

IMPACT OF PRODUCT PROMOTION VIDEOS ON CONSUMER BEHAVIOR: AN ANALYSIS THROUGH DIFFUSION OF INNOVATIONS THEORY ON YOUTUBE*

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Abstract

With digitalization, individuals' access to information and consumption habits have significantly transformed. Social media platforms, such as YouTube, have evolved beyond being simple entertainment and information-sharing tools. They have become powerful communication channels that significantly influence consumer behavior. According to the Diffusion of Innovations Theory, platforms like YouTube can accelerate the adoption process. They achieve this by enabling innovative ideas and products to reach large audiences quickly. In this context, product promotion videos on YouTube allow consumers to establish an emotional connection with the products. The videos also provide technical information, directly affecting purchasing decisions and supporting the diffusion of innovations. This study examines the effects of product promotion videos on consumer innovativeness, purchase intention, and brand awareness on YouTube within the framework of the Diffusion of Innovations Theory. Additionally, it investigates the mediating role of perceived trust in these effects. This study utilized a quantitative research method conducted through an online survey with 422 participants. These participants watched product promotion videos on YouTube and were selected through purposive sampling. The data were analyzed using SPSS and SmartPLS software. Structural Equation Modeling was applied to examine the effects between variables. The research findings revealed that consumer innovativeness positively affects purchase intention and brand awareness. However, this effect was mediated by trust in content creators rather than a direct impact. The research emphasizes the importance of adopting a trust-based approach in digital communication strategies. Brands should design their strategies with a focus on consumer trust, highlighting the critical role of trust and content creators in strengthening the brand-consumer relationship.

Keywords: Product promotion videos, the diffusion of innovations theory, consumer innovativeness, brand awareness

ÜRÜN TANITIM VİDEOLARININ TÜKETİCİ DAVRANIŞINA ETKİSİ: YOUTUBE ÖZELİNDE YENİLİKLERİN YAYILMASI TEORİSİ BAĞLAMINDA BİR ANALİZ

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Öz

Dijitalleşmeyle birlikte bireylerin bilgiye erişim ve tüketim alışkanlıkları büyük bir dönüşüm geçirmiştir. Bu dönüşümün merkezinde yer alan YouTube gibi sosyal medya platformları, eğlence ve bilgi paylaşımının ötesine geçerek tüketici davranışlarını etkileyen güçlü bir iletişim aracı haline gelmiştir. Diğer taraftan, Yeniliklerin Yayılması Teorisi bağlamında değerlendirildiğinde, YouTube gibi dijital platformlar yenilikçi fikirlerin ve ürünlerin geniş kitlelere hızla ulaşmasını sağlayarak, tüketicilerin benimseme sürecini önemli ölçüde hızlandırabilmektedir. Bu bağlamda, YouTube’da yayımlanan ürün tanıtım videoları, tüketicilere teknik bilginin yanı sıra duygusal bir bağ kurma fırsatı sunarak satın alma kararlarını doğrudan etkileyebilmekte ve yeniliklerin yayılmasına etkili bir şekilde aracılık edebilmektedir. Bu çalışma, Yeniliklerin Yayılması Teorisi çerçevesinde YouTube’da ürün tanıtım videolarının tüketici yenilikçiliği, satın alma niyeti ve marka farkındalığı üzerindeki etkilerini incelemektedir. Ayrıca araştırmada, algılanan güvenin bu etki üzerindeki aracı rolü de detaylı bir şekilde incelenmiştir. Nicel araştırma yöntemiyle yapılan bu çalışma, YouTube’da ürün tanıtım videoları izleyen ve amaca yönelik örnekleme yöntemi aracılığıyla belirlenen 422 katılımcı ile çevrim içi anket yoluyla gerçekleştirilmiştir. Verilerin analizinde SPSS ve SmartPLS yazılımları kullanılmış, değişkenler arası etkileri incelemek için Yapısal Eşitlik Modellemesi uygulanmıştır. Araştırma bulguları, tüketici yenilikçiliğinin satın alma niyeti ve marka farkındalığı üzerinde pozitif etkiler oluşturduğunu ortaya koymuştur. Ancak, bu etkinin doğrudan bir etkiden ziyade, içerik üreticilerine duyulan güvenin aracı rolüyle ortaya çıktığı belirlenmiştir. Öyle ki, güvenilir olarak algılanan içerik üreticileri, tüketicilerin marka farkındalığını ve satın alma niyetini önemli ölçüde artırabilmektedir. Araştırma, dijital iletişim stratejilerinde güven odaklı bir yaklaşım benimsenmesinin kritik önemine vurgu yapmaktadır. Bu bağlamda bulgular, markaların dijital iletişim stratejilerini, tüketici güvenini merkezine alan bir yaklaşımla tasarlaması gerektiğini öne çıkarırken, marka-tüketici ilişkisinin güçlendirilmesinde güven unsuru ve içerik üreticilerinin rolünün hayati önem taşıdığını göstermektedir.

Anahtar Kelimeler: Ürün tanıtım videoları, Yeniliklerin Yayılması Teorisi, tüketici yenilikçiliği, marka farkındalığı

Introduction

Rapid advancements in information and communication technologies have significantly transformed communication practices worldwide. Social media and internet-based applications have empowered individuals to stay constantly connected, overcoming time and space limitations through enhanced internet infrastructure and mobile technologies. Traditional one-way media structures have been replaced by dynamic and interactive communication systems, where individuals actively participate in the communication process (Ateşgöz, 2023, p. 1734). This new communication ecosystem has turned individuals from passive recipients into active participants. Social media has amplified their engagement and increased their influence in the communication process (Mazıcı et al., 2017, p. 526). YouTube has evolved into a central hub for communication and advertising, extending beyond its original role as a video-sharing platform. With billions of global users, it serves as a core component of digital marketing strategies for individuals, brands, and institutions. In this context, it is argued that product promotion videos are critical in influencing consumer behavior (Kim, 2020). Recent research suggests that the videos on YouTube stimulate consumer behavior through motives such as information-seeking, entertainment, and interpersonal utility, ultimately influencing purchase and eWOM intentions (Özer and Uğurhan, 2025). This is because it has enabled brands to introduce their products to a broader audience and interact directly with consumers.

Product promotion videos are designed to provide detailed information about a product's design, functionality, and user experience. These videos often incorporate visual and audio elements to enhance clarity and engagement (Vaala et al., 2024, p. 273). The interactive nature of YouTube allows these videos to transform from a one-way informational tool into a platform that establishes a continuous feedback loop with the viewer. Consumers learn about products through these videos and actively contribute by sharing their comments and questions. This interaction helps them make more informed purchasing decisions (Vaudrey, 2022, pp. 843-844). In the diffusion of innovations theory context, it is evaluated that the vast access network and ease of sharing that YouTube provides users contribute to the adoption process of innovations by accelerating the product promotion process. In this context, the question of how this dynamic environment offered by new communication technologies and especially social media platforms shapes consumers' innovative attitudes, purchase intentions, and brand awareness gains importance. The diffusion of innovations theory explains how individuals adopt a new product or idea and focuses on the factors influencing this process. From this point of view, the question of how product promotion videos published on YouTube affect individuals' attitudes toward innovations and their purchase behaviors is a field worth examining.

The problem of this research is how innovativeness influences purchase intention and brand awareness among YouTube users. The analysis is conducted within the framework of the diffusion of innovations theory. On the other hand, this study also investigates whether perceived trust towards content creators who create, and share product promotion videos has a mediating role in the effect of innovativeness on purchase intention and brand awareness. The research aims to fill the gap in this field by analyzing the impact of product promotion videos shared on YouTube on consumer behavior within the scope of the theory. Thus, the research aims to provide a comprehensive perspective on digital communication strategies. The findings will guide brands and content creators to improve their digital communication strategies and build trust-based relationships with their target audiences.

1. Product Promotion Videos

Digitalization has significantly transformed communication strategies and consumer interactions with brands. Traditional advertising methods are being replaced by innovative approaches, including product promotion videos on digital platforms. Product promotion videos use visual and audio elements to highlight a product's features, ease of use, and benefits (Vaudrey, 2022, p. 843). With the rise of social media, these videos have become a key tool in influencing consumer purchasing decisions (Kim, 2020, p. 197).

Product promotion videos are designed to introduce products and provide detailed information to potential consumers. These videos typically focus on three main elements (Kim, 2020; Vaudrey, 2022):

- Information Provision: Presenting technical features, uses, and advantages of the product.
- Emotional Connection: Building positive perceptions through emotional engagement.
- Providing Interaction: Allowing viewers to comment, ask questions, and give feedback.

Product promotion videos emerged in the 2000s with the rise of platforms like YouTube. While initially created by amateur users, they gradually evolved into professional productions by content creators and influencers, becoming central to marketing strategies (Kim, 2020, pp. 197-198). Product promotion videos have gained tremendous popularity, especially in technological products, cosmetics, toys, and clothing (Craig and Cunningham, 2017, pp. 77-78).

Product promotion videos vary based on their purpose and target audience (Kim, 2020; Mowlabocus, 2020; Vaudrey, 2022):

- Technical Review Videos: Detailed analysis of technical features and performance,
- Experience Sharing Videos: Realistic user perspectives and experiences,
- Brand Collaboration Videos: Sponsored content often created by influencers,
- Educational Videos: Step-by-step usage instructions.

Studies have shown that product promotion videos significantly influence consumer behavior by increasing purchase intentions and fostering emotional connections (Kim, 2020; Vaudrey, 2022; Vaala et al., 2024). Similarly, these videos fulfill both informational and emotional gratifications, increasing ad involvement and driving both purchase and eWOM intentions (Özer and Uğurhan, 2025). Indeed, these videos can also help consumers learn more about the product and build trust (Kim, 2020, p. 198). While viewing videos, the consumer can virtually experience a product and see the benefits of the product more clearly. On the other hand, product promotion videos also mediate interaction with consumers by using different communication strategies (Vaudrey, 2022; Vaala et al., 2024).

- Narrative Strategy: Videos capture and maintain viewers' attention through engaging storytelling.
- Emotional Triggers: Emotional music, sincere facial expressions, and warm language help create a deeper connection with the audience.
- Interactive Elements: Viewers can actively engage with content by commenting on videos and interacting directly with creators.

Among various social media platforms, YouTube stands out as the most prominent space for sharing product promotion videos (Vaudrey, 2022, pp. 843-844). Content creators can effectively reach a broad audience, blending entertainment and informative content to maximize engagement. These creators not only

highlight product features in detail but also build trust through personal insights and authentic experiences (Kim, 2020). This combination of detailed explanations and genuine interactions significantly impacts consumers' purchasing decisions.

2. Diffusion of Innovations

Everett Rogers (2003, p. 5) developed the diffusion of innovations theory, which has been recognized as a critical communication theory that aims to understand how individuals adopt an innovation. In this context, an innovation refers to an idea, practice, or object perceived as new by an individual or a group. Rogers (2003) identifies key factors influencing the adoption and diffusion of innovation, including access to information, social networks, perceptions of trust, and risk tolerance. The adoption process of innovations involves five key stages: awareness, persuasion, decision, implementation, and validation. Each stage progresses based on individuals' attitudes and behaviors in acquiring, evaluating, and adopting information (Rogers, 2003, p. 19). While Rogers' (2003) original framework remains foundational, more recent research applying the model to social media and consumer contexts has expanded on factors such as platform interactivity and content shareability (e.g., Farajnezhad et al., 2021; Korkmaz et al., 2021).

Today, digital platforms have made the adoption process faster and more accessible (Sung et al., 2024, p. 1195). Platforms like YouTube can directly influence individuals during the information and persuasion stages of adopting an innovation. Product promotion videos accelerate decision-making by presenting innovations through engaging visual and auditory elements. These videos increase the trialability and observability of products, reducing uncertainty and enhancing the likelihood of adoption by consumers (Vaala et al., 2024, pp. 276-277).

2.1. Factors Affecting Diffusion of Innovations and YouTube Videos

In the diffusion of innovations, certain factors directly influence how quickly and to what extent individuals adopt a new product or service. As Rogers (2003) noted, digitalization and social media have reshaped these factors, adding new dynamics to the adoption process. The rise of social media has enabled users to create diverse content, sharing their interests and opinions on these platforms (Arıcı and Kılınc, 2023, p. 400). Content shared on video-based platforms, especially YouTube, significantly influences individuals' perceptions and attitudes toward innovations (Bringula et al., 2023, pp. 1-2). The following sections explore factors influencing the diffusion of innovations—such as innovation characteristics, communication channels, time, and social systems—with a focus on YouTube as a social media platform.

2.1.1. Characteristics of Innovation

The characteristics of innovation are considered elements that directly affect the speed and decision of individuals to adopt a new product or service. Rogers (2003, pp. 15-17) lists these characteristics as relative advantage, compatibility, complexity, trialability, and observability. Product promotion videos on YouTube can contribute to consumer perception of these attributes in the following contexts.

- **Relative Advantage:** Videos can convey a product's superiority over other alternatives (Sung et al., 2024),
- **Compatibility:** The videos' content and narrative style emphasize the product's compatibility with individuals' values and lifestyles (Bringula et al., 2023),
- **Complexity:** Step-by-step explanations and visual narratives can reduce the perceived complexity of using the product (Kim, 2020),
- **Trialability:** Product features can be demonstrated to potential consumers by being directly introduced and experienced in videos (Vaala et al., 2024),
- **Observability:** Videos make the results of product use observable and thus reinforce purchase intentions (Kim, 2020).

Product promotion videos from well-known YouTube content creators can support the above characteristics and facilitate consumers' adoption of innovations. This is consistent with the role of high-tech digital platforms in facilitating innovation diffusion, as they integrate marketing, social networks, and branding strategies to affect consumer behavior (Huarng et al., 2015). Recent research confirms that these videos contribute significantly to innovation characteristics such as trialability and observability, by offering detailed visual demonstrations that reduce uncertainty and enhance adoption (Özer and Uğurhan, 2025). Moreover, in

applied innovation environments, perceived trialability and observability of a new product are central to increasing its diffusion potential within social systems (Korkmaz et al., 2021).

2.1.2. Communication Channels

In the diffusion of innovations, communication channels are critical in determining how individuals' access, evaluate, and share information with their environment (Rogers, 2003). Communication channels directly affect individuals' attitudes toward innovations and the speed of adoption of these innovations. Rogers (2003, p. 58) categorized communication channels into two main groups: mass and interpersonal. Today, with the rise of digitalization and social media, digital platforms such as YouTube, in addition to traditional communication channels, have become powerful and practical tools in the diffusion of innovations as they can provide mass communication and interpersonal communication channels (Sung et al., 2024, pp. 1211-1212). Recent studies applying the model to social media environments confirm that communication channels significantly mediate the relationship between innovation attributes and user adoption behavior (Farajnezhad et al., 2021). Product promotion videos serve as a hybrid communication form, combining interpersonal credibility with mass dissemination, which strengthens the persuasive impact of the content and drives consumer intentions (Özer and Uğurhan, 2025).

- **Mass Communication Channels:** Mass communication channels are tools that can transmit information to a large target audience simultaneously. While traditional media channels such as television, radio, and printed publications fall into this category, this role has gradually shifted to social media platforms and video-sharing sites with the widespread impact of digitalization.
- **Interpersonal Communication Channels:** Interpersonal communication channels are direct or indirect communication between individuals. This type of communication allows individuals to exchange information based on trust and empathy (Rogers, 2003, p. 59). The YouTube platform can transform trust and interaction between individuals by redefining interpersonal communication channels in a digital context (Sung et al., 2024, p. 1197).

In this context, YouTube stands out as a hybrid communication tool because it combines the vast access advantage of mass communication channels with the trust and interaction elements of interpersonal communication channels (Vaala et al., 2024; Sung et al., 2024).

- **Trust and Interaction:** While mass media is often criticized for lacking trust, platforms like YouTube can largely overcome this lack of trust through direct audience interaction and sharing personal experiences.
- **Interactivity and Transparency:** YouTube's interactivity, transparency, and direct feedback mechanisms can enable individuals to make more informed product decisions.

2.1.3. Time Factor

Time plays a critical role in adopting innovations, understanding the rate at which individuals and social systems adopt innovations, and how long this process takes. Time is considered at three basic levels in the diffusion of innovations: the individual innovation adoption process, the categories of adopters, and the speed of diffusion of the innovation in the social system (Rogers, 2003, p. 58-59). With digitalization and the proliferation of social media tools, the time factor has also undergone a significant transformation. Video-based platforms such as YouTube have significantly increased the speed of diffusion of innovations and accelerated the processes of influencing individuals' decisions, such as purchasing (Sung et al., 2024, p. 1198). The adoption process of innovations covers when individuals first notice an innovation until they implement and validate it. This process consists of five basic stages (Rogers, 2003, pp. 33-36):

- **Awareness:** The individual becomes aware of an innovation,
- **Persuasion:** The individual evaluates the advantages and disadvantages of the innovation,
- **Decision:** The individual decides whether or not to adopt the innovation,
- **Implementation:** The individual starts to use the innovation,
- **Validation:** The individual evaluates whether their decision is correct or not.

YouTube videos can directly affect this process's awareness, persuasion, and decision stages. A product promotion video can contribute to individuals becoming aware of the product (awareness stage) (Kim,

2020, p. 197). The video content helps to convince the individual by explaining the product's advantages, ease of use, and innovative features in detail. In addition, personal experiences and comments from well-known users can reduce viewers' uncertainty at the decision stage and strengthen purchase intentions (Sung et al., 2024, p. 1211). Moreover, YouTube videos can accelerate this process by being a powerful tool for introducing and spreading innovation.

2.1.4. Social System

In the diffusion of innovations, the social system provides a broad framework that determines how individuals will adopt innovations and how this process will proceed. The social system comprises relationships between individuals and groups, social norms, leadership structures, and cultural values. The speed and manner in which innovations spread through the social system are directly influenced by communication networks, social structures, and opinion leaders (Rogers, 2003, p. 45-46). Today, digital platforms such as YouTube have become a part of the social system and have played a critical role in the diffusion of innovations. Digital social systems, enriched by consumer participation on platforms like YouTube, strengthen innovation adoption through interactive and trust-based engagement mechanisms (Kamboj and Sharma, 2022).

The social system is built on how individuals connect and exchange information through social networks. Rogers (2003, p. 45) argues that social networks play a critical role in the diffusion of innovations and that individuals learn new information through their social environment. In this context, YouTube is a platform that can be used for interaction and information sharing among users. Indeed, comment sections, like buttons and sharing features on the platform, allow users to provide product feedback and exchange information. Communities created by well-known YouTubers, such as influencers, can strengthen the sense of social connectedness. Members of these communities may accept the recommendations of influencers as a guide (Vaala et al., 2024). Therefore, negative reviews or videos about a product can significantly impact community members and directly influence their purchasing decisions.

As a result, the social system creates a robust framework that shapes how individuals adopt innovations and how this process unfolds. As part of this system, the YouTube platform can influence individuals' attitudes towards innovations, strengthen their social networks, and build bridges between brands and consumers through opinion leaders.

2.2. Innovation and Consumer Innovativeness

Innovation is defined as the tendency of individuals, groups, or organizations to accept and adopt new ideas, products, or services (Rogers, 2003, p. 358). Innovation encompasses technological change and changes in individuals' and communities' thinking, perceptions, and behaviors. Correspondingly, innovativeness is related to how quickly and easily individuals or groups adopt an innovation. The diffusion and adoption process of innovations is shaped by factors such as individuals' perception of risk, their attitudes towards innovation, and their social environment (Aydın, 2009, p. 190). Consumer innovativeness refers to individuals' tendency to adopt and purchase new products, services, or ideas (Kaushik and Rahman, 2014, p. 251). It is possible to consider consumer innovativeness in three basic dimensions (Aydın, 2009).

Product-based innovativeness is defined as consumers' interest in a particular product category and tendency to adopt new products (Aydın, 2009, p. 191). This type of innovativeness involves individuals' tendency to follow, understand, and purchase innovations in a particular product group. For example, technology enthusiasts are interested in new smartphone models and become one of the first groups to adopt these products. As a social media platform, YouTube is an important platform that fosters product-based innovativeness. Product reviews and promotional videos produced by well-known YouTube content creators can provide individuals with detailed information about the product, and the fact that this information comes from sources perceived as reliable can strengthen their purchase decisions (Lou and Yuan, 2019, p. 68).

Personal innovativeness is a concept directly related to individuals' personality traits and explains their tendency to adopt innovations in general (Aydın, 2009, p. 190). Innovative individuals are less affected by uncertainty and less hesitant to try new products or services (Rogers, 2003, pp. 43-44). In this context, product promotion videos on the YouTube platform can reduce risk perception for personal innovators. Experiences and comments of well-known content creators about the product may also facilitate individuals' decision-making by lowering their risk perception.

Risk-taking is the uncertainty and concerns individuals feel about the possibility of negative consequences related to a product or service (Aydın, 2009, p. 192). Consumers may perceive various financial,

performance, social, or psychological risks when purchasing a product (Rogers, 2003; Kaushik and Rahman, 2014).

- Financial Risk: Fear of financial loss if the product does not deliver the expected benefit.
- Performance Risk: The risk that the product will not perform as expected.
- Social Risk: The risk that the product will not be accepted in the social environment.
- Psychological Risk: The risk that the product will have a negative emotional impact on the individual.

The YouTube platform can play a critical role in reducing risk-taking. Product promotion videos can overcome individuals' lack of knowledge about the product and eliminate uncertainties. Moreover, positive experiences of well-known users can increase consumers' trust and facilitate product-related decisions by reducing risk perception.

In conclusion, product-based innovativeness, personal innovativeness, and risk-taking can directly affect individuals' purchase decisions. Platforms like YouTube can provide an essential environment for interacting with these factors. Product promotion videos the creators share can influence individuals' attitudes toward products, reduce risk perception, and accelerate purchase decisions. Undoubtedly, in the digitalized world, the impact of such platforms on consumer behavior is increasing and constitutes an important area of investigation for researchers.

3. Perceived Trust

Perceived trust refers to individuals' or groups' belief that a person, product, or platform will behave positively, consistently, and reliably in a given situation. The term plays a decisive role in enhancing the persuasiveness of the source (Hovland and Weiss, 1951, p. 650). Perceived trust is a multidimensional concept examined in social, psychological, and economic contexts. It directly affects individuals' ability to cope with uncertainty and take risks (Ohanian, 1990, p. 41). In the digital world, perceived trust has become a crucial factor in individuals' decision-making processes on online platforms (Lou and Yuan, 2019, p. 61). Perceived trust in social media contexts is multifaceted and comprises both cognitive and affective dimensions, where cognitive trust relies on perceived competence and reliability, while affective trust reflects emotional attachment and perceived benevolence (Chang et al., 2020). Product promotion videos on platforms like YouTube have been found to enhance perceived trust by enabling more immersive and credible product experiences, which in turn positively influence behavioral intentions (Özer and Uğurhan, 2025). Empirical evidence suggests that trust in digital environments is shaped by consumers' innovativeness and their motivation to engage with influencers, which in turn reinforces platform credibility (Kamboj and Sharma, 2022). As social media enable continuous interaction and peer evaluation of innovative products, they facilitate the formation of perceived trust which is a precursor to purchase intention (Kijek et al., 2020).

Perceived trust is closely linked to individuals' psychological states and plays a key emotional role in their decision-making processes. Psychologically, perceived trust helps individuals reduce negative emotions such as uncertainty, risk, and anxiety (Ohanian, 1990; Lou and Yuan, 2019). It is a psychological state involving both affective and rational evaluations, and plays a decisive role in consumer decisions, shaped by the interplay of integrity, competence, and emotional warmth in digital platforms (Lăzăroiu et al., 2020). When an individual receives information from a trusted person or source, the perception of risk is reduced, and the decision-making process is accelerated. However, trust in digital platforms differs from trust in traditional environments. The anonymous nature of the Internet and the lack of physical interaction can make the trust formation process more comprehensive (Alboqami, 2023):

- Technical Trust: Trust in the platform's technical infrastructure and data security (e.g., SSL certificates, payment systems),
- Content Credibility: Trust in the accuracy and objectivity of shared content,
- Influencer/Content Creator Trust: Trust in the credibility, honesty, and relationship of content creators with their audience.

On platforms like YouTube, trust includes confidence in both the platform's technical infrastructure and the credibility of influencers. Furthermore, trust in online platforms is driven by interactive, transparent, and informative engagement strategies, which shape both cognitive evaluations and emotional bonds between consumers and organizations (Feng et al., 2017). Trusted influencers can guide consumers' purchase decisions

by enhancing brand recognition and fostering emotional connections. As Elnur (2023) points out, the expansion of digital platforms has blurred the boundaries between entertainment and interaction, highlighting the importance of trust as a prerequisite for meaningful engagement and sustained participation. This effect is reinforced by the fact that consumers' trust in influencers within the video content can act as a mediator between gratifications and behavioral intentions (Özer and Uğurhan, 2025). Recent research emphasizes that innovative consumers are more likely to perceive social norms positively and trust novel product solutions, which strengthens brand-related decision-making (Zhang et al., 2024). In this study, trust refers to confidence in content creators who produce and share product promotion videos on YouTube.

Perceived trust is a key element that strengthens the relationship between brand awareness and brand recall. Research indicates that trust in digital platforms like YouTube facilitates brand recognition and fosters positive recalls (Lou and Yuan, 2019). Trusted content creators play a pivotal role in guiding consumers' purchase decisions by enhancing brand recognition and fostering emotional connections. This is consistent with the broader finding that trust in social media-based marketing fosters both consumer loyalty and behavioral intention across innovation cycles (Farajnezhad et al., 2021).

4. Brand Awareness

Brand awareness can be defined as the ability of consumers to recognize and remember a brand. This concept forms the basis of the images and recalls consumers' opinions about a brand (Keller, 2012, p. 73). Brand awareness is how consumers recognize a brand through its name, logo, and packaging and remember it within a product category. Especially on digital platforms, studies have found that well-known users such as influencers and sponsored content are essential in increasing brand awareness (Lou and Yuan, 2019; Du et al., 2022; Ünügür, 2023). Brand recall is the totality of thoughts, feelings, images, and experiences consumers form about a brand (Du et al., 2022, p. 176). These recalls represent the emotional and functional bonds that the consumer develops with the brand, and brand recall is shaped by elements such as product benefits, brand story, usage experience, and brand communication (Langaro et al., 2018, p. 149).

Platforms like YouTube allow visual and audio content to reach large audiences quickly and effectively. Product promotion videos by well-known users (influencers) on YouTube can enable consumers to see elements such as the brand name, logo, and product features more frequently and effectively (Lou and Yuan, 2019; Du et al., 2022). This, in turn, can create a connection between the consumer and the brand and increase the likelihood that the consumer will remember and recognize the brand (Yılmaz and Kılınç, 2024, p. 447). Content creators on YouTube can help consumers create an emotional and cognitive connection with the brand by introducing products through their personal experiences and stories. Sincere and realistic descriptions of product use in video content can also allow consumers to create meaning and positive recalls with the brand.

5. Purchase Intention

Purchase intention is defined as an individual's conscious intention and planned behavioral tendency toward the possibility of purchasing a particular product or service (Kaushal and Kumar, 2016, pp. 45-46). This concept explains how individuals' attitudes about buying a product translate into a behavioral intention. Purchase intention reflects perceptions, attitudes, and beliefs in the consumer's mind and can directly result in purchase behavior (Lou and Yuan, 2019, p. 68; Ozer et al., 2020, p. 622). In the current study, purchase intention is considered "consumers' intention to purchase products featured in YouTube promotion videos."

6. Method

This study employed a quantitative research method using a correlational survey design to examine the relationships between variables. The correlational design evaluates the nature and strength of relationships between variables using correlation statistics. It also provides a framework for identifying independent variables that influence the dependent variable (Creswell, 2012, pp. 338-341).

The research was conducted on YouTube, a widely used platform for sharing product promotion videos (Vaudrey, 2022). The study is grounded in the diffusion of innovations theory, a key framework in communication sciences. This theory was used to analyze the effects of product promotion videos on consumer innovativeness, purchase intention, and brand awareness. The study also explored whether perceived trust in content creators mediates the relationship between product promotion videos and their effects on consumer behavior. The survey was conducted following ethics committee approval from the Anadolu University Scientific Research and Publication Ethics Committee (Protocol No: 55017, dated April 27, 2021). This approval ensured compliance with scientific and ethical standards throughout the research process.

6.1. Purpose and Importance

This research investigates how YouTube product promotion videos affect consumer innovativeness, purchase intention, and brand awareness within the framework of the diffusion of innovations theory. The research also examines whether perceived trust in content creators mediates the relationships among these effects. Perceived trust in creators is a crucial factor that reduces consumer uncertainty, shaping their purchase decisions and brand perceptions (Lou and Yuan, 2019). This study stands out by examining YouTube product promotion videos through the lens of consumer innovativeness. The study uniquely focuses on content creators and how product promotion videos influence consumer innovativeness and behaviors (Kim, 2020; Vaudrey, 2022). By addressing both perceived trust in creators and the potential of product promotion videos to enhance brand awareness and recalls, the study occupies a distinct position in the literature. Moreover, this study aims to contribute to a more holistic understanding of product promotion videos, enhance digital communication strategies, and clarify their communication effects within the diffusion of innovations theory. In this context, answers to the following research questions were sought:

- How does consumer innovativeness impact purchase intention and brand awareness?
- Does (perceived) trust in the content creator mediate the effect of consumer innovativeness on purchase intention and brand awareness?

6.2. Population and Sample

This research was conducted on YouTube, one of the digital platforms where product promotion videos are widely produced and shared. Accordingly, the study population consists of users who actively use the YouTube platform and watch product promotion videos at least once. However, since it is impossible to reach the entire population, the purposive sampling technique, one of the non-probability sampling methods, was preferred. Purposive sampling involves selecting participants who are both accessible and capable of directly contributing to the research objectives (Başaran, 2017, p. 489).

Data was collected using a structured survey distributed through social media channels. Ethics Committee approval was obtained before sharing the survey. Participation in the survey was voluntary. Positive responses to two control questions—'I use YouTube' and 'I have watched at least one product promotion video on the platform'—were required for inclusion in the study. This control mechanism was designed to ensure the sample was suitable for the study. Following the control questions, scales and questions regarding the participants' level of innovativeness, perceived trust in content creators, purchase intention, brand awareness, and demographic characteristics were included. Data was collected from 422 users who voluntarily participated, forming the research sample.

6.3. Data Collection Method and Instrument

The study data was collected using the survey technique. The survey form was uploaded to the Google Surveys platform and presented to the participants electronically after obtaining Ethics Committee approval. Scales previously used and whose validity and reliability have been proven were utilized to measure the variables of innovativeness, perceived trust in content creators, purchase intention, and brand awareness.

The consumer innovativeness scale was adapted from Aydın's (2009) study, based on the diffusion of innovations theory. The scale was simplified and restructured according to the research objectives, with input from the researcher and two Communication Sciences experts (an Associate Professor and a Professor). This 5-point Likert-type scale includes three sub-dimensions: product-based innovativeness, personal innovativeness, and risk perception, with a total of 11 items. The perceived trust scale towards content creators and the brand awareness scale were both adapted from Uğurhan and Yaşar's (2021) study. The trust scale includes five items evaluated using a 5-point semantic differential scale, while the brand awareness scale comprises two sub-dimensions—awareness and recall—with six items measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The purchase intention scale was adapted from Oyman and Özer's (2018) study. The scale includes three items and measures participants' purchase intentions using a 5-point Likert scale.

The scales were tested in a pilot study before being finalized. The pilot study involved 50 participants who reported using YouTube and watching at least one product promotion video. Cronbach's Alpha reliability analysis showed that the α coefficients ranged from 0.75 to 0.92. Additionally, item-total correlation values exceeded 0.40. These findings demonstrate that the scale items are clear, reliable, and internally consistent

(Hair et al., 2019). Consequently, the scales were deemed valid, reliable, and suitable as data collection tools for this research.

6.4. Data Analysis

Microsoft Excel program was used to clean and organize the research data. IBM SPSS 25 and SmartPLS 4 software were preferred for analyzing the obtained data. The validity and reliability analyses of the scales used were conducted through exploratory factor analysis (EFA) and Cronbach's α coefficient calculation. These analyses were performed to ensure the validity and internal consistency of the scales. Structural Equation Modeling was used to answer the research questions and determine the effects between variables. This modeling technique allowed the direct and indirect effects between variables to be analyzed and the role of mediating variables to be examined. The findings are reported in tables and explained in detail.

7. Findings

Data were obtained from 422 participants in the study. The preliminary examination examined whether the data met the normal distribution condition for statistical tests. To test the univariate normal distribution, the condition that the absolute skewness value should not exceed 2.0 or the absolute kurtosis value should not exceed 7.0 was sought based on the $n > 300$ sample size criterion, and it was determined that none of the items exceeded these thresholds (Kim, 2013, p. 53). To test the multivariate normal distribution, Mahalanobis distances of the items were calculated, and 23 data exceeding the critical chi-square threshold value at $p < 0.001$ according to the number of items were considered influential observations and excluded from the data set (Arifin, 2015, pp. 71-72). With the remaining 399 data, it was concluded that the data set did not pose a problem for univariate normal distribution and multivariate normal distribution (Kim, 2013; Arifin, 2015).

7.1. Demographic Profiles of Participants

The gender, age, education level, monthly personal income, and average daily time spent on YouTube are presented in Table 1.

Table 1. Demographic Characteristics of Participants

Demographic Characteristics	Group	n	%
Gender	Female	192	48.1
	Male	207	51.9
	Total	399	100.0
Age	18-19 years old	29	7.3
	Between 20-29	111	27.8
	Between 30-39	93	23.3
	Between 40-49	71	17.8
	Between 50-59	56	14.0
	60 years and older	39	9.8
	Total	399	100.0
Educational Degree	High school and below	95	23.8
	University - Associate Degree	105	26.3
	University - Undergraduate	120	30.1
	Graduate - MA	55	13.8
	Graduate - DR	24	6.0
	Total	399	100.0
Monthly Personal Income	17.001 TL and below	37	9.3
	Between 17.002 TL - 25.000 TL	57	14.3
	Between 25.001 TL - 35.000 TL	73	18.3
	Between 35.001 TL - 45.000 TL	67	16.8
	Between 45.001 TL - 55.000 TL	61	15.3
	Between 55.001 TL - 65.000 TL	51	12.8
	Between 65.001 TL - 75.000 TL	43	10.8
	75.001 TL and above	10	2.5
	Total	399	100.0
Average Daily Time Spent on YouTube	Less than 1 hour	33	8.3
	1 hour	47	11.8
	2 hours	91	22.8
	3 hours	97	24.3
	4 hours	59	14.8
	5 hours	41	10.3
	6 hours	19	4.8
	7 hours and more	12	3.0
	Total	399	100.0

When the gender distribution of the participants is examined, it is seen that a total of 399 people participated in the study, of which 48.1% were female ($n = 192$) and 51.9% were male ($n = 207$). According to the age distribution data, the most intense age group of the participants was 20-29 years old with 27.8% ($n =$

111), and the second intense group was 30-39 years old with 23.3% (n = 93). Looking at the other age groups, it is noteworthy that the 40-49 age group (17.8%; n = 71), the 50-59 age group (14.0%; n = 56), and the 60 and over age group (9.8%; n = 39) are represented at lower rates. In terms of educational level, it is understood that the majority of the participants are university bachelor's degree graduates with 30.1% (n = 120), followed by university associate's degree graduates with 26.3% (n = 105) and high school and below with 23.8% (n = 95). Among the participants with postgraduate education, Master's degree graduates account for 13.8% (n = 55), and PhD graduates account for 6.0% (n = 24). When the monthly personal income status of the participants is analyzed, it is seen that the highest participation is in the 25,001 TL - 35,000 TL range with 18.3% (n = 73) and in the 35,001 TL - 45,000 TL range with 16.8% (n = 67). In the lower income groups, 9.3% (n = 37) were in the range of 17,001 TL and below; in the higher income groups, 2.5% (n = 10) were in the 75,001 TL and above range. Finally, when the participants' average daily time on YouTube is analyzed, it is seen that the most concentrated groups are 3 hours with 24.3% (n = 97) and 2 hours with 22.8% (n = 91). For shorter periods, 11.8% (n = 47) for 1 hour and 8.3% (n = 33) for less than 1 hour stood out, while for more extended periods, 4.8% (n = 19) for 6 hours and 3.0% (n = 12) for 7 hours or more remained at lower levels.

7.2. Validity and Reliability of the Scales Used in the Study

Exploratory factor analysis (EFA) and Cronbach's Alpha reliability analysis were employed to assess the reliability and validity of the consumer innovativeness, perceived trust, purchase intention, and brand awareness scales used in the study. In the EFAs, principal component analysis was preferred as the extraction method and Varimax as the rotation method (Hair et al., 2019). The results of Barlett's Test of Sphericity and KMO values obtained from the analysis are presented in Table 2.

Table 2. Barlett's Test of Sphericity and KMO Sampling Adequacy Test Results

Scale	Factor	Barlett's Test of Sphericity			KMO Sampling Adequacy Test
		χ^2	df	p	
Consumer Innovativeness	Product-Based Innovativeness Personal Innovativeness Risk-Taking	2034.416	55	<0.001	0.859
Perceived Trust	-	1248.048	10	<0.001	0.884
Purchase Intention	-	944.024	3	<0.001	0.758
Brand Awareness	Recall Awareness	1343.726	15	<0.001	0.880

Table 2 shows Barlett's Test of Sphericity results for the scales are statistically significant, and KMO sampling adequacy values are good (Hair et al., 2019). Likewise, Table 3 presents the variance explained, eigenvalues, factor loadings, descriptive statistics, and reliability analysis results.

Table 3. Results of Validity and Reliability Analyses

Scale, Factor and Item	\bar{x}	s	EFL	EV (E)	α
Consumer Innovativeness (Product-Based Innovativeness)				44.882	0.789

UY1. When a new product is released, I will be the first person to try it in my environment	2.26	1.31	0.848	(4.94)	
UY4. When I see a different product, I examine it	3.54	1.25	0.808		
UY3. I like to try new products	3.72	1.23	0.799		
UY2. When I see a different product, I would like to try it	3.50	1.30	0.769		
Consumer Innovativeness (Personal Innovativeness)					
KY1. I change technological products more frequently than others around me	2.45	1.23	0.828		
KY4. When a new technological product is released, I would like to buy it immediately	2.77	1.18	0.743	12.606 (1.39)	0.778
KY3. I always like to use new models in technological products	3.02	1.24	0.703		
KY2. When a new technological product is released, I have an idea by examining it.	3.54	1.30	0.696		
Consumer Innovativeness (Risk-Taking)					
RA1. I do not worry when making risky decisions	2.73	1.30	0.830	11.911	
RA3. I make risky decisions in my daily life	2.90	1.20	0.771	(1.31)	0.704
RA2. I trust my intuition when making decisions	3.67	1.17	0.641		
<i>Total Variance Explained</i>				69.399	
Perceived Trust					
G1. Sincere	2.92	1.14	0.886		
G3. Convincing	2.99	1.16	0.859	73.108	
G2. Persuasive	3.08	1.14	0.858	(3.65)	0.907
G4. Reliable	2.91	1.06	0.843		
G5. Logical	3.15	1.21	0.827		
Purchase Intention					
SN1. I would probably buy it	3.31	1.27	0.945	87.25	
SN3. I would like to buy	3.26	1.28	0.936	(2.61)	0.927
SN2. I would consider purchasing	3.26	1.29	0.921		
Brand Awareness (Recall)					
CAG1. I remember it when I see it	3.52	1.10	0.827	42.254	
CAG2. I remember their logo/logos	3.69	1.16	0.814	(3.98)	0.823
CA3. Properties come to mind	3.47	1.16	0.723		
Brand Awareness (Awareness)					
FAR2. I can put it first among similar ones	3.06	1.14	0.912	34.584	
FAR3. I distinguish them from their counterparts	3.25	1.18	0.795	(3.41)	0.851
FAR1. I know what kind of brand they are/were	3.34	1.17	0.537		
<i>Total Variance Explained</i>				76.838	

I = Strongly Disagree, 5 = Strongly Agree; EFC = EFA Factor Load; VE = Variance Explained; E = Eigenvalue; α = Cronbach's Alpha.

Table 3 shows that the total variances explained for all scales used in the study are above the 40% threshold value, the factor loadings exceed the 0.5 threshold value, and the Cronbach's α reliability coefficient is above the 0.7 threshold value (Hair et al., 2017). Based on the values in Table 2 and Table 3, it is possible to say that all scales used in the study are valid and reliable.

7.3. Testing the Measurement Model

The research model was tested following the validation and reliability confirmation of the scales used in the study. Variance-based structural equation modeling (PLS-SEM) was employed to test the model, following a two-stage evaluation approach (Hair et al., 2019, p. 783). In the first stage, the research model was validated as a measurement model by assessing convergent and discriminant validities (Hair et al., 2017, p. 97). In the second stage, the structural model was examined, and the research questions were addressed.

The evaluation began with an examination of the measurement model's goodness-of-fit values. SRMR is recommended for assessing model fit in PLS-based structural equation modeling tests (Henseler et al., 2015, p. 195). An SRMR value of 0.069 suggests an acceptable fit for the measurement model (Hu and Bentler, 1999, p. 449). Table 4 displays the measurement model's standardized factor loadings, along with the AVE and CR coefficients for convergent validity.

Table 4. Evaluation of the Measurement Model

Scale	Factor	Item	Standardized Factor Loadings	Convergent Validity	
				AVE	CR
Consumer Innovativeness	Product-Based Innovativeness	UY1	0.834	0.794	0.618
		UY3	0.830		
		UY4	0.775		
		UY2	0.699		
	Personal Innovativeness	KY4	0.870	0.803	0.613
		KY1	0.840		
		KY3	0.814		
		KY2	0.574		
	Risk-Taking	RA1	0.829	0.715	0.624
		RA3	0.803		
		RA2	0.736		
		G3	0.880		
Perceived Trust	-	G1	0.858	0.908	0.731
		G2	0.853		
		G4	0.847		
		G5	0.836		
		SN3	0.944		
Purchase Intention	-	SN1	0.934	0.927	0.872
		SN2	0.924		
		CAG1	0.902		
Brand Awareness	Recall	CAG3	0.890	0.856	0.771
		CAG2	0.841		
		FAR2	0.874		
	Awareness	FAR3	0.856	0.823	0.738
		FAR1	0.847		

Table 4 shows that the factor loadings of the scales in the model exceed the threshold value of 0.5 (Hair et al., 2017, p. 102). The AVE and CR values exceeded the threshold values recommended in the literature, indicating acceptable convergent validity for the measurement model. For discriminant validity, two criteria were assessed: whether the square roots of the AVE values exceeded the inter-structure correlation values and whether the HTMT coefficients remained below the threshold value of 0.90. The results of the discriminant validity analysis are presented in Table 5

Table 5. Findings on Discriminant Validity

Scales	1	2	3	4	5	6	7
1. Purchase Intention	0.934	(0.488)	(0.712)	(0.218)	(0.520)	(0.792)	(0.691)
2. Personal Innovativeness	0.415	0.783	(0.621)	(0.625)	(0.894)	(0.460)	(0.681)
3. Awareness	0.621	0.502	0.859	(0.360)	(0.567)	(0.694)	(0.885)
4. Risk-Taking	0.180	0.458	0.284	0.790	(0.569)	(0.290)	(0.487)
5. Product-Based Innovativeness	0.448	0.765	0.460	0.421	0.786	(0.514)	(0.659)
6. Perceived Trust	0.729	0.382	0.601	0.233	0.436	0.855	(0.728)
7. Recall	0.613	0.554	0.758	0.381	0.543	0.643	0.878

The square roots of the AVE coefficients are shown in bold on the diagonals, while the values in parentheses represent the HTMT coefficients.

As seen in Table 5, the square roots of the AVE coefficients are higher than the inter-scale correlation values. However, the HTMT coefficients do not exceed the threshold value of 0.90 (Henseler et al., 2015, p. 129). These results indicate that the scales are validated as a measurement model.

7.4. Testing the Structural Model

In evaluating the structural model, 5000 bootstrap samples were selected (Hair et al., 2017). Thus, the findings obtained from examining beta coefficients, t values, adjusted R^2 values, and significance are presented in Table 6. In addition, findings on mediating effects are presented in Table 7.

Table 6. Direct Effects

Dependent Variable	Independent Variable	B	t	p	Adjusted R^2
Perceived Trust	Personal Innovativeness – Perceived Trust	0.104	1.356	0.175	19.1%
	Risk-Taking - Perceived Trust	0.043	0.832	0.406	
	Product-Based Innovativeness - Perceived Trust	0.338	4.482	<0.001	
Purchase Intention	Personal Innovativeness - Purchase Intention	0.120	2.058	0.040*	55.5%
	Risk-Taking - Purchase Intention	0.110	1.864	0.037*	
	Product-Based Innovativeness - Purchase Intention	0.100	1.639	0.101	
	Perceived Trust - Purchase Intention	0.655	18.48	<0.001	
Awareness	Personal Innovativeness - Awareness	0.295	5.253	<0.001	44.4%
	Risk-Taking - Awareness	0.032	0.752	0.452	
	Product-Based Innovativeness - Awareness	0.014	0.244	0.807	
	Perceived Trust - Awareness	0.475	11.98	<0.001	
Recall	Personal Innovativeness - Recall	0.238	4.426	<0.001	53.6%
	Risk-Taking - Recall	0.117	3.082	0.002**	
	Product-Based Innovativeness - Recall	0.103	1.910	0.056	
	Perceived Trust - Recall	0.480	12.60	<0.001	

** $p < 0.01$; * $p < 0.05$.

Table 6 presents the direct effects observed in the structural model. In this model, which includes product-based innovativeness, personal innovativeness, risk-taking, and perceived trust variables, the explained variance (R^2) is 55.5% for purchase intention, 44.4% for awareness, and 53.6% for recall. Additionally, product-based innovativeness, personal innovativeness, and risk-taking collectively explain 19.1% of the variance in perceived trust.

Among the constructs, only product-based innovativeness positively affects perceived trust ($B = 0.338$; $p < 0.001$). Personal innovativeness ($B = 0.120$; $p < 0.05$), risk-taking ($B = 0.110$; $p < 0.05$), and perceived trust ($B = 0.655$; $p < 0.001$) positively affect purchase intention, whereas product-based innovativeness shows no significant effect. Personal innovativeness ($B = 0.295$; $p < 0.001$) and perceived trust ($B = 0.475$; $p < 0.001$) positively affect awareness, while risk-taking and product-based innovativeness have no significant effect. Finally, personal innovativeness ($B = 0.238$; $p < 0.001$), risk-taking ($B = 0.117$; $p < 0.01$), and perceived trust ($B = 0.480$; $p < 0.001$) positively affect recall, whereas product-based innovativeness shows no significant effect.

Table 7. Mediating Effects

Mediating Effects	<i>B</i>	<i>t</i>	CI %2.5	CI %97.5	<i>p</i>
Product-Based Innovativeness – Perceived Trust - Awareness	0.161	4.18	0.089	0.239	<0.001
Personal Innovativeness – Perceived Trust - Awareness	0.049	1.35	-0.022	0.124	0.177
Risk-Taking – Perceived Trust - Awareness	0.020	0.833	-0.027	0.069	0.405
Product-Based Innovativeness – Perceived Trust - Recall	0.163	4.237	0.091	0.240	<0.001
Personal Innovativeness – Perceived Trust - Recall	0.050	1.349	-0.023	0.125	0.178
Risk-Taking – Perceived Trust – Recall	0.021	0.835	-0.027	0.070	0.404
Product-Based Innovativeness – Perceived Trust – Purchase Intention	0.222	4.201	0.123	0.330	<0.001
Personal Innovativeness – Perceived Trust – Purchase Intention	0.068	1.365	-0.031	0.168	0.172
Risk-Taking – Perceived Trust – Purchase Intention	0.028	0.832	-0.037	0.096	0.406

* $p < 0.05$. *CI* = Confidence Intervals (Bias Corrected)

Table 7 presents the mediating effects observed in the structural model. The results indicate that only product-based innovativeness exhibits a mediating effect on awareness ($B = 0.161$; $p < 0.001$; $CI [0.089, 0.239]$), recall ($B = 0.163$; $p < 0.001$; $CI [0.091, 0.240]$), and purchase intention ($B = 0.222$; $p < 0.001$; $CI [0.123, 0.330]$).

Conclusion and Discussion

This study explores the impact of YouTube product promotion videos on consumer innovativeness, trust, purchase intention, and brand awareness within the framework of the diffusion of innovations theory. The study highlights key insights into how perceived trust and innovativeness influence consumer behavior on YouTube. This section discusses relevant findings from the literature and provides practical recommendations based on the study's results.

Research findings show that personal innovativeness significantly and positively affects purchase intention. The fact that personal innovators are less affected by uncertainty and have a high tendency to try and adopt new products explains this relationship, and this finding is in line with the studies in the literature (Kaushik and Rahman, 2014; Triwijayati et al., 2024). However, no significant effect of product-based innovativeness on purchase intention was found. This finding may indicate that some users prioritize trust and emotional connection over product innovativeness (Aydın, 2009; Yueh and Zeng, 2024). Personal innovativeness is a factor that strengthens individuals' tendency to try new products and services by reducing their perceptions of uncertainty and risk (Rogers, 2003). This may allow individuals to be more proactive and courageous in their decision-making processes and thus positively affect their purchase intentions. On the other hand, product-based innovativeness may not always have a significant effect directly on purchase intention. This may be explained by the fact that consumers place more importance on ease of use, emotional connection, and trust rather than focusing only on the innovative features of the product (Triwijayati et al., 2024, pp. 50-51). This finding is also supported by recent research on product promotion videos, which highlights that when users' needs for information, entertainment, and interpersonal utility are satisfied, their ad involvement increases, leading to stronger eWOM and purchase intentions (Özer and Uğurhan, 2025). Especially on digital platforms, studies are showing that consumers focus not only on the technical innovations of the product but also on the credibility of the creator, the story presented about the product, and the level of emotional interaction when making purchasing decisions (Yueh and Zeng, 2019; Rombach et al., 2024). In this context, while personal innovativeness may directly increase individuals' purchase intention, product-based innovativeness may have a more indirect effect. It may show its effect through mediating variables such as trust.

According to the research findings, the direct effect of product-based innovativeness on brand awareness and recall was not found to be significant. However, it was found to have an indirect effect through the trust variable. The lack of a direct effect of product-based innovativeness indicates that consumers' recognition and awareness of an innovative product is not directly related to product features but instead to the trust factor (Hanaysha and Hilman, 2015). There are findings in the literature that show that when consumers trust brands with product-based innovativeness characteristics, they remember these brands more efficiently and distinguish them from other brands (Hanaysha and Hilman, 2015, pp. 95-96). Therefore, trust plays an essential mediating role in the effect of product-based innovativeness on brand awareness and recall. From this perspective, it is crucial for content creators who produce and share product promotion videos to focus on messages and practices that build trust in promoting innovative products.

On the other hand, personal innovativeness significantly and positively affects brand awareness and recall. This shows that individuals tend to remember brands more efficiently and create associations with their innovative characteristics. Individuals with high levels of personal innovativeness are generally more willing and proactive in discovering and learning about new brands. Since these individuals interact with brands more frequently, they quickly remember brand attributes and form stronger recalls in their minds (Triwijayati et al., 2024, pp. 55-56). Moreover, the effect of personal innovativeness on awareness may be due to the fact that innovators come into contact with new brands faster through channels such as digital platforms and social media. Considering that personal innovativeness is a dominant trait, especially among young consumers (Hanaysha and Hilman, 2015), brands must emphasize innovative characteristics in their communication strategies.

Similarly, the risk-taking factor was found to have a significant effect on brand recall, but no direct significant impact on brand awareness was observed. Risk-taking individuals are more willing to accept uncertain and new situations (Triwijayati et al., 2024, p. 55). This is especially evident in the brand recall. Since risk-taking individuals tend to try more innovative products and brands, they may develop stronger and clearer recalls with these brands. However, the lack of a significant effect on brand awareness suggests that risk-taking tendency may depend on the individual's direct experiences with the innovative product rather than brand knowledge.

The strong effect of perceived trust on purchase intention reveals that consumers' trust in the brand and the product is decisive when purchasing a product. This finding suggests that purchase intention is directly linked not only to the characteristics of the product but also to the consumer's trust in that product. The fact that individual factors such as personal innovativeness and risk-taking have a more limited effect on purchase intention can be interpreted as individual characteristics playing a more indirect role than trust. The significant impact of perceived trust in terms of brand awareness and recall suggests that consumers' perceptions and recall of a brand are strengthened by trust. When consumers trust a brand, they remember it more efficiently and can distinguish it from similar brands (Yueh and Zeng, 2024, p. 5). The weaker effects of risk-taking and product-based innovativeness variables on these factors indicate that trust is more dominant in brand perception.

The research findings reveal that perceived trust is a mediating variable that affects product-based innovativeness, purchase intention, and brand awareness. The mediating role of trust can be explained by the fact that it reduces the uncertainties and risks that individuals face on digital platforms and strengthens their tendency to purchase and establish an emotional connection with the brand. Personal innovators are more inclined to try and discover new products (Aydın, 2009; Yueh and Zeng, 2024). However, the consumer needs to feel trust for this tendency to turn into purchase intention. At this point, trust becomes an intermediary mechanism and facilitates the individual's decision-making process. Product-based innovativeness enables the consumer to focus on the product's technical features and innovative aspects (Aydın, 2009, p. 191). On the other hand, this focus may not directly create purchase intention; the element of trust may mediate by supporting the consumer's adoption of the product and making a purchase decision. This suggests that consumers need to feel a sense of trust to adopt innovative products (Yueh and Zeng, 2024, p. 5). Especially in product promotion videos, the sincerity, expertise, and accuracy of the information provided by the content creator can facilitate purchase decisions by building consumer trust.

This study offers a comprehensive framework for understanding the dynamic relationships among consumer perceptions, trust, and purchase intentions regarding innovative products. Trust, a central variable in consumer behavior, plays both direct and indirect roles in shaping responses to innovation attributes. The research emphasizes the need for brands to develop strategies that strengthen consumer trust, thereby enhancing purchase intention, brand awareness, and recall. However, this study is limited to the YouTube platform and focuses on product promotion videos in general, rather than specific product groups. The lack of product category specification (e.g., technology, cosmetics, food, etc.) may restrict the generalizability of the findings. Additionally, although demographic characteristics of participants were reported, no subgroup analysis was conducted, which may hinder the discovery of deeper patterns across consumer segments. Another limitation concerns the omission of influencer-specific characteristics such as follower count, perceived expertise, and communication style—factors that could significantly impact the formation of trust. Future research should explore other platforms where product promotion videos are shared, conduct comparative studies across product types, examine group-based differences, and integrate these moderator variables to enrich the explanatory power of the model.

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Araştırmacı Katkı Oranı: Araştırmacılar çalışmaya eşit oranda katkı sunmuştur.

Destekleyen Kurum/Kuruluşlar: Herhangi bir kurum/kuruluştan destek alınmamıştır.

Çıkar Çatışması: Herhangi bir çıkar çatışması bulunmamaktadır.

Genişletilmiş Özet

Dijitalleşmenin hız kazandığı çağımızda, bireylerin bilgiye erişim ve tüketim alışkanlıkları büyük bir dönüşüm yaşamaktadır. Bu dönüşüm, sosyal medya platformlarının ve dijital içerik üretiminin önemi de artmıştır. YouTube, dünya çapında milyonlarca kullanıcıya hitap eden bir platform olarak, sadece bir eğlence ve bilgi paylaşım aracı olmanın ötesine geçmiş; tüketici davranışlarını şekillendiren, satın alma niyetlerini etkileyen ve marka farkındalığını artıran bir iletişim platformu haline gelmiştir. Ürün tanıtım videoları, bu süreçte önemli bir rol oynamaktadır. Görsel ve işitsel unsurlarla zenginleştirilmiş bu içerikler, tüketicilere yalnızca teknik bilgi sunmakla kalmayıp duygusal bağ kurmalarına da olanak sağlamaktadır. Bu bağlamda mevcut çalışma, Yeniliklerin Yayılması Teorisi çerçevesinde YouTube'da yayımlanan ürün tanıtım videolarının tüketici yenilikçiliği, satın alma niyeti ve marka farkındalığı üzerindeki etkilerini kapsamlı bir şekilde analiz etmektedir. Çalışmada ayrıca, içerik üreticilerine yönelik algılanan güvenin bu etkiler üzerindeki aracı rolü de detaylı olarak incelenmiştir.

Çalışma, ilişkisel tarama modeline dayalı nicel bir araştırma olarak tasarlanmıştır. İlişkisel tarama modeli, değişkenler arasındaki ilişkilerin yapısını ve gücünü korelasyon istatistikleri aracılığıyla değerlendirmeyi amaçlayan bir araştırma desendir. Araştırmanın örnekleme, amaca uygun örnekleme yöntemiyle belirlenmiştir. Örneklem, YouTube platformunu aktif olarak kullanan ve en az bir kez ürün tanıtım videosu izlemiş olan 422 katılımcıdan oluşmaktadır. Veriler, çevrim içi anket tekniği kullanılarak toplanmış ve katılımcıların gönüllü katılımı esas alınmıştır. Anket formunda, tüketici yenilikçiliği, satın alma niyeti, marka farkındalığı ve güven değişkenlerini ölçen daha önce geçerliliği ve güvenilirliği kanıtlanmış ölçekler kullanılmıştır. Verilerin analizinde SPSS ve SmartPLS yazılımları kullanılmıştır. Verilerin normal dağılım gösterip göstermediği tek değişkenli ve çok değişkenli normallik testleri ile incelenmiştir. Yapısal eşitlik modellemesi (PLS-SEM) kullanılarak değişkenler arasındaki doğrudan ve dolaylı etkiler analiz edilmiş ve aracı etkiler Bootstrap yöntemiyle sınanmıştır. Araştırmanın etik standartlara uygun bir şekilde yürütülmesi için gerekli izinler ve etik kurul onayı alınmıştır.

Araştırmanın temel bulguları, tüketici yenilikçiliğinin satın alma niyeti ve marka farkındalığı üzerindeki etkisini açık bir şekilde ortaya koymaktadır. Kişisel yenilikçiliğin, bireylerin belirsizlikten daha az etkilenmesini sağladığı ve bu durumun satın alma niyetini olumlu yönde etkilediği belirlenmiştir. Yenilikçi bireylerin yeni ürünleri deneme konusundaki cesaretleri ve bu ürünlerin faydalarını keşfetme arzuları, onların satın alma kararlarını daha bilinçli bir şekilde almalarını kolaylaştırmaktadır. Bununla birlikte, ürün temelli yenilikçiliğin doğrudan satın alma niyeti üzerinde anlamlı bir etkisinin bulunmadığı gözlemlenmiştir. Bu sonuç, tüketicilerin yenilikçi özelliklere sahip ürünlerden ziyade içerik üreticilerine duyulan güven gibi faktörlere öncelik verdiğini göstermektedir. Risk algısının ise tüketici davranışları üzerinde karmaşık bir etkisi olduğu ve genellikle dolaylı yollarla etkili olduğu anlaşılmıştır.

Araştırmanın dikkat çekici bir diğer bulgusu ise güven unsurunun aracı bir rol üstlendiğini göstermesidir. İçerik üreticilerine duyulan güven, tüketicilerin satın alma niyetlerini güçlendiren önemli bir etkidir. Aynı zamanda marka farkındalığını artırmada da kritik rol oynamaktadır. Güven unsuru, tüketicilerin risk algısını azaltmakta ve ürünler hakkında daha bilinçli kararlar vermelerine aracılık etmektedir. Bununla birlikte, güvenin marka çağrışımları üzerinde de önemli bir etkisi olduğu tespit edilmiştir. Güvenilir içerik üreticileri, tüketicilerin markaya yönelik olumlu algılar geliştirmesine katkı sağlamakta ve markanın fark edilme olasılığını artırmaktadır. Bu bağlamda, YouTube gibi platformlarda içerik üreticileri, tüketicilerle markalar arasında bir köprü görevi görmekte, markaların mesajlarını daha etkili bir şekilde hedef kitleye ulaştırabilmektedir.

Elde edilen bulgular ışığında, dijital platformlarda güven unsuru ve içerik üreticilerinin etkisinin altı çizilmiştir. Özellikle YouTube'da yayımlanan ürün tanıtım videolarının, tüketicilerin satın alma niyetlerini ve marka farkındalığını artırmada kritik bir rol oynadığı anlaşılmıştır. Güvenilir kabul edilen içerik üreticilerinin samimiyeti, tutarlılığı ve dürüstlüğü, tüketicilerin satın alma kararlarını doğrudan etkileyebilmektedir. Araştırma, dijital iletişim stratejilerinde güven odaklı bir yaklaşım benimsenmesi gerektiğini ve markaların bu doğrultuda adımlar atmasının önemli olduğunu ortaya koymaktadır. Ayrıca, markaların yalnızca ürün özelliklerini ön plana çıkaran içeriklerden ziyade, duygusal bağ kurmayı hedefleyen içeriklere yatırım yapması gerektiği vurgulanmıştır.

Araştırmanın önerileri, dijital iletişim stratejilerini geliştirmek isteyen markalar ve içerik üreticileri için yol gösterici niteliktedir. Markaların, içerik üreticileriyle iş birliği yaparken onların güvenilirliklerine, samimiyetlerine ve tüketicilerle olan iletişimlerine öncelik vermeleri önemlidir. Güven inşa eden içerik



üreticileri, tüketicilerin marka ile bağ kurmasını kolaylaştıracak ve satın alma kararlarını olumlu yönde etkileyebilecektir. Bunun yanı sıra, markaların tüketicilerin ihtiyaçlarını ve duygusal beklentilerini anlamaya yönelik daha detaylı analizler yaparak, içeriklerini bu doğrultuda şekillendirmeleri gerekmektedir. Dijital platformların etkileşimli yapısından faydalanarak tüketicilerle doğrudan iletişim kuran ve onların geri bildirimlerine açık olan stratejiler geliştirilmelidir.

Gelecekteki çalışmalar için, farklı sosyal medya platformlarının ve ürün kategorilerinin etkilerini inceleyen araştırmaların gerçekleştirilmesi önerilmektedir. Kültürel ve demografik farklılıkların tüketici davranışları üzerindeki etkilerini anlamaya yönelik çalışmalar, dijital iletişim ve reklam stratejilerinin daha kapsamlı bir şekilde ele alınmasını sağlayabilir. Ayrıca, farklı platformlardaki çeşitli ürün tanıtım videoları üzerinden tüketici güveninin uzun vadeli etkilerini değerlendiren araştırmalar, markaların sürdürülebilir bir başarı elde etmesine yönelik stratejiler geliştirmelerine katkı sağlayacaktır. Sonuç olarak bu çalışma, yeniliklerin yayılması bağlamında tüketici davranışlarının şekillenmesi konusunda önemli bir çerçeve sunmaktadır. Özellikle dijital platformlarda güven unsuru etrafında şekillenen stratejilerin, markaların başarısını artırmada temel bir unsur olduğu sonucuna ulaşılmıştır. Bu bağlamda, markaların tüketicilerle daha güçlü bağlar kurabilmek amacıyla güven odaklı ve kullanıcı dostu bir yaklaşım benimsemesinin, dijital çağın rekabetçi ortamında ayakta kalmalarına yardımcı olacağı değerlendirilmektedir.