



REFLECTIONS OF INSTAGRAM SPONSORED CONTENT ON CONSUMER PERCEPTION
AND DECISION-MAKING IN DIGITAL COMMUNICATION: A QUALITATIVE STUDY
BASED ON THE ELABORATION LIKELIHOOD MODEL

Yusuf Zafer Can UĞURHAN¹

İbrahim Halil YAŞAR²

ABSTRACT

This study aims to understand how users experience sponsored content shared by influencers on Instagram and how the meaning of this content is reflected in their purchase intentions within the framework of the Elaboration Likelihood Model (ELM). In the study, which was conducted by adopting the phenomenological design, one of the qualitative research designs, in-depth interviews were conducted with 29 Instagram users. The findings revealed that users structure their interactions with sponsored content through two basic forms of cognitive processing: central and peripheral. Participants who engaged in central processing focused on the informational quality of the content, the contribution of the product to daily life, and the sincerity of the influencer, while those who engaged in peripheral processing found superficial cues such as the popularity of the influencer, visual narrative style, user comments, and campaign language more decisive. Participants' attitudes towards the content and the contexts of meaning they construct with the product are shaped not only by content features but also by individual perceptions, social media usage practices, and digital relationships with the influencers. The study draws attention to the multi-layered nature of user experiences in social media communication and emphasizes the importance of authenticity, knowledge-based narratives, and trust in content design.

Keywords: Digital Communication, Sponsored Content, Instagram, the Elaboration Likelihood Model.

DİJİTAL İLETİŞİMDE INSTAGRAM SPONSORLU İÇERİKLERİNİN
TÜKETİCİ ALGISI VE KARAR VERME SÜREÇLERİNE
YANSIMALARI: AYRINTILANDIRMA OLASILIĞI MODELİ
TEMELLİ NİTEL BİR ÇALIŞMA

ÖZ

Bu çalışma, Instagram'da fenomenler tarafından paylaşılan sponsorlu içeriklerin kullanıcılar tarafından nasıl deneyimlendiğini ve bu içeriklerin anlamının satın alma niyetlerine nasıl yansıdığını Detaylandırma Olasılığı Modeli (ELM) çerçevesinde anlamayı amaçlamaktadır. Nitel araştırma desenlerinden fenomenolojik desen

Araştırma Makalesi

Research Article

¹Associate Professor
Anadolu University Faculty of
Communication Sciences,
Eskisehir, Türkiye

E-Posta
yzcu@anadolu.edu.tr
ORCID
0000-0003-1264-9002

²Associate Professor
Harran University Faculty of
Fine Arts, Sanliurfa, Türkiye

E-Posta
i.halilyasar@hotmail.com
ORCID
0000-0002-1480-569X

Başvuru Tarihi / Received

22.04.2025

Kabul Tarihi / Accepted

25.08.2025

benimsenerek yürütülen çalışmada 29 Instagram kullanıcısı ile derinlemesine görüşmeler gerçekleştirilmiştir. Bulgular, kullanıcıların sponsorlu içeriklerle etkileşimlerini merkezi ve çevresel olmak üzere iki temel bilişsel işleme biçimi aracılığıyla yapılandırdıklarını ortaya koymuştur. Merkezi işlem yapan katılımcılar içeriğin bilgi kalitesi, ürünün günlük hayata katkısı ve fenomenlerin samimiyetine odaklanırken, çevresel işlem yapan katılımcılar fenomenlerin popülaritesi, görsel anlatım tarzları, kullanıcı yorumları ve kampanya dili gibi yüzeysel ipuçlarını daha belirleyici bulmuştur. Katılımcıların içeriğe yönelik tutumları ve ürünle kurdukları anlam bağlamları yalnızca içerik özellikleriyle değil, aynı zamanda bireysel algılar, sosyal medya kullanım pratikleri ve fenomenler ile dijital ilişkileriyle de şekillenmektedir. Çalışma, sosyal medya iletişiminde kullanıcı deneyimlerinin çok katmanlı yapısına dikkat çekmekte ve içerik tasarımında özgünlüğün, bilgiye dayalı anlatıların ve güvenin önemini vurgulamaktadır.

Anahtar Sözcükler: Dijital İletişim, Sponsorlu İçerik, Instagram, Detaylandırma Olasılığı Modeli.

Etik Kurul İzni

Kurul Adı: Anadolu Üniversitesi Bilimsel Araştırma ve Yayın Etiği Kurulu **Tarih:** 27.03.2025 **Sayı:** 869434

INTRODUCTION

With the penetration of new communication technologies into all areas of social life, digital communication environments have radically transformed individuals' access to information, communication, and consumption habits. Social media platforms, one of the most visible reflections of this transformation, have become a powerful digital communication and marketing channel through which brands can communicate directly and instantly with their target audiences. In this context, influencers, individuals who are trusted by social media users and appeal to large followers, have enabled brands to promote their products or services more naturally and effectively in digital communication processes (Hudders et al., 2021; Joshi et al., 2023; Ozer & Ugurhan, 2025).

At the same time, the transformation of digital communication practices through new communication technologies has led social media platforms to assume a central role in marketing strategies. As an outcome of this, sponsored content developed within the scope of influencer marketing is used extensively on visual-based social media platforms such as Instagram (Mazıcı et al., 2017; Cascio Rizzo et al., 2024). These contents are advertising messages in which the products or services of

brands are made visible within the routine life narratives of influencers; sometimes explicitly stated to be promotional, sometimes presented more implicitly (Wojdyski & Evans, 2016). Unlike traditional advertisements, sponsored content involves a multi-layered persuasion process that operates through emotional and social bonds with the consumer. However, how these contents are experienced and perceived by users and how this perception is reflected in their purchasing or recommending behavior is still a research area that requires multidimensional and in-depth investigation.

At this point, the Elaboration Likelihood Model (ELM), which explains how individuals respond to persuasive messages, provides a powerful theoretical framework for understanding the ways in which social media content is evaluated (Ozer & Ugurhan, 2025). According to the ELM, individuals process a message either through detailed analysis via the central pathway or through surface cues via the peripheral pathway (Petty & Cacioppo, 1986). In this context, many factors such as the extent to which an Instagram user pays attention to sponsored content, how he/she evaluates the quality of the argument in the content, his/her relationship with the influencer(s), and the stylistic features of the content determine the cognitive route through which the message is processed (Breves et al., 2024; Ozer & Ugurhan, 2025).

How Instagram users experience sponsored content, what elements they pay attention to in it, and its impact on user attitudes and behavioral intentions are largely dependent on individual perception processes, the context of social interaction, and subjective relationships with the content (Breves et al., 2024). Sponsored content is not only a means of information transfer but also a multi-layered experience that touches users' daily life practices, emotional ties, and digital identities. Especially when influencers integrate their lifestyle and personal narratives into the content, users evaluate this content not just as a product message but also as a representation of social belonging and identity (Hudders et al., 2021; Cascio Rizzo et al., 2024). Understanding this multidimensional construct requires a direct participant perspective on how users make sense of content, what cognitive and affective processes they engage in, and how they shape their decision-making. A study emphasizes that Instagram users, in particular, engage both their cognitive processes and emotional reactions when

evaluating sponsored content, and that such evaluation cannot be considered independent of the social context (Leung et al., 2022). Another study argues that in order to understand how influencer content is interpreted, it is necessary to focus on behavioral outcomes as well as content context and user comments (Hudders et al., 2021). Similarly, researchers highlight that analyzing social media users' reactions to content can only be possible through subjective experiences. Therefore, a qualitative approach that examines this process through the participants' own narratives, interpretations, and worlds of experience is important and necessary for a deeper understanding of the role of sponsored content (Joshi et al., 2023).

Accordingly, the purpose of this study is to understand how Instagram users experience sponsored content shared by influencers within the framework of ELM. The study aims to reveal which message features trigger central or peripheral routes in sponsored content, how users develop attitudes through this content, and under which conditions they intend to purchase products or services. Thus, in addition to making a theoretical contribution to the digital marketing communication literature, the findings of the study may also have important implications for practitioners in designing influencer marketing strategies more effectively.

1. Conceptual Framework

Under this heading, ELM, which forms the theoretical basis of the study, and the conceptual framework regarding Instagram and sponsored content are presented, and the literature on the subject is systematically discussed.

1.1. Elaboration Likelihood Model

ELM is a bidirectional cognitive process model to explain how individuals respond to persuasive messages. The model is based on the premise that individuals' processing of messages tends to take one of two different paths depending on situational and individual factors: the central route and the peripheral route (Petty & Cacioppo, 1986).

The central route is a process in which the individual exerts a high level of cognitive effort on the content of the message and focuses on elements of the message, such as the quality of the argument. In this process, the individual makes decisions by

evaluating the logical coherence, information density, and relevance of the message. In high elaboration conditions, individuals engage not only with the message content but also with metacognitive constructs such as confidence of thought, amount of thought, and accuracy of judgment (Susmann et al., 2022). Similarly, when followers have a strong interest in and engagement with influencer content, they pay attention to the quality of the argument in sponsored content, and their purchase intentions increase (Breves et al., 2024).

The other route of ELM, the peripheral route, is related to the individual's attitude development based on superficial cues (e.g., attractiveness of the source, use of celebrity, aesthetic visuals, slogans) rather than the content of the message. In this process, low cognitive effort, short evaluation time, and formal qualities of the message are effective (Segev & Fernandes, 2023). Moreover, visual message design is not just a peripheral element in message processing, but also encourages elaboration through perceived ease and aesthetics (Lam et al., 2022).

ELM also posits two key elements that determine the way in which individuals process messages: motivation and cognitive ability. The literature reconceptualized these two constructs in the context of social media and argued that individuals' interest in the message, expectations of social interaction, and attitudes towards the medium directly affect cognitive processing (Teng et al., 2014). In other words, social media users are motivated by the need for information as well as by motivations such as having fun, feeling a sense of belonging, or achieving emotional satisfaction, and this affects the elaboration route (Ozer & Ugurhan, 2025).

Individuals' level of motivation and their relationship with the message can directly affect cognitive elaboration within the ELM framework. In influencer marketing, users' interaction with the influencer(s) can lead them to approach messages more carefully and analytically (Breves et al., 2024). Content with high argument quality can lead to stronger purchase intentions and positive brand attitudes. However, this process depends not only on the argument content but also on the way the message is presented. For example, a study found that visually enriched infographics lead to higher cognitive engagement (Lam et al., 2022). This suggests

that aesthetic presentation can support central processing on visually oriented platforms such as Instagram.

One important aspect of ELM is that message elements can play multiple roles. While source reliability can be a peripheral cue at low granularity, it can trigger centralized processing at high granularity (Susmann et al., 2022). This multi-role property is particularly important in interactive environments such as social media (Breves et al., 2024). The application of the model in the context of advertising has revealed the influence of source expertise, physical attractiveness, celebrity use, and audiovisual elements on message perception (Kıymalıoğlu, 2014; Durmaz et al., 2016). Researchers showed that environmental cues such as humor, music, and emotional expression could be more effective than information-based content in viral ads. Viral potential is often based on these superficial but powerful effects (Segev & Fernandes, 2023).

In studies examining the effectiveness of ELM in digital content, individual differences are shown to be significant. Some studies found that individuals with high social sensitivity predominantly evaluate social responsibility advertisements through central routes, while those with low sensitivity respond to peripheral cues (Öztürk & Topuz Savaş, 2014). This emphasizes the significance of coordinating sponsored content with the target audience during the decision-making process. Similarly, a study on COVID-19 messaging noted that elements such as who was delivering the message, what most people were doing, and how the content was framed could all shape attitudes and behaviors, but in different ways for different people (Susmann et al., 2022). In short, the same message may not have the same effect on everyone, as individuals process information differently. Conversely, some studies noted that the distinction between central and peripheral pathways is not always clear-cut, and this distinction may shift depending on the context (El Hedhli & Zourrig, 2023). Rather than undermining the model's adaptability, this indicates a need for contextual reinterpretation (Susmann et al., 2022). Lastly, research on unboxing videos revealed that viewer motivations —such as information seeking, entertainment, and social interaction —impact the depth of processing, thereby influencing purchase intentions and electronic word of mouth (eWOM) (Ozer & Ugurhan, 2025). These findings offer

an exhaustive insight into how individual and social motivations operate within the ELM framework.

In light of these studies, ELM provides a powerful theoretical tool for understanding how users experience the sponsored content of influencer(s) followed on Instagram. Factors such as individuals' personal interest, interaction with the influencer(s), visual presentation of the message, and argument quality play a key role in determining whether this process is centralized or peripheral.

1.2. Digital Communication, Instagram, and Sponsored Content

The rise of digital communication tools has radically transformed both the daily life practices of individuals and the ways in which organizations establish relationships with their target audiences. This transformation has brought about a two-way, interaction-based, and customizable communication structure that is different from traditional media (Elnur, 2023). Social media platforms, as one of the most dynamic examples of this digital communication ecosystem, offer a participatory media environment where users are producers, distributors, and interpreters of content (Joshi et al., 2023). In particular, visual-centered platforms such as Instagram have created a new communication ground where individual narratives and corporate messages are intertwined (Ateşgöz & Kılıç, 2023). In this context, marketing-oriented messages, such as sponsored content, are also affected by the structural characteristics of digital communication; they are perceived and evaluated differently by users according to both technical presentation formats and content context (Hudders et al., 2021).

Unlike direct promotional ads, sponsored content on Instagram is integrated into the personal life narratives of influencers and often goes unnoticed (Wojdyski & Evans, 2016). Users perceive and interpret this content in different ways, and ELM provides an effective theoretical framework for understanding how sponsored content is experienced. Sponsored content is content that promotes a brand's product or service through influencers, often based on paid collaborations. When presented in the natural language and lifestyle of the influencers, it may not be directly perceived as "advertising" (Hudders et al., 2021). However, the position, language, and visual cohesion of the "sponsored" phrase could influence the extent to which the content is

recognized as an advertisement and, in turn, the way it is elaborated (Wojdyski & Evans, 2016). Message presentation and visual structure are the main factors that determine the level of elaboration of content on Instagram. Supporting information-oriented content with visuals such as infographics can trigger central processing (Lam et al., 2022). However, visual intensity can also function as a peripheral cue when combined with low-information, emotional, or entertaining content. The identity of the influencer, his/her relationship with followers, and the authenticity of the content are other factors that affect the tendency to elaborate (Leung et al., 2022).

While micro-influencers can facilitate centralized processing as they can interact more strongly despite their limited number of followers, macro-influencers are more likely to result in more superficial evaluations (Cascio Rizzo et al., 2024). Moreover, Instagram users' fast and superficial consumption of content often favors the peripheral processing route (Joshi et al., 2023). However, a strong connection with the influencer may lead users to evaluate content more carefully. The type of message and the expertise of the influencer are essential variables that influence user engagement (Hughes et al., 2019). While informative and utility-oriented content supports central processing (Breves et al., 2024), content based solely on visual appeal or humor is more likely to be evaluated through the peripheral route (Ozer & Ugurhan, 2025).

2. Method

Since this study aims to understand how Instagram users experience the sponsored content shared by the influencers they follow and their tendency to purchase and recommend this content within the framework of ELM, a qualitative research method was preferred. Given that it is aimed to focus on user experiences and to examine the subjective meanings of these experiences in depth, a phenomenological design, which is one of the qualitative research designs, was adopted in the study. Phenomenological design is an approach that aims to reveal how individuals experience a particular phenomenon and how they give meaning to this experience (Creswell & Poth, 2018). In this context, in-depth interviews were conducted with a total of 29 Instagram users, based on the participants' personal experiences with sponsored content, how they perceive this content, which clues they pay attention to,

and what kind of evaluations they make in the processes of purchasing the products/services in the content (Kümbetoğlu, 2020).

2.1. Purpose and Significance of the Study

The main purpose of this study is to understand how Instagram users experience sponsored content shared by the influencers they follow within the framework of ELM. The focus of the study is on how users interact with this content, how they perceive and make sense of it, and how these experiences affect them. In addition, how these experiences are reflected in their attitudes towards the brands, products, or services featured in the sponsored content is explored in depth. The study is vital in that it examines Instagram users' experiences with sponsored content shared by influencers within the framework of ELM and examines how these contents are reflected on both users' purchasing tendencies and recommending behaviors through subjective experiences. In this respect, the study provides a comprehensive view of how users experience sponsored content and how these experiences gain meaning in the context of social media interactions. In addition, it is thought that the findings will contribute to the user-oriented shaping of content strategies carried out in the context of brand-influencer collaboration (Hughes et al., 2019). In this context, the study focused on the following research questions:

- How do participants who follow influencers on Instagram experience and interpret sponsored content shared by these influencers within the framework of ELM?
- How do participants' experiences with such content influence their purchase intentions toward the promoted products or services through central or peripheral routes of information processing?

2.2. The Study Setting and Participants

The study set of this research consists of users who follow at least one influencer on Instagram and have been exposed to sponsored content shared by the influencer(s). These users have interacted with the content in question and developed experiences with the brands, products, or services featured in this content. The research is structured to understand how users experience these contents and how these

experiences are reflected in their purchase tendencies and recommendation behaviors within the framework of ELM. In this context, since it is important that the participants are a group that is suitable to convey their subjective experiences of sponsored content, the purposive sampling method was preferred in the study. Accordingly, the sample was drawn from active Instagram users who (1) follow at least one influencer, (2) have been exposed to sponsored content, and (3) have engaged with this content and developed related experiences. Semi-structured interviews were conducted with 29 users in total. Demographic information about the participants is presented in Table 1.

Table 1

Demographics

ID	Gender	Age	Education Level	Monthly Average Personal Income	Daily Average Instagram Usage Time
P1	Female	35	Bachelor's	22,104 TL or below	2–3 hours
P2	Male	29	Associate	Between 22,105 TL and 35,000 TL	1–2 hours
P3	Female	33	Bachelor's	Between 22,105 TL and 35,000 TL	Less than 1 hour
P4	Female	29	Postgraduate	Between 55,001 TL and 65,000 TL	1–2 hours
P5	Female	30	Bachelor's	Between 22,105 TL and 35,000 TL	3–4 hours
P6	Male	37	Bachelor's	Between 35,001 TL and 45,000 TL	1–2 hours
P7	Male	41	Postgraduate	Between 55,001 TL and 65,000 TL	1–2 hours
P8	Female	48	Bachelor's	Between 45,001 TL and 55,000 TL	2–3 hours
P9	Female	32	Bachelor's	Between 35,001 TL and 45,000 TL	1–2 hours
P10	Female	29	High school	Between 22,105 TL and 35,000 TL	1–2 hours
P11	Female	44	Bachelor's	Between 45,001 TL and 55,000 TL	3–4 hours
P12	Male	40	Postgraduate	Between 35,001 TL and 45,000 TL	2–3 hours
P13	Female	28	Bachelor's	Between 22,105 TL and 35,000 TL	2–3 hours
P14	Female	22	High school	No monthly personal income	1–2 hours
P15	Male	29	High school	Between 22,105 TL and 35,000 TL	Less than 1 hour
P16	Male	25	Bachelor's	Between 22,105 TL and 35,000 TL	Less than 1 hour
P17	Male	39	Bachelor's	Between 35,001 TL and 45,000 TL	2–3 hours
P18	Male	42	High school	Between 45,001 TL and 55,000 TL	2–3 hours
P19	Female	43	Bachelor's	Between 22,105 TL and 35,000 TL	1–2 hours
P20	Female	29	Postgraduate	Between 55,001 TL and 65,000 TL	1–2 hours
P21	Female	52	Bachelor's	Between 35,001 TL and 45,000 TL	1–2 hours
P22	Male	24	Associate	22,104 TL or below	Less than 1 hour
P23	Female	26	Bachelor's	Between 22,105 TL and 35,000 TL	Less than 1 hour
P24	Female	33	Bachelor's	Between 35,001 TL and 45,000 TL	3–4 hours
P25	Female	28	Bachelor's	Between 22,105 TL and 35,000 TL	2–3 hours
P26	Female	21	High school	No monthly personal income	1–2 hours
P27	Female	22	High school	22,104 TL or below	1–2 hours
P28	Male	39	Bachelor's	Between 35,001 TL and 45,000 TL	2–3 hours

P29	Male	33	Bachelor's	Between 22,105 TL and 35,000 TL	1–2 hours
-----	------	----	------------	---------------------------------	-----------

Table 1 shows that the individuals who participated in the study varied in terms of age, gender, education level, income level, and duration of Instagram usage. Although the majority of the participants are women, the fact that there are both female and male users from different age groups allows for a multidimensional approach to the experiences of sponsored content. In terms of education level, most of the participants were undergraduate and graduate graduates, while high school and associate degree graduates were also included. Although the monthly personal income level is generally concentrated in the middle-income group, there are also participants who declared lower or higher income. When the daily Instagram usage time is analyzed, it is understood that most of the participants use the platform regularly and allocate time and attention to interact with the content. Usage time is generally concentrated in the “1-2 hours” band, which is considered a factor that increases the visibility and attention potential of sponsored content. In this scope, the demographic characteristics of the participants provide an important framework for interpreting the findings of the study.

2.3. Data Collection

A semi-structured interview technique was used in the study’s data collection process. In the creation of the interview form, the relevant literature was meticulously reviewed in order to develop content suitable for the objectives of the study. As a result of this review, four open-ended questions were designed to gain an in-depth understanding of user experiences in the context of influencer marketing, sponsored content, and ELM. In order to ensure the content validity of the questions, the opinions of two academicians specialized in the fields of communication and marketing were consulted. In line with the feedback received, the questions were simplified, and five probe-type questions were added to allow participants to provide more detailed explanations. With this arrangement, the interview form was finalized with four basic questions and five guiding/deepening questions. The interview form was submitted to the relevant Ethics Committee to evaluate the research’s compliance with ethical

principles, and the data collection process was started after obtaining the necessary approval.

2.4. Implementation of the Study and Qualitative Data Analysis

The semi-structured interview form, finalized in line with expert opinions, was administered online to 29 participants who were reached through social media platforms and met the specified criteria. The interviews were conducted individually via Zoom between April 3, 2025, and April 8, 2025. Participants were provided with pre-interview and voluntary participation forms created through Google Surveys before the interviews, and were informed about demographic information, the scope, purpose, and confidentiality principles of the research. Participants were informed in advance that the interviews would be audio-recorded, and verbal consent was obtained before each interview. The audio recordings obtained from the interviews were transcribed by the researchers, and the principle of confidentiality was observed by assigning codes as P1, P2, and P3 to each participant. The transcripts were analyzed using MAXQDA Analytics Pro 2020 software. The data were analyzed using a qualitative content analysis technique. The analysis process was carried out in three stages (Kümbetoğlu, 2020): In the first stage, codes were created, in the second stage, these codes were categorized, and codes close in meaning were combined in line with the opinions of two academicians who are experts in the field. In the third stage, themes were derived from these categories. In the analysis of codes, categories, and themes, the findings were supported by direct quotations from participant statements.

2.5. Trustworthiness of the Research

In qualitative research, validity and reliability are considered within the framework of the principle of “trustworthiness” (Kümbetoğlu, 2020). In this study, the criteria of credibility, transferability, connectivity, and verifiability were taken into consideration in order to increase reliability. The final findings were communicated to the participants via e-mail, and credibility was ensured by confirming their opinions. Transferability was ensured by interpreting the codes, categories, and themes supported by direct quotations reflecting the participants’ statements. Connectivity was strengthened by utilizing the opinions of field experts in both the formulation of

the interview questions and the analysis process. Verifiability was ensured by not interfering with the participants during the interview process, avoiding directive statements, and the researcher's impartial attitude.

3. Findings

Under this heading, the findings from the qualitative content analysis conducted within the scope of the research are presented systematically and explained in detail, organized under subheadings that correspond to the relevant themes.

3.1. Participants' Experiences and Interpretations of Sponsored Content within the Framework of ELM

Participants' evaluation processes of sponsored content were analyzed through two main processing pathways based on ELM: the central pathway and the peripheral pathway. These two pathways reveal how individuals approach information, what factors they consider in their decision-making processes, and how they form their attitudes towards the product or service.

3.1.1. Central Pathway

Participants stated that when evaluating sponsored content, they focus on the product's content, potential benefits, relevance to their personal needs, and the persuasiveness of the arguments. Functionality and conformity to expectations are prioritized over superficial cues. When the content is detailed and descriptive, participants approach the product more rationally and questioningly, indicating that they make decisions through central processing and expend high cognitive effort according to ELM.

3.1.1.1. Informational Value and Search for Detail

Participants who evaluate sponsored content in a centralized manner find it essential to access detailed and descriptive information about the product or service, rather than just superficial messages. Factors such as the content of the product, the way it is used, and the benefits it will provide are the main factors affecting the purchase decision. While participants want to find answers to their own needs through content, they are distant from promotions that are limited to visuals only. Therefore, the level of information provided by sponsored content and the attention to detail given

by the content producer are among the key factors that trigger the central processing process.

P1: If I have no prior knowledge about a product and come across a sponsored post about it, I start reading more as soon as it catches my attention. If it's informative, I enjoy exploring the details.

P11: I follow some influencers just because they talk about the products they use. For example, this is the case with skincare products. If what they say provides useful information and convinces me, I become more willing to buy and try the product.

P20: The way the content is presented matters a lot. If the influencer not only describes the product but also shows where and how to get it, and under which conditions it's more affordable, then I find it valuable. I take truly informative content more seriously.

3.1.1.2. Perceived Usefulness and Relevance to Needs

Participants question the extent to which the product addresses their needs and the actual benefits offered in sponsored content. In this process, the functionality of the product, its area of use, and its overlap with individual expectations are decisive. They evaluate the product not only on the basis of aesthetics or popularity, but also on whether it can be helpful in real life, which forms the basis of the decisions they make through central processing.

P19: If a product or service is being promoted and I genuinely need it, then I become more willing to try it. If it matches my needs, I consider it.

P24: What matters to me is coming across a product that I actually need. For instance, I had been looking for a specific makeup item that I couldn't find in stores. When I saw it in a sponsored post and realized it met my expectations, it caught my attention.

P28: For example, if an electronic device like a computer is being promoted and its features match what I'm looking for, and the presentation is clear, then I might consider buying it. It feels like an advertisement, but at the same time, it guides me.

3.1.1.3. Perceived Credibility and Authenticity

For participants, a sincere and trustworthy impression of the creator plays a critical role in the evaluation of sponsored content. Observations about whether the product is actually used and the sincerity of the narrative trigger central processing. Sharing personal experiences, addressing negative aspects, and presenting convincing arguments lead participants to develop a more informed and questioning approach. Accordingly, the credibility of the influencer both shapes attitudes towards the product and encourages detailed evaluation.

P6: Since it's an advertisement, I usually don't think it fully reflects the truth. That's why I don't really trust it. So, I wouldn't go and buy a product just based on this kind of content.

P7: It depends on the person presenting it. If it's someone I trust, even if it's an ad, it doesn't feel off-putting. But sometimes it looks so fake that it's obvious they're doing it just for money. That's why I look for sincerity in the influencers I follow. If I genuinely trust them, even sponsored content doesn't bother me.

P11: When someone is just doing ads and clearly not using the product, I can tell right away. But if I see that they actually use it—like applying it to their face or consuming it—it feels more genuine. Even if it's an ad, I assume they've benefited from it.

P28: Honesty is very important to me. If they're doing a sponsorship, they should say what they really think, not just try to sell something. When that happens, I value the content more.

3.1.2. Peripheral Path

Some participants, when evaluating sponsored content, tend to focus on superficial cues such as the influencer's popularity, physical attractiveness, number of likes and comments, or the presence of a promotional campaign, rather than seeking detailed information. This type of content leads to quick decisions based on the influencer's image or social media engagement, requiring less cognitive effort. Within the framework of ELM, this corresponds to peripheral path processing, where elements

such as visual appeal, presentation style, and emotional impact emerge as key factors shaping consumer behavior.

3.1.2.1. Influencer Attractiveness and Popularity

The physical attractiveness, style, and image of the influencer can directly influence participants' first impressions of sponsored content. These factors may lead to an intuitive positive attitude towards the product without in-depth analysis. Such evaluations reflect a peripheral processing pathway that requires less cognitive effort rather than knowledge-based central processing.

P1: I follow someone who shares beauty content, and to be honest, she's very attractive in terms of appearance. When I see her like that, I start to think that if I use the same product, I might achieve a similar look. That thought influences me, even if unintentionally.

P5: Sometimes the content just looks so appealing... If she looks beautiful using the product, I feel like I could look the same. In my mind, I kind of associate myself with her in that moment. I think, 'If it looks that way on her, it might look the same on me.

3.1.2.2. Social Proof and Engagement Metrics

Social interactions such as likes and comments create a strong social proof effect on participants. In particular, a high number of likes and positive comments influence the evaluation process by reinforcing the perception of product reliability and popularity. Participants take the product more seriously based on the experiences of others, and this social endorsement becomes an important factor guiding their cognitive evaluations.

P4: Nowadays, everyone shops online, but how are we supposed to decide? An ad is just an ad—it's still a promotion. But user reviews are completely different. If someone has actually used the product and is satisfied, then I take it more seriously. I'm entirely experience-oriented when it comes to this.

P13: For me, one of the most important things when evaluating a product is recommendations from people I know or the comments below the post. Even in sponsored content, I first check the comments—they give me a stronger sense of trust.

P27: I always read the comments. If most people seem satisfied, I assume I'll probably be satisfied too. So, comments are very decisive for me.

3.1.2.3. Promotions, Discounts, and Limited-Time Offers

Discounts, sweepstakes, and campaigns offered in sponsored content increase participants' interest in the product and accelerate their purchase decisions. In particular, limited-time offers reduce cognitive evaluation and lead to faster and more emotional decisions. Such incentives are among the effective strategies that increase the attractiveness and perceived value of the product.

P2: Sometimes they make a video promoting a product and offer a discount code just for their followers. Especially when there are extra discounts on shopping websites, which makes the product more appealing to me, at that moment, the product feels more valuable.

P5: If a product is, say, 80% off, it immediately grabs my attention. Honestly, the product doesn't even have to be that good. That high discount rate alone is enough. To be honest, the discount blinds me a bit—I end up buying without thinking much.

3.1.2.4. Repetition and Familiarity

Frequent repetition of the product or brand in sponsored content can create familiarity in participants, creating positive perceptions and a sense of trust. This repetition increases awareness and may contribute to a more favorable evaluation of the product and purchase intention through the "mere exposure effect". However, some participants also noted that excessive repetition can have a negative impact by creating a sense of commercial imposition.

K5: I check their posts almost every day. They constantly share something, add product links, and claim to use those products themselves. This creates a sense of trust for me. It doesn't feel like they're just showcasing the product—they act like they genuinely use it, which makes me think they're trying to build trust.

K8: They mention a product and move on, but then in another post, the same product pops up again. When this keeps repeating, it becomes very obvious that it's an ad. That sense of insistence actually creates a negative reaction for me.

K18: For me to feel trust, I need to see a product not just from one person, but in multiple places. Repeated exposure matters. If I come across it in different types of content, not just from a single person, it grabs my attention more.

3.2. Factors Influencing Purchase Decisions in Sponsored Content

Participants' purchase decisions regarding the products or services promoted in sponsored content were analyzed through two main routes of information processing: the central and peripheral routes. The following sections present the findings thematically under each route, supported by direct quotations from participants' statements. These themes reveal the factors that shape purchase intentions either through detailed evaluation (central route) or by relying on surface-level cues (peripheral route), depending on how participants cognitively engage with the content.

3.2.1. Central Path

When evaluating the product or service presented in sponsored content, participants focus on its content, quality, benefits, and relevance to their needs. This is a logical and systematic evaluation process that requires high cognitive effort. Decision-making is based not only on the proposition of the influencer but also on the functionality of the product, the reliability of the experiences, and the consistency of the arguments presented. Thus, the central pathway refers to a conscious and questioning decision-making process.

3.2.1.1. Product Quality and Features

Participants carefully evaluate the quality, durability, content, and features of the product before purchasing. Especially in products that directly affect the user experience and personal health, such as cosmetics, food, and clothing, ingredients and reliability play a decisive role. In this process, informed choices are made by considering the product's ingredients, potential effects, and long-term benefits.

P5: Sometimes we miss certain details when evaluating the quality or content of a product on our own. But when the person presenting it in a sponsored post clearly explains those details, it reduces my doubts. That helps me understand the product better.

P21: When someone I follow recommends a product and provides detailed information about its content, I tend to trust it more. For example, knowing in advance whether it contains allergens or harmful chemicals is very important. Some even email the company to get this information. When I see that kind of effort, I feel more confident about making a purchase.

3.2.1.2. Personal Needs and Expected Benefits

Participants tend to evaluate the extent to which the product promoted in sponsored content matches their needs and meets their expectations. When they believe that the benefits offered by the product are tangible and functional, they are more likely to purchase it. In particular, how the product integrates into daily life, its potential to solve a problem, and the realism of the promised features play a decisive role in the decision process. Accordingly, participants consciously evaluate the product based on their own usage needs and the practical advantages it will provide.

P10: This hair product actually addressed my needs. I had previously seen positive results from someone who used it. When I noticed it worked well for them, I believed it could work for me too, and I bought it with that sense of trust.

P24: Usually, if I'm buying a product, it means I already need it. For example, I had been looking for a specific makeup item for a while, and when I saw it in a post, I immediately bought it. It really met my expectations, and I was very satisfied.

P28: Sometimes a product or a game is promoted, and if it interests me and suits my needs, I buy it. The way it's presented is also important. If the explanation is detailed, it helps me better understand whether it's really suitable for me.

P29: When I'm going to buy something, I first ask myself if I really need it. If it fits my needs and I believe it will be useful, then I go ahead and buy it.

3.2.1.3. Price and Performance Evaluation

Participants make decisions based on whether the price of a product is commensurate with its performance. In this evaluation, factors such as functionality, durability, and quality come to the fore. Affordable but high-quality products are more preferred in rational decision processes. In the purchasing process, the added value offered by the product is as decisive as the price.

P15: For a product to catch my attention, it needs to both suit my needs and be reasonably priced. If the price–performance balance is good, I become more interested. If I’m satisfied, I might even consider buying the same product again.

P12: No matter how good a product is, if it doesn’t fit my budget, I won’t buy it. For example, if I were buying a car and my budget was 40,000 TL, I wouldn’t even look at one that costs 50,000 TL. The brand isn’t that important—what matters more to me is affordability and quality.

P20: Some sponsored content is actually useful—especially when I need something and it shows me where to get it at a better price. But when it’s just like ‘I’m wearing this, you should buy it too,’ that doesn’t really appeal to me. It needs to be informative and sincere.

3.2.1.4. Perceived Trust and Authenticity

Participants shape their purchase decisions by evaluating whether an influencer has actually used the product and whether the influencer is genuine. Honest feedback based on real experiences increases trust in the product and supports the development of positive attitudes. Therefore, the perception of the influencer as an authentic user can directly influence product evaluation and purchase intention.

P8: If I see that a product actually works, I might buy it—but the person presenting it needs to be sincere and realistic. Some people try it first and then share their honest opinions. They don’t just praise it; they also mention the negatives. That kind of content feels more trustworthy to me.

P25: If someone is promoting a product but doesn’t actually use it, then it doesn’t seem convincing at all. I don’t think a trustworthy person would promote something like that. They should try it first and be satisfied with it themselves—only then would I feel confident enough to consider buying it.

P28: Honesty is very important to me. Even if they’re doing a sponsored post, they shouldn’t promote the product just to sell it. They need to share what they truly think. When they openly tell the truth, it influences me. That’s what shapes my purchase decision.

3.2.1.5. Easy Returns and Customer Service Assurance

In online shopping, easy returns and reliable customer service reduce consumers' perception of purchase risk and play an important role in the decision process. Since there is no chance to experience the product beforehand, flexible return policies and responsive customer service increase purchase confidence and support brand trust and customer satisfaction.

P1: For me, it's really important that the product arrives intact and is properly packaged. This matters even more when buying clothes, because you don't have the chance to try them on when shopping online. That's why I always check whether the return process is easy. Some websites even deduct money during returns, so I find myself thinking twice before making a purchase.

P16: Sometimes you have to go to the courier for a return, and that's a hassle. But there are some places where customer service is very attentive—they arrange for the return to be picked up from your home, and it's free of charge. Naturally, I prefer those shopping sites more.

3.2.2. Peripheral Route

Participants may make intuitive decisions based on superficial cues and emotional responses in sponsored content. This process reflects a form of evaluation that requires low cognitive effort and corresponds to the peripheral route of processing within the framework of ELM. Elements such as the influencer's body language, tone of voice, emotional connection with the brand, or the aesthetic presentation of the product can trigger purchasing behavior without conscious analysis.

3.2.2.1. Influencer Attractiveness and Admiration

Participants may develop a positive attitude towards the products promoted by influencers in line with their liking, admiration, or sympathy for them. Superficial characteristics such as the influencer's physical attractiveness, style, tone of voice, and social media presence lead to intuitive decisions without in-depth evaluation. This emotional connection makes the influencer's recommendations more credible and persuasive, which serves as an important environmental cue that increases purchase

intention. In the context of ELM, such effects reflect low cognitive effort environmental processing.

P1: Some influencers are very physically attractive. Their confident and relaxed demeanor also influences me. When I see them promoting a product, I find myself thinking, ‘Maybe if I buy that product, I could look as good as they do.’ This feeling unconsciously affects my decision.

P5: I’m really drawn to the style, way of speaking, and overall presence of some influencers. They come across as sincere but also confident. If they’ve used a product, I feel more comfortable buying it too—because I somehow trust them.

P9: There are influencers I’ve been following for a long time, and I find them sincere. I sense authenticity in their posts. Because I know how they interact and behave with people, I tend to trust their recommendations more. When they promote a product, it feels more like a personal experience than just an ad.

3.2.2.2. Social Proof and Perceived Popularity

Participants may develop a positive attitude by focusing on social proof elements in sponsored content, such as the product being used by a large number of people, being liked, or receiving high interaction. Indicators such as the number of comments and likes create an intuitive trust in the product and increase the tendency to purchase without detailed evaluation. This reflects the peripheral processing pathway within ELM and illustrates the fast, superficial decision processes that take shape in social media.

P13: Reviews and recommendations from people around me are very important to me. If there are a lot of positive comments about a product, I tend to go for it without thinking too much. It’s like—if others are satisfied, I feel like I will be too.

P27: I always read the comments. If the majority seems satisfied, I assume it will work for me as well. In those moments, I can decide without a long evaluation process. It’s kind of the ‘so many people can’t be wrong’ logic.

P25: If I’m unsure about whether to buy a product, seeing someone else share it can change my mind. It just feels more trustworthy when it’s being shown by someone. It actually makes the decision easier—it’s comforting, really.

3.2.2.3. Giveaways, Discounts, and Limited-Time Offers

Giveaways, promotional campaigns, and discounts offered in sponsored content increase participants' interest in the product and often lead to quick, intuitive purchase decisions. Especially in the case of limited-time offers, the fear of missing out (FOMO) encourages individuals to act without conducting detailed evaluations. These surface-level yet attention-grabbing elements trigger peripheral route processing, which requires low cognitive effort, thereby enhancing the persuasive impact of sponsored content.

P2: Sometimes they share a video along with a discount code... Especially on major shopping platforms, those extra discounts make the product more appealing. Honestly, I've made purchases just because there was a discount.

P5: If a product is 80% off, it instantly grabs my attention. I don't even really check what the product is about. If the discount rate is high, I buy it without thinking. It completely dazzles me.

P18: Sometimes I come across something I actually need in a sponsored post. And if there's a discount on top of that, I just add it to my cart without worrying too much about other things. If I come across it at that moment, I will buy it. I definitely don't want to miss out.

P25: Sometimes they share those promotions—like buy one, get one free... That really affects us. I bought it immediately and even told my friends and family. When I see the discount, I react almost instinctively.

3.2.2.4. Brand Familiarity and Recognition

When participants encounter brands they have previously seen or used in sponsored content, they tend to develop more positive and secure attitudes toward the content. Familiar brands are often perceived as acceptable without detailed evaluation, creating a sense of trust, comfort, and anticipated satisfaction in consumers. This triggers the mindset of "it's already a known brand, worth trying," leading to purchase decisions that are shaped by peripheral cues rather than deliberate analysis.

P3: I think well-known and high-quality brands usually collaborate with more popular influencers. That already makes the brand feel more familiar and trustworthy to me. In such cases, I tend to accept it without much questioning—it builds trust.

P13: If the brand is already familiar, the effect is different. If it's a brand I've heard of or used before, I can buy it without hesitation. Compared to something unfamiliar, I definitely feel more at ease.

P18: If the brand is not well-known, some small, obscure one, it doesn't really catch my interest. But if it's already on my mind or I've seen it before, I engage with the post right away. It feels safer that way.

4. Conclusion and Discussion

This study aimed to understand how Instagram users experience sponsored content shared by influencers and how such content influences their purchase and recommendation behaviors, within the framework of ELM. Findings obtained through qualitative thematic analysis revealed that participants' responses to messages were largely shaped by the influencer's communication style, content presentation, the perceived meaning of the message, and alignment with personal needs.

Participants demonstrated varying preferences between central and peripheral routes of information processing when engaging with sponsored content. Those who engaged in central processing evaluated the content based on whether the influencer had personally used the product, the presence of detailed and informative explanations, and their own emotional or practical connection to the product. These participants focused on the product's functionality and benefits, engaging in a cognitively effortful assessment driven by perceived sincerity and informational depth. Following a positive experience, they were more likely to engage in recommendation behavior, taking into account well-structured arguments that enhanced the persuasiveness of the content. Similarly, some studies highlight that strong arguments increase cognitive elaboration and that an influencer's authenticity contributes to trust formation (Breves et al., 2024; Leung et al., 2022).

Conversely, some participants evaluated the content more superficially, basing their judgments on cues such as the influencer's popularity, aesthetic appeal, follower

count, promotional language, and visual quality. This reflects the peripheral route of ELM, where decisions are made intuitively with minimal cognitive effort. This finding aligns with the researchers, who emphasize the persuasive role of formal cues (Wojdyski & Evans, 2016). Additionally, a study noted that micro-influencers are more effective in building trust, while macro-influencers tend to reinforce advertising perceptions (Cascio Rizzo et al., 2024). Our findings also support this distinction, as micro-influencers were found to facilitate central processing by fostering credibility and trust.

Purchase decisions were evident in both routes; however, participants engaging in central processing placed more emphasis on the clarity and credibility of the product information, whereas those relying on peripheral processing made quicker, more intuitive decisions. Similarly, recommendation behavior varied based on the participants' level of direct experience and the type of persuasive cues they were exposed to. Those who processed centrally tended to recommend products only after forming a positive opinion based on personal experience, while those processing peripherally focused more on the influencer's popularity and the level of social engagement.

In conclusion, this study comprehensively reveals how users experience sponsored content, how they are persuaded, and how their behavioral responses are shaped within the framework of ELM. By demonstrating that social media content must be evaluated not only in terms of form but also through experiential, contextual, and relational dimensions, this research offers valuable contributions at both theoretical and practical levels.

4.1. Recommendations

The findings of this study offer important insights for practitioners, particularly in terms of designing strategic brand–influencer collaborations and developing user-centered content strategies. Based on the results, the following recommendations are offered to marketing communication professionals and content creators/influencers:

- Brands collaborating with social media influencers should not limit their partnerships to those with high reach, but also consider working with

micro-influencers who are perceived as trustworthy, sincere, and capable of engaging with their audience. The study shows that users value authentic communication and experience-sharing more than mere popularity. Therefore, brands should focus not only on the potential virality of a message but also on its ability to build trust, taking into account the influencer's interaction level and content style, not just their follower count.

- Content creators/influencers should move beyond scripted advertising language and craft original narratives based on their own experiences. Such storytelling increases message elaboration, encouraging both purchase and recommendation behaviors. The findings suggest that users respond more positively to influencers' personal connections with a product than to likes or promotions alone. Therefore, content should not just be aesthetically appealing but also informative and meaningful.
- Marketing professionals developing sponsored content strategies should consider not only the visual and stylistic elements of a message but also the strength of its arguments. While visual design, humor, and filters may attract attention, informative, comparative, evidence-based, and experience-oriented content tends to generate greater cognitive engagement and enhances persuasive impact. Thus, content should be optimized for virality as well as for cognitive processing depth.
- Finally, social media platform algorithms and sponsored content policies indirectly influence how users process information. Platform developers are encouraged to implement transparent labeling of sponsored posts and design features that enhance the visibility of user reviews. Given the significant role of social proof in decision-making, promoting experience-based feedback systems can increase the perceived credibility of advertisements.

4.2. Limitations and Directions for Future Research

This study is qualitative in nature and based on participants' subjective experiences; therefore, the findings are context-specific. The sample was selected

through voluntary participation and was limited to individuals who interact with sponsored content on Instagram. Moreover, since the data reflect retrospective experiences, participants' perceptions may have evolved over time and might not comprehensively reflect current attitudes. Despite these limitations, the study gives a valuable foundation for future research by revealing how users make sense of sponsored content within their lived experiences.

Future studies could examine in a more systematic way the individual and situational factors that influence users' elaboration tendencies. In particular, the roles of digital literacy, social media habits, and parasocial relationship orientation in determining whether a message is processed via the central or peripheral route could be explored. Additionally, variables such as the influencer's level of expertise, posting frequency, and interaction with the audience could be investigated in greater depth within the ELM framework.

Given the contextual nature of this research, future investigations are required to examine how ELM operates across different age groups, cultural contexts, socioeconomic backgrounds, and platforms in a comparative manner. Furthermore, adopting multi-theoretical approaches that combine ELM with other persuasion theories, such as the Heuristic-Systematic Model, Uses and Gratifications Theory, or Social Judgment Theory, could offer more holistic contributions to the literature.

REFERENCES

- Ateşgöz, K., & Kılıç, D. (2023). Web 2.0 kullanıcılarının haber tüketim motivasyonları ve tercihleri. *Gaziantep University Journal of Social Sciences*, 3(22), 767–785. <https://doi.org/https://doi.org/10.21547/jss.1277329>
- Breves, P. L., Liebers, N., & van Berlo, Z. M. (2024). Followers' cognitive elaboration of sponsored influencer content: The significance of argument quality. *Journal of Interactive Advertising*, 3(24), 203–214. <https://doi.org/https://doi.org/10.1080/15252019.2024.2388644>
- Cascio Rizzo, G. L., Villarroel Ordenes, F., Pozharliev, R., De Angelis, M., & Costabile, M. (2024). How high-arousal language shapes micro- versus macro-

- influencers' impact. *Journal of Marketing*, 4(88), 107–128.
<https://doi.org/https://doi.org/10.1177/00222429231207636>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry & research design choosing* (4th Edition b.). Sage Publications.
- Durmaz, G., Suher, H. K., & Bir, Ç. S. (2016). Elaboration Likelihood Model in press advertisements: A content analysis of advertisements which is positioned in special and general interest magazines. *Journal of Yasar University*, 11(41), 45–55.
- El Hedhli, K., & Zourrig, H. (2023). Dual routes or a one-way to persuasion? The elaboration likelihood model versus the unimodel. *Journal of Marketing Communications*, 5(29), 433–454.
<https://doi.org/https://doi.org/10.1080/13527266.2022.2034033>
- Elnur, A. (2023). İletişim Süreçlerinin Dijitalleşmesi Bağlamında Boş Zaman Sosyolojisinin Dönüşümü. *Akademik Hassasiyetler*, 10(23), 287-311.
<https://doi.org/https://doi.org/10.58884/akademik-hassasiyetler.1351469>
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 3(40), 327–375. <https://doi.org/https://doi.org/10.1080/02650487.2020.1836925>
- Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of Marketing*, 5(83), 78–96.
<https://doi.org/https://doi.org/10.1177/0022242919854374>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*(25), 1199–1253. <https://doi.org/https://doi.org/10.1007/s10660-023-09719-z>
- Kıymalıoğlu, A. (2014). Ayrıntılandırma Olasılığı Modeli ve Uygulama Alanları. *Dokuz Eylül Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 2(29), 167–203.
- Kümbetoğlu, B. (2020). *Niteliksel Araştırmalarda Analiz*. İstanbul: Bağlam Yayıncılık.

- Lam, C., Huang, Z., & Shen, L. (2022). Infographics and the elaboration likelihood model (ELM): Differences between visual and textual health messages. *Journal of Health Communication*, 27(10), 737–745. <https://doi.org/https://doi.org/10.1080/10810730.2022.2157909>
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, 6(86), 93–115. <https://doi.org/https://doi.org/10.1177/00222429221102889>
- Mazıcı, E. T., Koçak, P. G., & Altincik, H. (2017). Sosyal medyanın halkla ilişkiler aracı olarak kullanımı üzerine karşılaştırmalı bir analiz: Online alışveriş siteleri. *Asos Journal*, 5(60), 523-536. <https://doi.org/https://doi.org/10.16992/ASOS.13189>
- Ozer, S., & Ugurhan, Y. Z. (2025). The impact of consumers' motives for watching unboxing videos on eWOM and purchase intentions: The mediating role of ad involvement. *Journal of Marketing Analytics*, 1-25. <https://doi.org/https://doi.org/10.1057/s41270-025-00380-z>
- Öztürk, M. C., & Topuz Savaş, A. (2014). The effects of cause-related marketing ads on the attitude towards the brand and purchase intention: An application on the academic staff of Anadolu University. *Journal of Yasar University*, 9(35), 6109–6128.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. New York: Springer-Verlag.
- Segev, S., & Fernandes, J. (2023). The anatomy of viral advertising: A content analysis of viral advertising from the elaboration likelihood model perspective. *Journal of Promotion Management*, 29(1), 125–154. <https://doi.org/https://doi.org/10.1080/10496491.2022.2108189>
- Susmann, M. W., Xu, M., Clark, J. K., Wallace, L. E., Blankenship, K. L., Philipp-Muller, A. Z., . . . Petty, R. E. (2022). Persuasion amidst a pandemic: Insights from the Elaboration Likelihood Model. *European Review of Social Psychology*, 33(2), 323-359. <https://doi.org/https://doi.org/10.1080/10463283.2021.1964744>

- Teng, S., Khong, K. W., & Goh, W. W. (2014). Conceptualizing persuasive messages using ELM in social media. *Journal of Internet Commerce*, 13(1), 65–87.
<https://doi.org/https://doi.org/10.1080/15332861.2014.910729>
- Wojdyski, B. W., & Evans, N. J. (2016). Going native: Effects of disclosure position and language on the recognition and evaluation of online native advertising. *Journal of Advertising*, 45(2), 157–168.
<https://doi.org/https://doi.org/10.1080/00913367.2015.1115380>

Yazarların çalışmaya katkı oranları eşittir.

Çalışma kapsamında herhangi bir kurum veya kişi ile çıkar çatışması bulunmamaktadır.