTube, where promotional videos are shared by users in many areas such as health, technology, fashion, fitness, food and decoration, is frequently used by other users to obtain information and to reach different options that support purchasing decisions (Sokolova and Perez, 2021). From this perspective, online product presentation videos used to introduce product features to consumers in both visual and audio ways can be accessed by consumers from many online platforms such as social networking sites, companies' websites, e-retail sites (Orús, Gurrea and Flavián, 2017). Even if two products have similar features in online environments, they can be perceived differently by consumers depending on the richness of presentation or the reputation of the person who offers the product. For this reason, businesses can use online ways that provide opportunities in terms of presentation to increase the perception of quality in the minds of consumers (Wang, Cui, Huang and Dai, 2016).

Consumers who plan to purchase products online are considered disadvantaged because they cannot physically touch the products (Lee and Park, 2014). At this point, their imaginations about product use play an important role in purchasing decisions. For this reason, it is very important for businesses to create a good impression about the performance of the product and how it will be, and to encourage consumers to buy accordingly (Argyriou, 2012). Visual inspection of products by consumers in online environments enables mental consumption of products prospectively (Phillips, Olson and Baumgartner, 1995). Such a consumption experience increases the perceived usefulness of the media in purchasing decisions, as it will increase the quality of the consumer experience (Childers, Carr, Peck and Carson, 2001; Noort, Voorveld and Reijmersdal, 2012). In addition, the perceived enjoyment and perceived informativeness to be obtained from the experience enable consumers to adopt new technologies and show positive reactions (Smink, Frowijn, Reijmersdal, Noort and Neijens, 2019). From this point of view, the aim of the study is to contribute to both academics and practitioners by revealing the effect of product presentation videos shared on YouTube on consumers' purchase intention. When the literature is examined, it is seen that there are studies showing the effect of product presentation videos on purchase intention, but studies examining the mediating effect of perceived enjoyment, media usefulness and easy of imagining the product in this relationship has not

been found. To fill this gap in the literature,it is aimed to reveal the effect of product presentation richness on purchasing intention and whether media usefulness and perceived enjoyment have a mediating role in this relationship. In addition, the role of perceived enjoyment and media usefulness on purchase intention and whether the ease of imagining the product has a mediating effect on these relationships constitutes another purpose of the study.

2. Literature review and development of hypotheses

2.1. Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is a model proposed by Davis and widely used to understand an individual's acceptance of a particular innovative technology (Legris, Ingham and Collerette, 2003; Wang, Lin and Luarn, 2006). According to the model, the perceived ease of use and perceived usefulness are the two main determinants to specify the attitude of consumers towards a new technology and the intention to use it (Davis, 1989). Factors in the model, namely perceived usefulness (PU), perceived ease of use (PEOU), and attitudes towards use (ATU), represent attributes or characteristics of the system, such as the overall design and characteristics of the system, the user's skills and abilities, and the user's beliefs and attitudes towards the system. Perceived ease of use is about how easy and effortless the use of technology is (Venkatesh and Davis, 2000), and perceived usefulness is about how useful and beneficial the use of technology is (Venkatesh and Davis, 2000; Legris, et al., 2003). By manipulating these two factors, system developers can gain greater control over users' beliefs about the system and subsequent behavioral intentions and use of the system.

2.2. Product presentation richness

The concept of product presentation richness, which plays an important role in eliminating the high degree of uncertainty experienced by consumers about product quality in online environments where direct use of products cannot be provided and physically examined, is evaluated in two different dimensions in terms of information about the seller and the information created by the users (Yoo and Kim, 2014; Wang, et al., 2016; Xiaojun, Nianqi, Xuebing, Yangxi and Junbin, 2019). These dimensions have a great influence on the purchasing decision of the consumers, and especially the product presentations created by the users are of great importance in providing information and creating a quality communication environment (Park, Lennon and Stoel, 2005; Gregg and Walczak, 2008; Walter, Ortbach and Niehaves, 2015). The concept of product presentation richness, which enables consumers to access the necessary information to evaluate the product from all aspects in online environments (Wells, Valacich and Hess, 2011; Zhang and Yoon, 2018), helps to attract consumers' attention, understand the product better, and eliminate uncertainty about product quality (Jiang and Benbasat, 2007; Mavlanova and Benbunan-Fich, 2010; Dimoka, Hong and Pavlou, 2012). By examining the shape, color and function of the products visually, consumers can learn more about the products (Ariely, 2000). As consumers gain more information, perceived media usefulness in their shopping experiences and purchasing decisions will increase (Bezjian-Avery, Calder and Iacobucci, 1998; Childers, et al., 2001; Noort, et al., 2012). At the beginning of the digitalization process, product presentations based on textual and images, which are preferred in online environments, have gained a more functional dimension with the development of social networking sites, increase in the number of users and the formation of different dynamics among individuals (Wang, et al., 2016; Xiaojun, et al., 2019). Studies examining the effects of product presentation on social networking sites under the leadership of YouTube on the purchasing intentions of consumers show that product presentation richness reduces the risk perceived by consumers and increases the confidence in the quality of the product (Wang, et al., 2016; Djafarova and Trofimenko, 2017). In addition, studies revealed that product presentation richness is an important factor that eliminates the uncertainty in the minds of consumers and positively affects their purchase intentions (Gregg and Walczak, 2008; Wu, Huang and Fu, 2011; Wang, et al., 2016; Zhang and Yoon, 2018). Thus, the following hypotheses are:

- H_1: The product presentation richness will have an impact on the perceived enjoyment.

- H_2: The product presentation richness will have an impact on the media usefulness.

- H_3: The product presentation richness will have an impact on the purchasing intention.

2.3. Perceived enjoyment

The concept of perceived enjoyment, which is accepted as one of the most important elements of intrinsic motivation elements, is considered to be an important factor affecting the intention of consumers to use new systems and applications together with social networking sites (Davis, Bagozzi and Warshaw, 1992; Venkatesh, 2000; Venkatesh, Thong and Xu, 2012). Intrinsic motivation concept, expressed as allowing any activity to take place without planning and repetition (Davis, 1989), is associated with consumers' acceptance of internet and social networking sites as a new technology providing entertainment and pleasure (Agarwal and Karahanna, 2000; Heijden, 2004). The concept of perceived pleasure, which is seen as an important factor in the adoption of new technologies and positive reactions from consumers of these technologies (Hilken, Ruyter, Chylinski, Mahr and Keeling, 2017; Moghavvemi, Sharabati, Paramanathan and Rahin, 2017), enables to increase not only perceived in formativeness but also utilitarian value of consumers in online product presentations (Li and Meshkova, 2013; Huang and Liao, 2015). In this context, studies show that the pleasure of consumers during online shopping can trigger the interaction and vitality of their experiences (Yim, Chu and Sauer, 2017; Yim and Park, 2019). Interaction and liveliness experiences in product presentations made through websites or mobile applications reveal that they encourage consumers to shop online, and this process is positively affected by the feeling of fun and pleasure (Teo and Noyes, 2011; Noort, et al., 2012; Yim, et al., 2017). Studies in this direction support that video-style online product presentations with more interactive and vibrant features stimulate consumers' desire for entertainment and pleasure more than static-style online product presentations without these features (Hilken, et al., 2017; Li and Meshkova, 2013; Yim and Park, 2019).

Social networking sites, which offer their users opportunities such as entertainment, pleasure and enjoyment, as well as many advantages, have positive effects on the purchase intention by making consumers feel the intrinsic motivational elements such as being useful and productive (Smink, et al., 2019; Waddell and Sundar, 2020). Since product imagination tendency is a personal trait it is thought that this trait has a positive relationship with enjoyment motivations (Huang, Wang and Lai, 2022). In addition, again in the literature, studies in which the technology acceptance model is expanded with perceived enjoyment, it is revealed that perceived enjoyment has a positive effect on the purchasing intentions of consumers along with the innovativeness and trust factors (Alalwan, Baabdullah, Rana, Tamilmani and Dwivedi, 2018). Studies reveal that perceived enjoyment mediates online impulse buying (Floh and Madlberger, 2013; Saad and Metawie, 2015). The study conducted by Kim, Fiore and Lee (2007) found that graphical information on the store website was positively associated with perceived enjoyment and online impulse buying. In another study examining the mediating effect of perceived enjoyment indicated that perceived enjoyment mediates the association between personality traits and intentions ed. (Wang, Lin and Liao, 2012). Moreover, Giao, Vuong and Quan (2020) examined the mediating role of perceived entertainment on customers' online shopping loyalty. Thus, the following hypotheses are:

- H_4: The perceived enjoyment will have an impact on the ease of imagining the product.

- H_5: The perceived enjoyment will have an impact on the purchase intention.

- H_6: The perceived enjoyment will mediate the relationship between the product presentation richness and the purchase intention.

2.4. Media usefulness

Perceived usefulness towards social media is defined as a concept which individuals believe that it helps them achieve their goals by using a particular social networking site (Kusyanti, Catherina, Rahma and April, 2018). Perceived usefulness, which is also expressed as the degree to which a person believes that using a particular technology will increase job performance (Davis, 1989), is considered to be a direct predictor of behavior intention to use technology (Park, Rhoads, Hou and Lee, 2014). Media usefulness, which can be shaped according to the advantages and disadvantages of social media, reliability of data, confidentiality of user accounts, fake user identities, service delivery quality and lack of general control mechanisms, as well as personal reasons arising from the socio-cultural background of the users can be positively or negatively affected (Alsabawy, Cater-Steel and

Soar, 2016; Izuagbe, Ifijeh, Izuagbe-Roland, Olawoyin and Ogiamien, 2019). Perceived usefulness, which is accepted as a fundamental function of the technology acceptance model, is directly associated with personal factors such as age, gender and experience, as well as social and cultural factors (Venkatesh and Bala, 2008; Venkatesh, et al., 2012). Social networking sites, which have the potential to strengthen interaction between individuals and improve collaborative information sharing, serve as an alternative communication tool for ideas that cannot be expressed through traditional media (Bertot, Jaeger and Grimes, 2010). Social networking sites that allow the sharing of information electronically regardless of the location of individuals, positively affect the usefulness of social media perceived by their users with features such as technological functionality, global access and ease of use (Schroeder, Minocha and Schneider, 2010). Perceived usefulness for the use of social media is also accepted as a positive indicator for users in terms of social factors such as special norms, experience and image (Izuagbe, et al., 2019). Moreover, perceived usefulness is known as a strong predictor of users' behavioral intentions. Individuals will be more likely to revisit an online store to make a purchase if they perceive that the website can improve their performance and help them (Gefen, Karahanna and Straub, 2003). It is known that perceived usefulness has an effect on attitude and intention, and perceived usefulness has a mediating effect (Purnawirawan, Pelsmacker and Dens, 2012; Santhanamery and Ramayah, 2018). In addition to social factors, it is argued that external influences expressed as acceptance of correct information shared by another user and creating awareness have a direct effect on media usefulness (Venkatesh and Davis, 2000). Thus, the following hypotheses are:

- H_7: The media usefulness will have an impact on the ease of imagining the product.

- H_8: The media usefulness will have an impact on the purchase intention.

- H_9: The media usefulness will mediate the relationship between the product presentation richness and the purchasing intention.

2.5. Ease of imagining the product

The ease of product imagination, which is shown as a basic mechanism that can explain the subjective experiences of consumers, has a very important place in terms of processing live or visual information in product presentation videos and thus affecting the purchasing intentions of consumers (Yoo and Kim, 2014; Flavián, Gurrea and Orús, 2017). This concept, which has a high potential to stimulate the imagination of consumers, encourages consumers to develop creative thoughts about product performance along with the liveliness of product presentation (Nowlis, Mandel and McCabe, 2004). The ease of imagining a product, which becomes a strong determinant of attitude and purchase intention (Orús, et al., 2017), focuses on the ease of imagining consumers' consumption perceptually, conceptually and cognitively, and their power to influence their behavioral intentions (Petrova and Cialdini, 2008; Chang, 2013). Consumers who can easily imagine the use of products in the e-commerce environment can evaluate the product positively and shape their purchase intentions in accordance with the product (Singh, Balasubramanian and Chakraborty, 2000; Coyle and Thorson, 2001).

When the literature studies investigating the effect of product imagination on the purchasing intention of consumers are examined, It is seen that the ease of product imagination is a subjective experience for consumers, the use of visuals such as video in online product presentations increases the vitality and this situation affects the purchase intention positively by creating a convincing situation for consumers (Jiang and Benbasat, 2007; Lian, 2011; Ching, Tong, Chen and Chen, 2013; Li and Meshkova, 2013; Lee and Park, 2014; Overmars and Poels, 2015). In addition, it is stated that the visual and auditory rich presentation videos cause positive product evaluations by the consumers and exciting presentations affect the purchase intention positively (Flavián, et al., 2017). In addition to these, it shows that live information in product presentation contents have a positive effect on consumers' product and brand preferences depending on their personal and situational characteristics (Yoo and Kim, 2014; Flavián, et al., 2017; Orús, et al., 2017). Furthermore, in the study by Orús, et al., (2017), it was concluded that the ease of imagining the product mediated the effect of an online product promotion video on consumers' attitude and purchase intention towards the product. Thus, the following hypotheses are:

- H_{10}: The ease of imagining the product will have an impact on the purchase intention.

- H[11]: The ease of imagining the product will mediate the relationship between the perceived enjoyment and the purchase intention.

- H[12]: The ease of imagining the product will mediate the relationship between the media usefulness and the purchase intention.

2.6. Purchase intention

Social networking sites, which are considered as important and effective information search resources for consumers today (Yang, 2017), play an effective role in experiencing significant changes in consumer behavior compared to other online sources (Park, Hyun and Thavisay, 2021). Social networking sites (Pentina, Guilloux and Micu, 2018), which mediate consumers to search for information about products and brands, benefit from comparisons and access post-using experiences, are key factors in finalizing purchasing decisions with product review and promotion activities posted on other users' social media accounts (Farzin and Fattahi, 2018). Social networking sites (Sokolova and Kefi, 2020), which have become an important part of online marketing strategies, form a great trust factor in consumers depending on demographic characteristics and socio-cultural factors (Park, et al., 2021). This state of trust in the information shared by consumers on social media can positively shape other consumers' attitudes and behavioral intentions and positively affect their purchasing decisions by increasing their awareness level towards the brand (Kudeshia and Kumar, 2017; Fazeli, Shukla and Perks, 2020).

From this point of view, unlike textual presentation, it positions YouTube, one of the social media tools, to an important point in terms of the use of product promotional videos, the liveliness of the shared experiences, the introduction of the features of the recommended products by experiencing and the element of trust (Liu, Liu and Zhang, 2019; Sokolova and Kefi, 2020). Considering the literature examining the effect of the products recommended and promoted on social networking sites on the purchase intention, it is seen that there is a positive relationship in terms of perceived usefulness, reliability, and the adoption of the message given, and it strongly affects the purchase intention (Tien, Rivas and Liao, 2019). In addition, studies show that the products promoted on social media sites are very important in terms of meeting the information needs of consumers and in line with this information, other consumers are persuaded and their purchase intentions are positively affected (Erkan and Evans, 2016).

In line with the literature reviews and the established hypotheses, the model of the research was formed as follows:
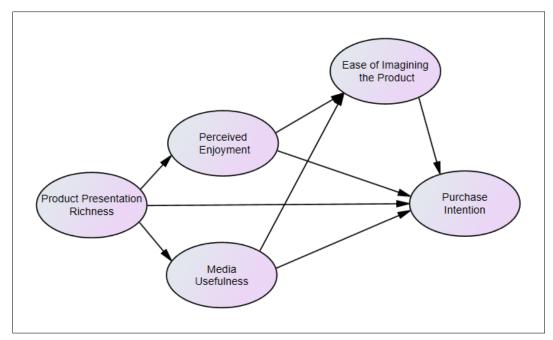

Figure 1. *Research Model*

3. Method

3.1. The purpose and scope of the research

The aim of this study is to determine the effect of product presentation richness, perceived enjoyment, media usefulness and ease of imagining the product on purchase intention by structural equation modeling method. Another aim of the study is to investigate whether media usefulness and perceived enjoyment variables have a mediating effect on the relationship between product presentation richness and purchase intention. It is also aimed to reveal whether the ease of product imagination has a mediating effect on the relationship between media usefulness and perceived enjoyment with purchase intention.

Within the scope of the research, the data collected from consumers watching the product presentation video content shared by YouTube and produced by companies or YouTubers were analyzed. Depending on the changes in technology, consumers can easily access information about the products they plan to purchase. In particular, video content, which is a visual and audio communication tool, help consumers to investigate experiences of other consumers who have used the products they plan to purchase, to shape the decision-making process. In this context, consumers who watched product presentation videos shared on YouTube were included in the study.

3.2. Sampling process

The population of this study is composed of the consumers who watch the product promotion videos shared on YouTube. In order to create the questionnaire form, a pilot study was conducted on 50 people, and they were asked to answer the statements in the pre-survey study. The final form of the questionnaire was formed after suggestions and corrections obtained as a result of the pilot study. The convenience sampling method was chosen among the Non-Probability Sampling Methods because it is faster and lower cost and it allows researchers to randomly select the participants (Nakip, 2013).

3.3. Data collection tool and method

The questionnaire form prepared for the collection of research data was delivered to the participants online. A total of 394 questionnaire data were collected, and it was decided that 371 of them could be used in the study. The data obtained as a result of the applied questionnaires were analyzed with AMOS 24.0 and SPSS 23.0 programs.

In the questionnaire form prepared for the research, there are 21 items related to product presentation richness, perceived enjoyment, media usefulness, ease of imagination product and purchase intention (purchase intention) variables. In addition, questions about the demographic characteristics of the participants are included in the last part of the questionnaire.

The items of the variables of product presentation richness, perceived enjoyment, media usefulness, ease of product imagination and purchase intention were measured with a 5-Likert scale (1 = Never agree, 5 = Strongly Agree). The scales tested in terms of validity and reliability were determined and adapted in accordance with the study subject.

Items used to measure product presentation richness was adapted from the study conducted by Wang, et al., (2016), to measure perceived pleasure was adapted from the study conducted by Smink, et al., (2019), to measure media usefulness was adapted from the study conducted by Yim, et al., (2017), to measure the ease of product imagination was adapted from the study conducted by Orús, et al., (2017), and to measure the purchase intention was adapted from the study conducted by Yüksel (2016).

4. Findings

4.1. Descriptive statistics

The demographic characteristics of the participants in the study are shown in Table 1. When the participants are examined in terms of gender, it is seen that 50.4% of them are men and 49.6% are women and there is an almost equal distribution. Considering the educational status of the participants, 96.2% of the participants have associate degree and above education status. While 70.4% of the

participants are single, 29.6% are married. When the average family income is considered, the salary group of "3000 TL and less" with 33.4% has the highest percentage, the percentages of the other salary groups are close to each other.

Looking at the time spent on the Internet, 38.3% of the participants spend "3-4 hours" a day, while 5.9% spend less than 1 hour. For frequency of being on YouTube, 26.4% of the participants stated they are online on YouTube"1-2 times a day", 20.5% of the participants are online on YouTube "3-4 times a day" while 21% are not online every day. Looking at the time spent on YouTube, 81.7% of the participants spend less than 2 hours on YouTube, while only 3.2% spend more than 7 hours.

Table 1

Demographic characteristics of participants

Demographic Characteristics		Frequency	%
Gender	Men	187	50.4
	Women	184	49.6
Age	20 and less	102	27.5
	Between 21-30	138	37.2
	Between 31-40	98	26.4
	Between 41- 50	28	7.6
	51 and more	5	1.3
Education	Primary education	3	0.8
	High school	11	3
	Associate degree	154	41.5
	Graduate	103	27.7
	Postgraduate	100	27
Marital Status	Married	110	29.6
	Single	261	70.4
Average Income	3000 and less	124	33.4
	3001-5000 tl	61	16.4
	5001-7000 tl	58	15.7
	7001-9000 tl	66	17.8
	9001 and more	62	16.7
Spending Time on the Internet	Less than an hour	22	5.9
	1-2 Hours	81	21.8
	3-4 hours	142	38.3
	5-6 Hours	72	19.4
	7 hours and more	54	14.6
Frequency of being online on YouTube	Not every day	78	21
	1-2 times	98	26.4
	3-4 times	76	20.5
	5-6 times	52	14
	7-8 times	19	5.1
	9-10 times	14	3.8
	More than 10 times	34	9.2
Spending Time on the YouTube	Less than an hour	159	42.9
	1-2 Hours	144	38.8
	3-4 hours	36	9.7
	5-6 Hours	20	5.4
	7 hours and more	12	3.2

The means, standard deviations and factor loads of theitems in the study were calculated. In addition, the explained variance and Cronbach's alpha values of the scales included in the study are shown in Table 2.

Table 2

Descriptive statistics of the items

Factor	Measurement items	Mean	Standard deviation	Factor loadings,	Explained Variance	Cronbach's alpha
Product presentation richness	Product presentation videos shared on YouTube is sufficiently detailed.	3.2022	.96119	0.716	4.242	0.755
	Product presentation videos shared on YouTube is visually pleasing.	3.3127	1.01306	0.704		
	Product presentation videos shared on YouTube is well organized.	3.3612	.96367	0.821		
Perceived enjoyment	Product presentation videos shared on YouTube is enjoyable	2.8140	1.13443	0.831	8.806	0.932
	Product presentation videos shared on YouTube is fun	2.7601	1.12664	0.871		
	Product presentation videos shared on YouTube is pleasant	2.7951	1.08855	0.863		
	Product presentation videos shared on YouTube is interesting	3.0350	1.11081	0.687		
Ease of imagining the product	After watching the product presentation videos shared on YouTube, it is easy for me to image how the product would perform	3.1321	.96216	0.729	6.122	0.873
	After watching the product presentation videos shared on YouTube, it is easy for me to picture myself using the product	3.0701	.96447	0.775		
	After watching the product presentation videos shared on YouTube, it is easy for me to fantasize about using the product	3.1509	1.05721	0.699		
	After watching the product presentation videos shared on YouTube, it is easy for me to picture myself enjoying the product	3.1348	1.00170	0.727		
Media usefulness	Product presentation videos shared on YouTube enhance my ability to make product choices more effectively.	3.2102	1.06238	0.538	5.362	0.895
	Product presentation videos shared on YouTube save me time.	3.3881	.99744	0.725		
	Product presentation videos shared on YouTube improve the quality of my search for products.	3.2911	1.02478	0.755		
	Product presentation videos shared on YouTube enable me to acquire information more quickly	3.0216	1.10261	0.648		
	Overall, I find the product presentation videos shared on YouTube useful in my shopping experience	3.1914	1.07730	0.599		
Purchase intention	Given the chance, I would consider purchasing the products that are mentioned in the product presentation videos shared on YouTube in the future.	3.0674	1.05179	0.762	51.396	0.926
	It is likely that I shall actually purchase the products that are mentioned in the product presentation videos shared on YouTube in the near future.	2.8302	1.00311	0.798		
	Given the opportunity, I intend to purchase the products that are mentioned in the product presentation videos shared on YouTube	3.0674	1.02577	0.829		
	I will try the products that are mentioned in the product presentation videos shared on YouTube in the future	3.1051	1.00660	0.743		
	I intend to consider the products that are mentioned in the product presentation videos shared on YouTube in my future purchases	3.2156	1.04849	0.686		

4.2. Confirmatory factor analysis

The two-step approach suggested by Anderson and Gerbing (1988) was used in the analysis of the data. A free covariance relationship was established between all variables in the research model and confirmatory factor analysis was applied, then validity and reliability tests were conducted. The fit indices statistics values show the how fit the data with the model. Since the chi-square test, which is a

strong goodness of fit test, gives significant results in large samples (Lei and Wu, 2006), the ratio of chi-square divided by the degrees of freedom (cmin/df) was used. RMSEA (Root Mean Square Error of Approximation) expresses the mean square root of the approximate errors, shows the difference between the covariance between the parameters of the model and the covariance matrix observed in the sample. GFI (Goodness of Fit Index), which is sensitive to the sample size, is a measure related to the relative amount of variance and covariance that can be explained by the model. AGFI (Adjusted Goodness of Fit Index), which expresses the adjusted goodness of fit index, corrects the deficiencies of GFI in high sample volume. While the comparative fit index CFI predicts that there is no relationship between the variables, the TLI (Tucker and Lewis Index) index is a comparative index calculated according to the reference of the model and the degree of freedom (Bayram, 2010; Çapık, 2014; Meydan and Şeşen, 2011). The fit indices obtained as a result of the confirmatory factor analysis and the recommended reference values for these fit indices are shown in Table 3.

4.3. Validity and reliability analysis

As a result of the confirmatory factor analysis, validity and reliability tests were performed by fulfilling the conditions of goodness of fit values. Research data were analyzed in terms of composite reliability (CR), convergent validity and discrimination validity. Looking at Table 3, it is seen that the CR value for all variables is over 0.70 and the composite reliability requirement is provided. The condition that the average variance (AVE) value explained for convergent validity should be above 0.50 was sought and it is seen that this value exceeds 0.50 for all variables. In discrimination validity, AVE values belonging to each dimension are expected to be larger than the square of the correlation of that dimension with other dimensions (Fornell and Larcker, 1981). Since this condition is also met, it can be said that the discrimination validity is also provided.

Table 3

Validity and reliability results

	CR	AVE	Perceived Enjoyment	Purchase Intention	Product Presentation Richness	Ease of Imagining the Product	Media Usefulness
Perceived Enjoyment	0.939	0.795	**0.891**				
Purchase Intention	0.928	0.721	0.553	**0.849**			
Product Presentation Richness	0.755	0.506	0.616	0.530***	**0.712**		
Ease of Imagining the Product	0.874	0.636	0.607***	0.718***	0.612***	**0.797**	
Media Usefulness	0.892	0.675	0.633***	0.815***	0.616***	0.748***	**0.822**

Fit Indices: X^2/df=2.656, RMSEA=0,067, GFI=0,899, AGFI=0,866 CFI=0,954, TLI=0,945

4.4. Structural analysis

The structural model was analyzed as a result of the confirmatory factor analysis, validity and reliability tests. Since the model fit values were compatible with the reference values, the hypothesis were tested. Model analysis results are shown in Table 4 and mediator variable analysis results are shown in Table 5.

Table 4

Results of hypothesis tests

Independent Variable	Dependent Variable	Std. Regression Weight	C.R.*	Standard Error	Sig. (P)	Result
Product Presentation Richness	Perceived Enjoyment	0.705	9.851	0.099	***	H_1: Supported
Product Presentation Richness	Media Usefulness	0.716	10.162	0.102	***	H_2: Supported
Product Presentation Richness	Purchase Intention	-0.052	-0.581	0.124	0.561	H_3: Not Supported
Perceived Enjoyment	Ease of Imagining the Product	0.240	4.815	0.047	***	H_4: Supported
Perceived Enjoyment	Purchase Intention	0.052	0.873	0.060	0.383	H_5: Not Supported
Media Usefulness	Ease of Imagining the Product	0.616	10.817	0.051	***	H_7: Supported
Media Usefulness	Purchase Intention	0.646	7.736	0.080	***	H_8: Supported
Ease of Imagining the Product	Purchase Intention	0.237	3.663	0.069	***	H_{10}: Supported

Fit Indices: $X^2/df=2,895$, RMSEA=0,072, GFI=0,899, AGFI=0,854 CFI=0,947, TLI=0,937
*C.R.: Critic Ratio
***: $p \leq 0.001$

According to the results of the analysis, it was determined that the product presentation richness had a positive effect on the perceived enjoyment and media usefulness, and the H_1 and H_2 hypotheses were supported. The H_3 hypothesis was not supported as the product presentation richness did not have a direct effect on purchasing intention. Considering the effect of perceived enjoyment on the ease of imagining the product, it is seen that there is a positive effect and H_4 hypothesis was supported. H_5 hypothesis was not supported because perceived enjoyment had no direct effect on purchasing intention.

H_7 and H_8 hypotheses were supported because of the positive and significant effect of media usefulness on purchasing intention and the ease of imagining the product. The ease of imagining the product was found to have a positive effect on purchase intention and the H_{10} hypothesis was supported.

Table 5

Mediation analysis results

Relationship		Std. Regression Weight	Sig. (P)	Results
Product Presentation Richness - Perceived Enjoyment- Purchase Intention	Direct with Mediator	0.051	0.439	H_6: Not Supported
	Direct without Mediator	0.072	0.561	
Product Presentation Richness - Media Usefulness- Purchase Intention	Direct with Mediator	0.641	0.007	Full Mediation H_9:Supported
	Direct without Mediator	0.072	0.561	
Perceived Enjoyment- Ease of Imagining the Product - Purchase Intention	Direct with Mediator	0.057	0.002	Full Mediation H_{11}:Supported
	Direct without Mediator	0.052	0.383	
Media Usefulness - Ease of Imagining the Product - Purchase Intention	Direct with Mediator	0.141	0.003	Partial Mediation H_{12}: Supported
	Direct without Mediator	0.621	***	

***: $p \leq 0.001$

Table 5 shows the results on whether the variables of perceived enjoyment, media usefulness and ease of imagining the product have a mediating role. The mediating role was examined in terms of the three-step method proposed by Baron and Kenny (1986). According to this method, there are some conditions that the independent variable must have an effect on the mediating variable, the independent variable must have an effect on the dependent variable, and when the mediator variable is included in the model, there must be a non-significant relationship between the dependent variable and the independent variable or the existing relationship must decrease.

The direct effects without the mediator and with mediator were compared, and the significance value for both cases was reviewed. Considering the mediating role of perceived enjoyment, between product presentation richness and purchase intention, the H_6 hypothesis was not supported since no significant relationship was found between perceived enjoyment and purchase intention. Due to the insignificance of the relationship between product presentation richness and purchase intention and the realization of this relationship through media usefulness, full mediation was determined and H_9 hypothesis was supported. There was no significant relationship between perceived enjoyment and purchase intention. Since the relationship between perceived enjoyment and purchase intention occurs through the ease of imagining the product, it has been found that there is a full mediation and the H_{11} hypothesis was supported. Considering the relationship between media usefulness and purchasing intention, it was found that the effect of the relationship decreases when the ease of imagining the product is included, so there is a partial mediation and the H_{12} hypothesis was supported.

5. Conclusion

Today, social networking sites, which are the determinant of social dynamics, provide many advantages in terms of obtaining information and accessing information as well as communication. With the technological advances experienced, individuals prefer visual and auditory satisfactory elements such as product presentation videos instead of static and textual explanations while accessing information in online environments. Multimedia systems that have developed with digitalization and social networking sites that consumers prefer to use to obtain information have reached a very popular position, especially with the emergence of visual elements. The fact that consumers prefer visual and auditory product promotions instead of textual and static product promotions positions YouTube, one of the social media tools, to an important point in this field. Social networking sites, which are used by individuals as well as companies in corporate marketing activities, is the subject of many studies due to the fact that it enables users to access information and shapes their purchasing behavior.

In this study, it was aimed to examine the effect of product presentation videos shared by brands or consumers on consumer purchase intention. For this purpose, a research model was established with the variables of product presentation richness, media usefulness, perceived enjoyment, ease of imagining the product and purchase intention, and the relationships between variables were examined. In addition to examining the effect of variables in the model on purchase intention, another purpose of the study is to examine whether media usefulness, perceived enjoyment and ease of imagining the product have a mediating role.

In order to examine the relationships between the variables in the research model, 371 valid survey data were collected from consumers who watched the product promotion videos shared on YouTube using the online survey method. Structural equation modeling was used to test the relationships with the collected data. According to the analysis results obtained, product presentation richness has a positive effect on media usefulness and perceived enjoyment. Studies in the literature show that the product presentations, which are more interactive and vivid, are more fun and enjoyable compared to videos that are not rich in presentation (Hilken, et al., 2017; Li and Meshkova, 2013; Yim and Park, 2019). When looking at the relationship between product presentation richness and purchase intention, it is seen that there is no significant relationship, but media usefulness has the role of mediator variable between these two variables. The product displayed visually is first consumed mentally by the consumer. With the processing of information, the quality of the consumer's product search experience increases and purchasing decisions are affected by the increase in perceived media usefulness (Childers, et al., 2001; Noort, et al., 2012). On the other hand, when looking at the effect of media usefulness and perceived enjoyment on purchasing intention, it has been found that only media

usefulness has a meaningful effect. Media usefulness shows how effectively and efficiently information that will enable consumers to facilitate purchasing decisions can be accessed (Kim and Forsythe, 2008). It was examined whether the ease of imagining the product has a mediating role in the effect of media usefulness and perceived enjoyment on purchase intention. Ease of product imagination has been found to have a partial mediating role in the relationship between media usefulness and purchase intention. While consumers evaluate the information about the product, they see the ease of imagining the product as an important part of this process, and they attach great importance to this information while creating their purchasing intentions with the necessary evaluations (Orús, et al., 2017). The ease of imagining the product has been found to have a full mediating role in the relationship between perceived enjoyment and purchase intention. Perceived enjoyment positively affects perceived ease of use and consumers perceive it more easily depending on the enjoyment perceived (Venkatesh, 2000). While preparing product presentation videos on the YouTube platform, priority should be given to elements that are rich in terms of product presentation, vivid and that highlight the features of the product. In addition, emphasis should be placed on keeping visuality in the foreground and transferring information effectively and efficiently in product presentation videos.

5.1. Limitations of the research

Considering the limitations of the study, the results are not generalizable due to the collection of data using the online survey tool and the convenience sampling method. The number of samples studied due to time and financial constraints is another constraint of the study.

5.2. Future Research

For future studies in this field, it is recommended to reach more participants and keep the sample large, to prefer another video sharing site or social media tool, and to examine the effect of product promotion videos for a specific area or product on consumers' purchase intentions instead of general product promotion videos. In addition, the scope of the studies can be expanded by using other variables in addition to the variables specified in this study.

Author statement

Research and publication ethics statement

This study has been prepared in accordance with the ethical principles of scientific research and publication.

Approval of ethics board

Ethics Committee Approval has been obtained for this research with the 29.04.2021 dated and E-39083294-050.06-39373 numbered decision of Gaziantep University.

Author contribution

All authors have contributed the study equally.

Conflict of interest

There is no conflict of interest arising from the study for the authors or third parties.

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