

# The Moderating Role of Hedonic Consumption Tendency in the Effect of Religiosity on Digital TV Platform Purchase Intention

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## Abstract

This study aims to investigate the effect of religiosity on the intention to purchase digital TV platforms and the moderating role of hedonic consumption tendency in this relationship. Surveys and statistical analyses were conducted with participants from different demographic groups to examine the impact of religiosity on the intention to purchase digital TV platforms. Data were collected through surveys from 474 individuals residing in Sakarya, selected using a convenience sampling method. The analyses concluded that religiosity has a negative effect on the intention to purchase digital TV platforms and that hedonic consumption tendency plays a moderating role in this relationship. As participants' hedonic consumption tendencies increase, the negative effect of religiosity on digital TV platforms decreases. This study offers significant implications for companies developing marketing strategies. Managers of digital TV platforms who want to reach religious consumers can attract the attention of this audience with content and campaigns that meet the expectations of these consumers. Furthermore, this study emphasizes the importance of understanding consumer behaviors within broader social and psychological contexts.

*Anahtar Kelimeler:* OTT TV, Digital TV Platform, Religiosity, Hedonic Consumption, Purchase Intention

## Dindarlığın Dijital TV Platformu Satın Alma Niyeti Üzerindeki Etkisinde Hedonik Tüketim Eğiliminin Düzenleyici Rolü

### Öz

Bu çalışmanın amacı, dijital TV platformlarını satın alma niyeti üzerinde dindarlığın etkisini ve bu ilişkide hedonik tüketim eğiliminin düzenleyici rolünü arařtırmaktır. Dijital TV platformlarını satın alma niyeti üzerinde dindarlığın etkisini incelemek için farklı demografik gruplardan katılımcılarla anketler ve istatistiksel analizler yürütülmüştür. Veriler, kolayda örnekleme yöntemi kullanılarak seçilen Sakarya ilinde ikamet eden 474 kişiden anket yoluyla toplanmıştır. Analizler sonucunda dindarlığın dijital TV platformlarını satın alma niyeti üzerinde olumsuz bir etkiye sahip olduğu ve hedonik tüketim eğiliminin bu ilişkide düzenleyici bir rol oynadığı sonucuna varılmıştır. Katılımcıların hedonik tüketim eğilimleri arttıkça, dindarlığın dijital TV platformları üzerindeki olumsuz etkisi azalmaktadır. Bu çalışma, pazarlama stratejileri geliştiren şirketler için önemli çıkarımlar sunmaktadır. Dindar tüketicilere ulaşmak isteyen dijital TV platformlarının yöneticileri, bu tüketicilerin beklentilerini karşılayan içerik ve kampanyalarla bu kitlenin dikkatini çekebilirler. Ayrıca bu çalışma, tüketici davranışlarını daha geniş sosyal ve psikolojik bağlamlar içinde anlamının önemini vurgulamaktadır.

*Keywords:* OTT TV, Dijital TV Platformu, Dindarlık, Hedonik Tüketim, Satın Alma Niyeti

### Atf İçin / Please Cite As:

Köroğlu, A., & Köroğlu, A. (2026). The moderating role of hedonic consumption tendency in the effect of religiosity on digital tv platform purchase intention. *Manas Sosyal Arařtırmalar Dergisi*, 15 (1), 238-249. doi:10.33206/mjss.1715334

**Geliş Tarihi / Received Date:** 06.06.2025

**Kabul Tarihi / Accepted Date:** 16.01.2026

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## Introduction

Marketing is needed in all sectors where competition exists. Digital TV broadcasting is one of the sectors where competition has increased, especially in recent years, with new companies entering the market. Digital TV broadcasting is realized by transmitting code through cables, satellites and the Internet (Şeker, 2009). One of the most prominent innovations in digital TV broadcasting is over-the-top (OTT) TV. These platforms, which are attracting considerable attention today, have been used by millions of people in a short period of time. OTT broadcasting includes services that allow television programs that can be accessed via the Internet to be watched on demand (catch-up) at any time on any Internet-enabled device (computer, smartphone, tablet, etc.) and to access various video content, such as TV series and movies (Dönmez, 2022). Netflix, the most popular and widely used OTT-based platform, can be considered the first OTT-based platform. Founded by American businessman Reed Hasting in California in 1997 (Barr, 2011), Netflix operated as a DVD rental company in its early years but fully transitioned to digital TV broadcasting in 2007 (Sharma, 2016). OTT-based platforms, which proliferated rapidly thereafter, soon occupied an important role in the TV broadcasting sector. In 2021, the share of households using traditional TV broadcasting in Europe will reach 54.5%, and this rate is expected to fall to 52.1% by 2027. In contrast, 10.7% of households in Europe will use OTT TV services in 2021. This rate is expected to increase by 2027 (Stoll, 2024). In the US, the revenue generated from the OTT TV and video markets in 2020 was USD 46 billion. This revenue is estimated to exceed \$88 billion by 2026 (Stoll, 2022). Globally, OTT services and video revenues are expected to reach USD 215 billion. This figure is more than double that achieved in 2019 (Stoll, 2024b).

This rapid rise in OTT TV services in TV broadcasting and the continuous increase in their market share has also increased the number of players in the market. When analyzing the Turkish market, it can be seen that in addition to large international players, local companies have also started to take an important place in the market. An increase in the number of companies in the sector also leads to competition. New entrants are in constant competition for market share, whereas large companies in the market compete to maintain their market share. Survival in such competition depends largely on the ability to respond to customer expectations. Companies that best meet customer expectations also have the opportunity to strengthen their market position. However, little research has been conducted on what customers expect from OTT TV platforms. In the limited number of studies, the factors that lead consumers to purchase digital TV platforms are expressed as religiosity, nationalism, consumer ethnocentrism, consumer hedonism, consumer innovativeness, culture, platform characteristics and consumer characteristics (Köroğlu, & Köroğlu, 2023). In the early years, religiosity (Muslim religiosity) and digital TV broadcasting were not frequently associated. However, with the increasing presence of content that contradicts religious values on digital TV platforms, these platforms have become a topic of religious debate, especially in recent years. There are 1.9 billion Muslims worldwide (World Population Review, 2020), and Islam is the fastest-growing religion in the world. This population is expected to reach 2.2 billion by 2030 (Nghah, Ramayah, Iranmanesh, & Zailani, 2023). Since the Muslim population is growing approximately ten times faster than the non-Muslim population, the gap between Muslims and Christians is expected to close, reaching an estimated 3 billion Muslims and 3 billion Christians worldwide by 2060 (Ana Fardila, Mahmudatul Imamah, & Sari Dewi, 2020). In Turkey, according to the Turkish government, 99% of the population is Muslim (U.S. Embassy Turkiye). Additionally, with a national income of \$820 billion, Turkey is the largest Islamic economy after Indonesia (Global Islamic Investment Gateway, 2015). Given that the Islamic market is a promising one, companies must understand the needs of Muslim consumers to successfully tap into this lucrative sector (Zaki, & Elseidi, 2024).

This study contributes to the literature by examining the effect of Muslim religiosity on the purchase intention for OTT television platforms. Muslims, who tend to live according to the rules specified in the Qur'an and the words of the Prophet, are expected to follow the rules of religion in their entertainment and shopping activities (Köroğlu, & Köroğlu, 2023). Content prohibited by Islam (nudity, adultery, homosexuality, etc.) in TV series and movies on digital TV platforms may cause religious consumers to have a negative attitude towards digital TV platforms (Hamilton, & Rubin, 1989; Hamilton, & Rubin, 1992). However, there are also factors that may increase or decrease the effect of religiosity on attitudes towards digital TV platforms. One such factor is hedonism. Consumer may be both religious and hedonic in nature. Therefore, as the level of hedonism of consumers increases, the effect of religiosity on digital TV platforms decreases. This study aims to contribute to the literature by examining whether hedonism reduces the effect of religiosity on digital TV platforms. Religiosity and hedonic consumption are extensively researched

concepts; therefore, they have not been elaborated upon in detail. Instead, their direct relationship with intention to purchase digital TV platforms has been examined.

### **Conceptual Framework And Hypotheses Development**

Considering that there has never been a society without religion since the early periods of history (Sesli, 2020), it can be said that religion is a very important concept for societies and has a significant impact on their social, political, and economic lives (Sesli, 2023). The perception of religion, interpretation of religion, and practice of religious behavior vary from individual to individual. According to Himmelfarb, religiosity is a person's level of interest in the requirements, beliefs or activities of the religion in which he or she believes (Himmelfarb, 1975).

The phenomenon of religiosity has been an important factor influencing people's lifestyles and behaviors for centuries. It plays an important role not only in the decisions of individuals but also in the decisions of companies, organizations, and even countries. A person's level of religiosity affects many factors in their life. Consumer behavior is also considered a factor that is affected by religiosity (Avci, & Hacikeleşoğlu, 2021; Haşiloğlu, & Çubukçuoğlu, 2016; Mokhlis, 2008; Newaz, Fam, & Sharma, 2016). Religion guides consumption motivations and serves as a continuous source of fundamental values in consumer behavior (Mathras, Cohen, Mandel, & Mick, 2016). The attitudes and preferences of consumers with high levels of religiosity may differ from those with low levels of religiosity (Nickerson, Georgiadou, & Nandialath, 2023). A highly religious consumer acknowledges responsibility for the consequences even if they purchase a product that violates religious norms. In contrast, a less religious consumer may attempt to minimize this responsibility by justifying their actions with the notion that everyone does it (Hannah, & Avolio, 2010; Mortimer, Fazal-E-Hasan, Grimmer, & Grimmer, 2020).

Islam and Catholicism have a greater influence on people's social lives and consumption behaviors compared to other religions (Al Makaty, Van Tubergen, Whitlow, & Boyd, 1996). In countries with a large Muslim population, Muslims are generally sensitive about their faith (Karaduman, 2016). Religion is the primary motivation for Muslims in choosing products that align with Islamic values (Alom, & Haque, 2011; Hong, & Lee, 2014; Shafiq, Haque, Abdullah, & Jan, 2017). Individuals who adhere to Islamic rules ensure that their consumption behaviors comply with Islamic guidelines (Koc, Ozkan, Komodromos, Efendioglu, & Baran, 2024). Religious Muslims tend to live in accordance with the rules laid down in the Qur'an and the words and practices of the Prophet. From this perspective, religious Muslims are expected to act in accordance with religious rules in activities, such as entertainment and shopping. In this respect, it can be assumed that religiosity can also be effective in subscribing to digital TV platforms, which are entertainment products (Koroğlu, & Koroğlu, 2023). Religiosity can be effective in subscriptions to digital TV platforms in various ways. Religious individuals may direct their economic expenditure according to their religious and moral values. Individuals who avoid luxury consumption or direct their economic resources to more beneficial activities may also consider these principles when subscribing to digital TV platforms. Some content on digital TV platforms may contradict the moral and religious values of religious individuals. Programmes that promote violence, sexuality, drug use, or immoral behavior may cause religious individuals to refrain from purchasing these platforms (Hamilton, & Rubin, 1989; Hamilton, & Rubin, 1992). Some religious groups tend not to use technology or the modern media. This includes the rejection of all modern forms of entertainment, including digital platforms. The belief that the use of technology and media is detrimental to religious and moral values may lead to the avoidance of subscriptions on digital platforms.

A review of the literature shows that many studies have examined the effects of religiosity on purchase intentions. However, most of these studies have examined the effect of religiosity on the intention to purchase halal food (Avci, & Koroğlu, 2021), the intention to purchase foreign or domestic products (Korkmaz, & Dal, 2019), or the intention to purchase clothing products according to religion (Öz, & Özkaynak, 2020). No study has examined the effect of religiosity on the intention to purchase digital TV platforms. However, some results obtained in studies examining attitudes towards digital TV platforms show that religious sensitivity is important for participants' attitudes towards digital TV platforms. In a study conducted by Ulusal and Özgen (2023) to determine the impact of Netflix content on young people and how Netflix's gender-neutral policy is interpreted by young people, Ulusal and Özgen (2023) found that young people are aware of Netflix's gender-neutral policy and believe that this policy aims to eliminate gender stereotypes. Considering that a large part of the population living in Turkey is Muslim, that asexuality or homosexuality is accepted as a sin in Islam, and that there are even warnings against homosexuality in

some verses of the Holy Qur'an, it can be said that religious Muslims will be less likely to purchase Netflix, which often contains such content. Based on the results of these studies, the following hypotheses were formulated;

H1. Religiosity negatively affects the intention to purchase a digital TV platform.

In countries where Muslims predominantly reside, a more collectivist societal structure is generally prevalent. In collectivist societies, people strive for group goals rather than individual goals and perceive themselves as dependent on the group. Consequently, societal beliefs have a stronger influence on individuals' behaviors in these societies (Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007). However, some research findings do not support this view (Memon, Azhar, Haque, & Bhutto, 2019). Therefore, although religiosity is increasingly recognized as a significant factor influencing consumer decisions, there is still much to be explored (Mathras et al., 2016; Wilson, & Ayad, 2021).

Although religiosity is an important factor that can influence subscriptions to digital TV platforms, it is not sufficient to measure the effect of religiosity alone. Many factors can reduce or increase the effect of religiosity on subscriptions to digital TV platforms. An individual's level of hedonism is one such factor (Körođlu, & Körođlu, 2023). Hedonism is an important factor influencing consumers' decision-making processes. A study found that participants purchase hedonic products every month (Mundel, Huddleston, & Vodermeier, 2017). According to a hedonistic understanding, the main purpose of life is pleasure, entertainment, and material satisfaction. For those with this understanding, entertainment, debauchery, and luxurious living are at the forefront, because it is assumed that life is lived only once; therefore, it is necessary to enjoy it as much as possible (Sundjoto, Kuswandi, Noor, Mahmudah, & Subroto, 2020). Hedonistic individuals prefer various entertainment activities. Digital TV platforms often offer various movies, series, documentaries, and other entertainment content. Individuals want a good time and enjoy using these platforms. Digital TV platforms offer users a wide range of content that allows them pleasant and entertaining experiences. Individuals find an opportunity to have a pleasant time and enjoy themselves by watching different types of content on these platforms. Hedonists want to quickly satisfy their need for satisfaction and enjoyment. Digital TV platforms provide quick and easy access to the desired content, which means that hedonistic individuals can easily satisfy their needs. However, religion prohibits people from going to extremes and limits them in many ways. In other words, extreme hedonism is not acceptable. In other words, Muslim consumers are not expected to subscribe to digital TV platforms that contain religiously objectionable content. However, although religion is an effective factor in controlling people's wants and needs, people go beyond the limits set by religion, especially when influenced by postmodern lifestyles (Sungur, 2017). Bocoock (1993) also states that non-Western societies dominated by traditional religions continue to be affected by an increasing desire for consumption. Research has also supported this finding. Most participants in Ulusal and Özgen's (2023) study either subscribed to Netflix or Netflix from other accounts, even though they were aware of Netflix's de-sexing policy. Although this study does not aim to determine the level of religiosity of the participants, it can be seen that some participants followed Netflix despite having negative opinions about Netflix. Therefore, religiosity alone is not an effective factor for subscribing to digital TV platforms. It is believed that the effect of religiosity on digital TV platforms is driven by other factors. Hedonism is one of these factors. People view TV series, films, etc. as entertainment and subscribe to digital TV platforms to follow the content they are particularly interested in (action, adventure, comedy, etc.). Regardless of how religious they are, their level of hedonism may lead them to follow this content. They may subscribe to digital TV platforms not to watch content that they find religiously objectionable but only to watch content that interests them. Therefore, people's high or low levels of hedonism may determine the effect of their level of religiosity on their intention to subscribe to digital TV platforms. Thus, the following hypothesis is formulated:

H2. The level of hedonism moderates the effect of religiosity on the intention to purchase a digital TV platform.

Figure 1 illustrates the research model that emerged from the literature review.

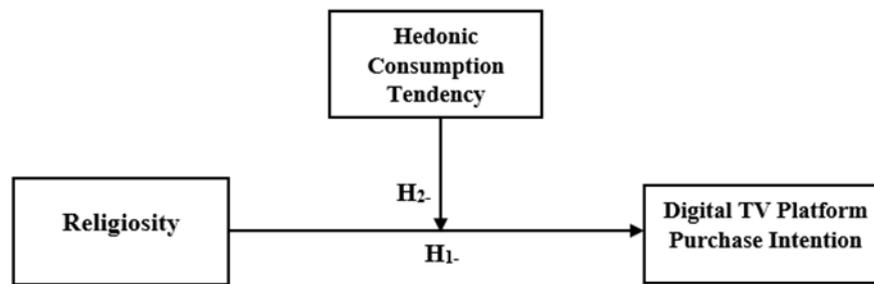


Figure 1. Research Model

## Methodology

### Participants and Data Collection Process

The research population consisted of individuals over the age of 18 years living in Sakarya province. The research sample consisted of 474 people selected by convenience sampling from the population. The numbers of women ( $n=237$ ) and men ( $n=237$ ) participating in the research were equal. The reason for choosing the convenience sampling method is the desire to save time and cost. The population of Sakarya province is 1.080.080 people according to the most recently announced data for 2022. Approximately 900,000 of this population consist of individuals aged 18 years and over (nufusu.com). According to the sample size calculation method, the sample size of the study was sufficient, with a 95% confidence interval and 5% margin of error (Sekaran, 2003). The average age of participants was 32.

A questionnaire was used for the data collection. To apply the prepared questionnaire to the participants, four students were identified as interviewers, and they were trained on how to apply the questionnaire. The questionnaires were then applied to the participants face\_to\_face by the interviewers between 01.12.2023 and 30.12.2023 on Çark Street, one of the most crowded streets in Sakarya province. The surveyors were given one week to administer the questionnaire, and were informed that they should reach at least 400 questionnaires at the end of this period. It was also stressed that the numbers of men and women participating in the survey should be equal. At the end of the week, 400 questionnaires were delivered by the surveyors. However, the number of men participating in the survey was higher than that of the women. For this reason, the surveyors were given two more days to deliver the questionnaires to female participants only and were reminded again that the number of male and female participants should be equal at the end of the period. At the end of the specified period, the numbers of male and female participants were equal, and the survey application was closed when 474 participants were reached.

The Exxen platform was used to measure participants' digital TV platform purchase intentions. In the survey, domestic digital TV platform brands were preferred. One of the important factors influencing the purchase intention of foreign brands is consumer ethnocentrism. Therefore, a domestic brand was preferred to better understand the effect of religiosity on participants' purchase intentions. A short questionnaire form was prepared and administered to participants to determine the domestic brand to be used in the survey. The survey revealed that the domestic digital TV platform brand with which the participants were most familiar was the Exxen brand, and this brand was used in the research.

### Data Collection Instruments

In the first part of the questionnaire, there were two questions regarding the gender and age of the participants. The second part contained statements on the scales included in the research. All scales in the research were prepared in 5-point Likert type.

*Religious Consciousness Scale:* The Religious Consciousness Dimension of the Religious Awareness Scale developed by Seyhan (2016) was used to determine the level of the participants' religious consciousness. The Religious Consciousness dimension consists of eight items grouped under a single factor. Cronbach's alpha for the scale was 0.97. This result indicates that the scale is highly reliable.

*Hedonic Consumption Scale:* In measure the hedonic consumption tendencies of the participants, the Hedonic Consumption Scale developed by Hausman (2000), which consists of seven items grouped under

a single dimension, was used. The scale was adapted to Turkish by Akturan (2010). Cronbach’s alpha for the scale was 0.92. This result indicates that the scale is highly reliable.

*Purchase Intention Scale:* The purchase intention scale developed by Jalilvand, Samiei, & Mahdavinia (2011), which consists of three items collected under a single dimension, was used to determine the participants' purchase intention. Cronbach’s alpha for the scale was 0.96. This result indicates that the scale is highly reliable.

**Data Analyses**

SPSS version 23 was used to analyze the data obtained in this study. First, frequency analysis was used to determine the gender and age of the participants. Confirmatory Factor Analysis (CFA) was conducted to verify the construct validity of the scales. Since the scales were previously adapted into Turkish and their validity tested, no explanatory factor analysis (EFA) was conducted, and only CFA was conducted. To test the reliability of the scales, Cronbach’s alpha value was taken into consideration. A normality test was performed to determine whether the data were normally distributed. Correlation analysis was performed to examine the relationships between the variables. Finally, the research hypotheses are tested. Regression analysis was performed using SPSS PROCESS to test the hypotheses. Model 1 proposed by Hayes (2018) was used for the regression analysis.

**Findings**

**Descriptive Statistics**

The results of the analyses conducted to determine whether the data obtained in the study were normally distributed and to examine the relationships between variables are presented in Table 1.

**Table 1.** *Descriptive Statistics and Relationships Between Variables*

	Mean	S.D.	Skewness	Kurtosis	1. Religious Consciousness	2. Hedonic Consumption	3. Purchase Intention
1. Religious Consciousness	3,66	1,01	-1,050	0,046	1		
2. Hedonic Consumption	2,43	0,83	0,830	0,423	-0,250**	1	
3. Purchase Intention	2,22	0,99	0,360	-0,628	-0,251**	0,510**	1

When analyzing Table 1, it can be seen that the participants' religious awareness was high, and hedonic consumption tendencies and digital platform purchase intentions were low. Because the skewness and kurtosis values of the scales are in the range of -2 to +2, it is assumed that the research data have a normal distribution (George, & Mallery, 2010). When analyzing the relationships between the variables, it can be seen that there is a low\_level negative relationship between religious consciousness and hedonic consumption tendency and digital platform purchase intention. A moderate positive relationship exists between hedonic consumption tendencies and digital platform purchase intentions.

**Confirmatory Factor Analysis**

As the scales used in the study had previously been adapted into Turkish and their validity tested, only CFA was performed. The goodness of fit values obtained from the CFA are presented in Table 2.

**Table 2.** *The Goodness of Fit Values*

	$\Delta\chi^2/ df$	RMSEA	GFI	NFI	CFI	IFI	RFI	TLI
Acceptable Values	$\leq 5$	$\leq .08$	$\geq .90$					
Religious Consciousness	3,767	,069	,96	,98	,97	,98	,98	,98
Hedonic Consumption	4,233	,075	,96	,97	,95	,98	,96	,98
Purchase Intention	3,915	,071	,92	,94	,93	,95	,94	,95

An analysis of Table 2 shows that all goodness\_of\_fit values are at an acceptable level (Şimşek, 2007). To obtain a good fit in the model, the 5th and 6th statements of the hedonic consumption tendency scale were modified. In addition, the regression coefficients of all statements were in the range of 696-956. These results confirmed the convergent validity of the scale.

**Hypothesis Testing**

In this study, a regression analysis was performed using SPSS PROCESS to examine the effect of religiosity level on digital TV platform purchase intention. In conducting the regression analysis, Model 1 proposed by Hayes (2018) was used. First, we analyzed the effect of religiosity on digital TV platform purchase intention. Table 3 presents the results of these analyses.

**Table 3.** Regression Analysis

Independent Variable	Dependent Variable	Coeff.	S.E.	t	p	LLCI	ULCI
Religious Consciousness	Purchase Intention	-,84	,11	-7,8227	,000	-1,0555	-,6338

An analysis of Table 3 shows that the level of religiosity negatively predicted the intention to purchase digital TV platforms. This result supports H1. Having analyzed the effect of the level of religiosity on digital TV platform purchase intention, the moderating role of hedonic consumption tendency on this effect was examined. Table 4 presents the results.

**Table 4.** Moderation Test

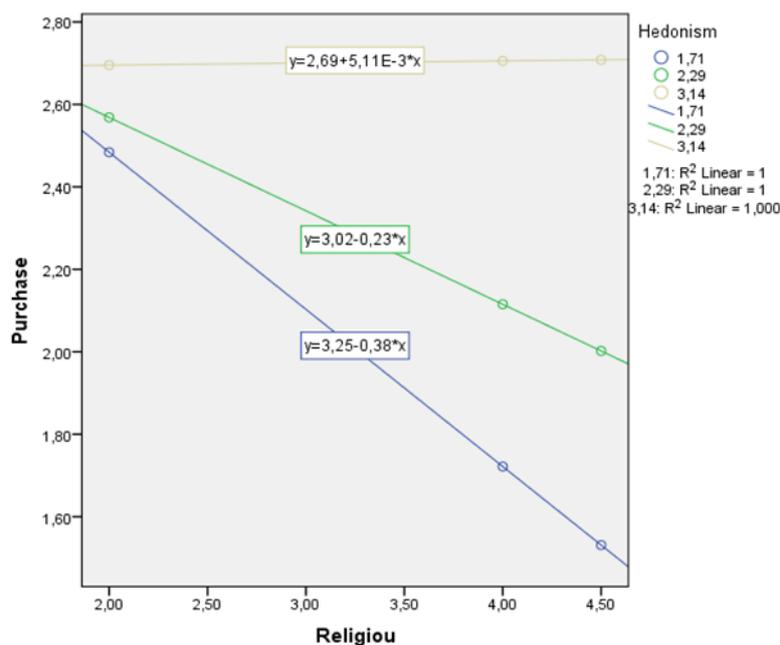
Independent Variable	Moderator Variable	Dependent Variable	R <sup>2</sup>	F	p
Religious Consciousness	Hedonic Consumption	Purchase Intention	0,0703	50,6384	,000

The analysis of Table 4 shows that hedonic consumption tendency plays a moderating role in the relationship between religiosity level and digital TV platform purchase intention (p<.05). The direction and magnitude of the effect are listed in Table 5.

**Table 5.** Level of Moderating Effect of Hedonic Tendency on The Relationship Between Religiosity and Purchase Intention

Hedonic Consumption	Effect	S.E.	p	LLCI	ULCI
1	-0,38	0,05	0,00	-0,4831	-0,2792
2	-0,23	0,04	0,00	-0,3061	-0,1471
3	0,01	0,04	0,90	-0,0788	0,0890

The analysis of Table 5 shows that the negative effect of religiosity on digital TV platform purchase intention decreases as participants' hedonic consumption tendencies increase. These results support H2. The moderating effect of hedonic consumption tendencies is illustrated in Figure 2.



**Figure 2.** Moderator Effect Graph

Analyzing Figure 2, we see that the negative effect of religiosity level on digital TV platform purchase intention decreases as the hedonic consumption tendency increases.

### Conclusion and Discussion

This study examined the moderating role of hedonic consumption tendency on the effect of religiosity level on the intention to purchase digital TV platforms and the effect of religiosity on the intention to purchase digital TV platforms was first analysed. The analysis revealed that the level of religiosity had a negative effect on the intention to purchase digital TV platforms. A review of the literature shows that there are only a limited number of studies on this topic. However, the studies that have been conducted show that most participants believe that digital TV platforms contain a lot of content that is not in accordance with religious values and rules and that it has a negative effect on religious values. In a study conducted by Ulusal and Özgen (2023) to determine the impact of Netflix content on young people and how Netflix's gender-neutral policy is interpreted by young people, Ulusal and Özgen (2023) found that young people are aware of Netflix's gender-neutral policy and believe that this policy aims to eliminate gender stereotypes. Additionally, some studies have found that religious consumers avoid watching programs with high sexual content (Hamilton, & Rubin, 1989; Hamilton, & Rubin, 1992). Religious consumers are satisfied with and loyal to TV channels that respect their religious orientations (Abu-Alhajja, Raja Yusof, Hashim, & Jaharuddin, 2019). Although people think that the content of digital TV platforms contains some non-religious elements and feels uncomfortable with this situation, they can also become members of these platforms. Therefore, it can be said that religiosity alone is not an effective factor in subscribing to digital TV platforms. Therefore, it is also important to identify the factors that determine the effect of religiosity on subscription to digital TV platforms. For this purpose, the moderating role of hedonic consumption tendency on the effect of religiosity on digital TV platform subscriptions was also analyzed. The analysis showed that the moderating role of hedonic consumption tendencies was significant. As participants' hedonic consumption tendency increased, the negative effect of religiosity on digital TV platform subscription decreased. Hedonistic individuals are interested in various sources of entertainment and enjoy new experiences. Digital TV platforms offer a wide variety of content to users, which attracts hedonistic individuals and encourages them to purchase these platforms. Some hedonistic individuals may prefer to adopt prestigious and luxurious lifestyles by purchasing digital TV platforms. High-quality digital platforms offering access to premium content and comprehensive services may attract such individuals and encourage their purchases. When all these factors become more dominant than individuals' religious feelings or values, individuals may act in accordance with the dominant side. Therefore, in cases where the hedonic tendency to consume is more intense than religious sensitivity or thought, individuals may exhibit subscription behavior, even if they believe that digital TV platforms offer content that is not in line with their religious values.

These results show that the content of digital TV platforms that contradicts religious values will negatively affect religious consumers, but consumers' hedonic tendencies will moderate this negative situation. As stated by Rehman, Al Shammari, & Al-Mamary (2022), marketers should understand that culture is one of the fundamental factors shaping Muslim consumer behavior and evaluate Muslim consumers' behavior from different perspectives. Therefore, in such a situation, digital TV broadcasting platforms should either remove the programs that violate religious values or develop solutions to mobilize these aspects by taking into account consumers' hedonic tendencies. Digital TV platforms generally prefer the second alternative, and offer quality programs to consumers by contracting with good producers and actors and allocating serious budgets. Applications are also being developed that allow minors to access platforms under parental control. However, non-religious content cannot be seen as a situation that affects only children. The fact that the content is non-religious also binds to religious adults. Therefore, new methods must be developed to convince these individuals. In this case, the fact that platforms allocate a significant budget to religious content and produce high-quality religious programs can influence religious individuals. This is because individuals generally tend to excuse when buying a product they want. The presence of religious programs in the content of the platforms may lead individuals who are suppressed by religion to satisfy their hedonic motives by producing the excuse "there are also quality religious programmes on these platforms, I can also benefit from these platforms." Additionally, religious consumers show greater interest in products that contain religious elements (Raggiotto, Mason, & Moretti, 2018). In this context, the production of religious content by digital TV platforms will lead consumers to develop a positive attitude toward these platforms. In addition, although the religious sector tries to keep people away from the negative aspects of technological development by emphasizing its negative aspects at first, in the

long run, they tend to produce new alternatives, realizing that this method does not work very well. For example, while religious organizations such as congregations and non-governmental organizations initially warned people about the negative aspects of social media and told them to stay away from these channels, they now invited people to their own social media channels. In this way, people's views on the negative aspects of these channels are softened. Digital TV platform managers can also soften religious people's negative attitudes towards these platforms by offering high-quality religious content.

This study examined the moderating role of hedonic consumption propensity in the impact of religiosity on digital TV platform purchase intention. However, there are many factors that can moderate the impact of religiosity. Future studies could contribute to the literature by examining the role of factors such as consumer innovativeness, materialism, consumer age, and education level.

### **Ethical Declaration**

During the writing process of the study *"The Moderating Role of Hedonic Consumption Tendency in the Effect of Religiosity on Digital TV Platform Purchase Intention"* scientific rules, ethical and citation rules were followed. No falsification was made on the collected data and this study was not sent to any other academic publication medium for evaluation. In addition, permission was obtained from the Tokat Gaziosmanpaşa University Social and Humanities Sciences Ethics Committee (Date: 11/14/2023 and Meeting no: 18) to conduct the research.

### **Etik Beyan**

*"Dindarlığın Dijital TV Platformu Satın Alma Niyeti Üzerindeki Etkisinde Hedonik Tüketim Eğiliminin Düzenleyici Rolü"* başlıklı çalışmanın yazım sürecinde bilimsel kurallara, etik ve alıntı kurallarına uyulmuş; toplanan veriler üzerinde herhangi bir tahrifat yapılmamış ve bu çalışma herhangi başka bir akademik yayın ortamına değerlendirme için gönderilmemiştir. Gerekli olan etik kurul izinleri Tokat Gaziosmanpaşa Üniversitesi, Sosyal ve Beşerî Bilimler Araştırmaları Etik Kurulu'nun 14.11.2023 tarih ve 18 nolu toplantısıyla alınmıştır.

### **Statement of Contribution Rate of Researchers**

The contribution rates of the authors in the study are equal.

### **Araştırmacıların Katkı Oranı Beyanı**

Yazarların çalışmadaki katkı oranları eşittir.

### **Declaration of Conflict**

There is no potential conflict of interest in the study.

### **Çatışma Beyanı**

Çalışmada herhangi bir potansiyel çıkar çatışması söz konusu değildir.

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## GENİŞLETİLMİŞ ÖZET

Bu çalışma, bireylerin dijital TV platformlarını satın alma niyetinde dindarlığın etkisini ve bu ilişki üzerinde hedonik tüketim eğiliminin düzenleyici rolünü incelemeyi amaçlamaktadır. Dijital TV platformlarında yer alan bazı içeriklerin dini değerlerle örtüşmemesi, özellikle dindar tüketicilerin bu platformlara yönelik tutumlarını etkileyebilmektedir. Ancak hedonik tüketim eğilimleri, dindarlığın bu olumsuz etkisini zayıflatabilir. Bu bağlamda çalışma, hem pazarlama literatürüne katkı sağlamayı hem de dijital TV platformlarının dindar tüketicilere ulaşmada dikkate alınmaları gereken stratejik noktaları ortaya koymayı hedeflemektedir. Araştırma, Sakarya ilinde yaşayan 18 yaş üzeri bireylerden oluşan 474 kişiyle gerçekleştirilmiş olup, kolayda örnekleme yöntemi kullanılmıştır. Katılımcıların cinsiyet dağılımı eşit tutulmuştur (n=237 kadın, n=237 erkek). Veriler, yüz yüze anket yöntemiyle toplanmıştır. Anket formunda, dindarlık, hedonik tüketim eğilimi ve satın alma niyeti ölçeklerine ilişkin ifadeler 5'li Likert tipiyle değerlendirilmiştir. Dindarlık düzeyini ölçmek için Seyhan (2016) tarafından geliştirilen "Dini Bilinç" boyutu, hedonik tüketim için Hausman (2000) tarafından geliştirilen ve Akturan (2010) tarafından Türkçeye uyarlanan ölçek, satın alma niyeti içinse Jalilvand vd. (2011) tarafından geliştirilen ölçek kullanılmıştır. Veriler SPSS 23 programında analiz edilmiştir. Yapısal geçerlilik için Doğrulayıcı Faktör Analizi (DFA) yapılmış, hipotez testleri için regresyon analizi ve moderatör etkisi için Hayes'in (2018) önerdiği SPSS PROCESS Model 1 kullanılmıştır. Araştırma bulguları incelendiğinde dindarlık ile dijital TV platformu satın alma niyeti arasında negatif yönlü anlamlı bir ilişki olduğu görülmektedir. Yani bireylerin dindarlık düzeyi arttıkça dijital TV platformlarını satın alma niyetleri azalmaktadır. Ayrıca hedonik tüketim eğilimi, dindarlık ile dijital TV platformu satın alma niyeti arasındaki ilişkiyi düzenleyici (moderatör) bir değişken olarak etkilemektedir. Dindarlığın satın alma niyeti üzerindeki negatif etkisi, hedonik eğilim arttıkça azalmaktadır. Özellikle hedonik eğilimi düşük bireylerde dindarlığın etkisi daha belirginken, hedonik eğilimi yüksek bireylerde bu etkinin istatistiksel anlamı ortadan kalkmaktadır. Araştırma bulguları, dindarlığın dijital TV platformlarına yönelik satın alma niyetini olumsuz etkilediğini, ancak bu etkinin bireyin hedonik eğilim düzeyine göre değişkenlik gösterdiğini ortaya koymaktadır. Dijital TV platformlarında yer alan cinsellik, şiddet, uyuşturucu kullanımı gibi içeriklerin, dini hassasiyeti yüksek bireyler için caydırıcı olduğu görülmektedir. Buna karşın hedonik eğilimi yüksek bireyler, eğlence ihtiyacını karşılamak adına dini değerleri ikinci planda tutabilmekte ve dijital TV platformlarını tercih edebilmektedir. Bu durum, bireylerin değer sistemlerinde bazen hedonik

motivasyonların dini kurallara baskın gelebileceğini göstermektedir. Arařtırma sonuçları, dijital TV platformlarına yönelik satın alma niyetinde dindarlığın tek başına belirleyici bir faktör olmadığını, bireyin hedonik tüketim eğiliminin bu ilişkiyi önemli ölçüde etkilediğini göstermektedir. Dindarlık düzeyi yüksek bireylerde genel olarak dijital platformlara karşı mesafeli bir tutum gözlemlenmiş; bu tutumun, platformlardaki dini değerlerle çelişen içeriklerle ilişkili olduğu belirlenmiştir. Ancak, bireyin eğlenme, haz alma ve yeni deneyimler yaşama isteği arttıkça, dindarlığın oluşturduğu olumsuz etkinin azaldığı görülmüştür. Başka bir ifadeyle, hedonik eğilimi yüksek olan bireyler, dini kaygılarına rağmen platformlara abone olma eğilimi göstermektedir. Özellikle bu bireylerin, dini içeriklerle çelişmeyen, eğlenceli ve kaliteli içeriklere ulaşma arzusu ağır bastığında, dindarlık ikinci plana itilmekte ve satın alma niyeti artmaktadır. Bu sonuçlar, bireylerin tüketim kararlarının yalnızca değerler sistemlerine değil, aynı zamanda duygusal ve psikolojik ihtiyaçlarına da bağlı olduğunu ortaya koymaktadır. Araştırma, tüketicilerin davranışlarını açıklarken çok boyutlu bir yaklaşımın gerekliliğini vurgulamakta ve pazarlama alanında stratejik içerik planlamasının önemini pekiştirmektedir. Bu çalışma, dijital platformların içeriklerinin dini değerlerle çatışmasının satın alma niyeti üzerindeki etkisini ortaya koyarken, aynı zamanda bireyin içsel eğilimlerinin bu etkiyi dengeleyebileceğini vurgulamaktadır. Dijital TV platformlarının pazarlama stratejilerini oluştururken, dini değerlere duyarlı içerikler üretmeleri ve yüksek kaliteli dini programlar sunmaları, dindar tüketicilerin ilgisini çekebilecektir. Ayrıca, ebeveyn kontrolleri, içerik filtreleme sistemleri gibi uygulamalarla hem dini hem de hedonik eğilimleri tatmin eden çözümler geliştirilebilir. Araştırmanın gösterdiği bir diğer önemli sonuç da, toplumların geleneksel dini değerleri ile postmodern tüketim alışkanlıklarının iç içe geçmeye başladığı yönündedir. Bu nedenle platform yöneticileri, yalnızca dini içerikleri artırmakla kalmamalı, aynı zamanda dindar bireylerin hedonik yönelimlerine hitap eden kapsayıcı stratejiler geliştirmelidir. Bu araştırma hem teorik hem de pratik açıdan önemli katkılar sunmaktadır. Öncelikle teorik açıdan çalışma, dindarlık ve hedonik tüketim eğilimi gibi bireysel ve psikolojik faktörlerin dijital medya platformlarına yönelik satın alma niyetleri üzerindeki etkisini birlikte ele alması bakımından özgündür. Özellikle Türkiye bağlamında, dijital platformlar ile dindarlık ilişkisini konu alan çok az sayıda ampirik araştırma bulunmaktadır. Bu bağlamda çalışma, Türkiye'de yaşayan Müslüman tüketicilerin dijital eğlence tüketimi konusundaki davranışlarını daha derinlikli anlamamıza yardımcı olmaktadır. Ayrıca hedonik tüketim eğiliminin, bireylerin dinî değerleri ile çatışan içeriklere karşı tutumlarını nasıl şekillendirdiği konusunda yeni bir bakış açısı kazandırmaktadır. Araştırmanın bir diğer önemi ise pazarlama stratejileri geliştiren firmalar açısından ortaya çıkmaktadır. Dijital TV platformlarının yöneticileri, yalnızca içerik üretiminde değil, aynı zamanda hedef kitlelerini tanıma ve onlara uygun iletişim stratejileri oluşturmada bu tür çalışmaların verilerinden faydalanabilirler. Özellikle dini hassasiyetleri yüksek olan kesimlere ulaşmak isteyen dijital platformların, bu grubun sadece dini değil, aynı zamanda hedonik yönelimlerini de göz önünde bulundurarak içerik ve hizmet geliştirmeleri gerekmektedir. Ayrıca bu araştırma, postmodern tüketim toplumlarında bireylerin nasıl çelişkili davranışlar gösterebildiğini de gözler önüne sermektedir. Dindar bireylerin hedonik yönelimleri yüksekse, dini değerlerle uyuşmayan içerikleri barındıran platformları bile kullanabildikleri görülmektedir. Bu durum, modern tüketim davranışlarının yalnızca normatif değil aynı zamanda pragmatik ve psikolojik dinamiklerle de şekillendiğini göstermektedir. Dolayısıyla çalışma, sadece pazarlamacılar ve akademisyenler için değil, sosyologlar, din psikologları ve medya uzmanları için de anlamlı veriler sunmaktadır.