The Effect of Social Media Marketing Credibility on Consumer Behavior: Mediating Role Based on Consumer Attitude

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Abstract: In order to solve the problem of social media marketing credibility, based on the questionnaire survey data, regression analysis is used to test the mediating effect, and the empirical analysis of the mechanism of social media marketing credibility affecting users' purchase behavior through the mediating effect of media audience attitude. The results show that the credibility of video content, platform credibility and brand credibility have a positive and significant impact on consumer behavior. Consumer attitudes play a mediating role in the positive effect of video content credibility, platform credibility, and brand credibility on consumer behavior.

1. Introduction

As data technology and the Internet continue to evolve and advance, social networking sites, blogs, wikis, and media sharing platforms have become the main platforms for people's lives, and the marketing landscape has changed dramatically[1], and social media marketing has become an important part of successful marketing campaigns (Data Reportal, 2021). There have been several studies around social media marketing. The existing studies (Chowdhury, S. N. ,Faruque, M. O. ,Sharmin, S. , et al.,2024; Luo, Z. , Guo, J. , Lin, S. J. ,2024;Adanan, A. , Kamarudin, Y. , Nor, N. A. M. ,et al.,2024; Ahmad, N. , Rosli, R. ,2023) have analyzed the impact of social media marketing on consumer behavior, but there are few studies on the effect of social media marketing credibility (SMMC) on consumer attitude (CA) and consumer behavior (CB). Therefore, this research takes CA as the mediating variable to explore the effect of SMMC on CB, summarizes the relationship hypotheses between the three and constructs a logical model. Based on the questionnaire survey data, regression analysis was used to test the mediation, and the empirical analysis of how SMMC affects CB through CA.

2. Theoretical analysis, research hypotheses and logical model construction

2.1. Theoretical analysis and research hypotheses

This research argues that the SMMC includes the video content credibility, platform credibility, and brand's credibility. This research uses the cognitive(C)-affective(A)-behaviour(B) framework (Solomon, 2017) to study how the SMMC (C) affects individuals, understand how these individuals change CB (A) towards the content, platform and brand's credibility, and verify their impact on CB (B). This research proposes that SMMC can evoke CA responses, which further leads to the occurrence of CB. The researchers applied the CAB framework in different contexts. Based on its use and importance, the CAB framework is suitable for studying the integrated relationships proposed in this research.

2.1.1. The impact of SMMC on CB and research hypotheses

CB is an important factor in measuring the SMMC[2], and many studies (Sadiq, B. , Zhongfu, T. , Bashir, T. ,et al . ,2023;   Aljuhmani, H. Y. , Elrehail, H. , Bayram, P. , Samarah, T. ,2023; Yang, Q. , Clendennen, S. L. , Marti, C. N. , Loukas, A.,2024) have examined that the success of SMM depends on people's perceived credibility of marketing messages. The main factor influencing the SMMC is the source of the information[3], consumers are more likely to trust information from sources they believe to be trustworthy[4], and consumers are more inclined to accept and recognize marketing messages when they present high credibility on social media. SMMC plays a crucial role in influencing CB[5]. Thus, we propose that:
H1. SMMC has a positive effect on CB.
H1a: Video content credibility has a positive effect on CB.
H1b: Platform credibility has a positive effect on CB.
H1c: Brand's credibility has a positive effect on CB.

2.1.2. The impact of of CA on CB and research hypotheses

CA is a crucial factor that can influence consumer purchasing behavior (Lee, L. M., Liu, V., Cheng, C., 2023)[6]. Through previous research, we can find that the various ways in which CA can impact purchasing behavior. Padmaja, V., Parashar, N. (2023) found that CA market the purchase decision-making process, when consumers have a positive attitude towards a brand, they will lead to a purchase, and a negative attitude will prevent their purchase behavior from happening[7]. Kuang, Y., Wang, X., Zhao, H. et al. (2023)studies that the attitude of products will affect the satisfaction level of the purchased brand, and attitude before purchasing a product will affect their expectation and perception of the value of the product[8]. Hussain, K., Fayyaz, M. S., Shamim, A.,et al.(2024) examined the impact of CA on customer loyalty. A consumer's positive attitude will be more likely to become a loyal customer and repeat purchases in the future. Research showed that when consumers have a strong sense of belonging or identification with a brand, they were more likely to make a purchase[9]. Hence, we propose that:
H2. CA has a positive effect on CB.

2.1.3. Mediation effect of CA and research hypotheses

According to the CAB attitude theory, consumers will form an emotional attitude through the cognition of the relevant information before acting later[10]. The mediation effect of CA refers to the role that an individual's attitude plays in mediating the relationship between two variables, such as a product and its purchase behavior[11]. Given the CAB framework，this research has applied the

sequential effect of SMMC (cognition) on CB (behavior) through CA (affect). Thus, the following hypothesis is proposed:

H3. CA mediates the causal relationship between SMMC and CB.

H3a: CA plays an intermediary role between video content reliability and CB.

H3b: CA plays an intermediary role between platform reliability and CB.

H3c: CA plays an intermediary role between brand reliability and CB.

2.2. Theoretical model

Following the above research hypotheses, the theoretical model of this research is illustrated in Figure 1.
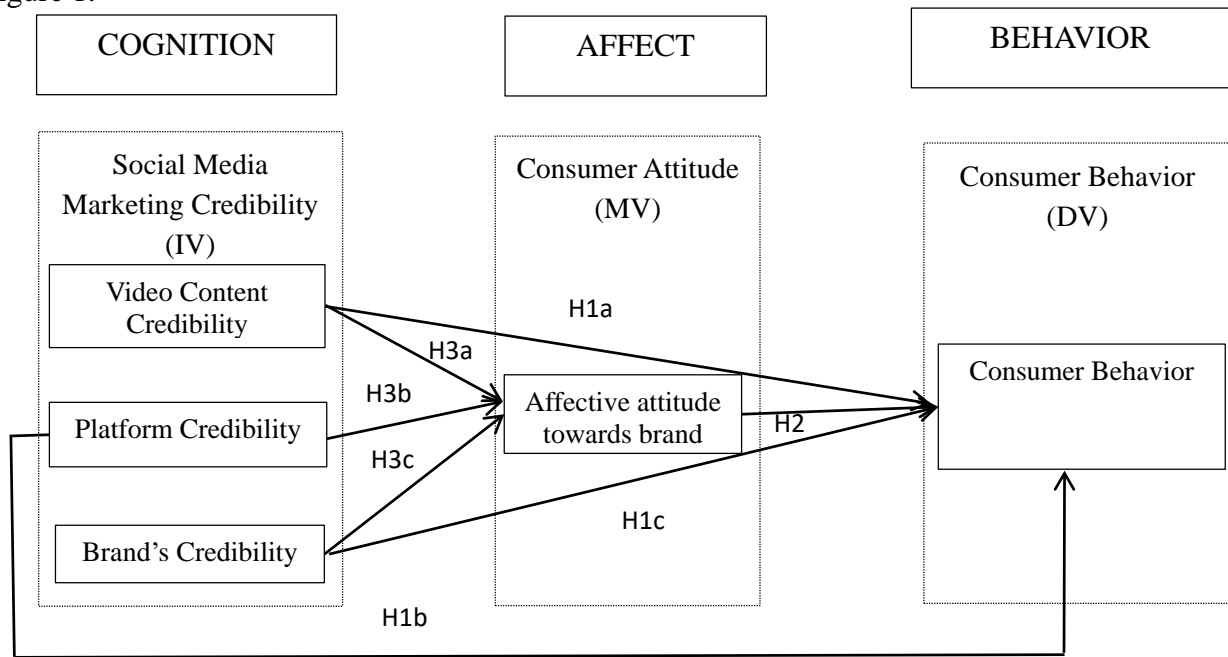

Figure 1: Theoretical model of the research

3. Research design

3.1. Selection and measures of the variables

3.1.1. SMMC

Social media marketing using Internet technology has the characteristics of expressing and sharing with information[12]. According to CAB attitude theory, this research took the SMMC as the stimulus source to change consumers' attitude, and divided it into three dimensions, namely, video content credibility, platform credibility and brand's credibility.

3.1.2. CA

According to the CAB attitude theory, CA are divided into two dimensions, namely emotional attitude and cognitive attitude[13].In social media marketing, consumers' attitudes towards video content are divided into better, attractive, good idea, and acceptable than traditional ones[14]. The measurement indicators of platform attitude are divided into influence, intimacy, popularity and coverage[15]. Measures of brand attitudes are divided into like, positive, attractive and feeling

good[16].

3.1.3. CB

The measure of CB in social media marketing is purchasing behavior.

3.2. Sample selection and data collection

In this research, the model was verified through questionnaire survey and data analysis. The distribution of the questionnaire was executed through a combination of online and offline channels, resulting in a total dissemination of 2000 forms. Subsequently, 1847 valid responses were successfully retrieved, translating to an effective rate of 92.35% for the questionnaires.

3.3. Descriptive statistics

From the distribution of the questionnaire statistical sample, the gender is balanced, the age is concentrated in young and middle-aged age, and the income is medium, belong to the new generation uses the network more, and the sample meets the requirements. Among gender, male is 45.82%, and female is 54.18%; among age, below 23 years old is 3.96%, 23 to 40 years old is 86.31%, 41 years old and above is 9.73%; among monthly income, below RMB2000 is 26.13%, RMB2001 to RMB 5000 is 32.18%, RMB5001 to RMB10000 is 21.57%, RMB100010 to RMB15000 is 11.02%, above RMB15001 is 9.1%.

3.4. Reliability and validity tests

This research used the validity verification using Kaiser-Meyer-Olkin and Bartlett[17]. From the data on the reliability of each variable in the questionnaire, the KMO value is 0.920 and the KMO value is greater than 0.9, and the significant probability of the Bartlett spherical test is 0 (less than 0.01), so the questionnaire is considered highly valid[18].

4. Empirical results and analysis

4.1. The effect of SMMC on CB

Multiple regression analysis took video content credibility, platform credibility and brand's credibility as the independent variable and CB as the dependent variable, and the results are shown in Table 1.

Table 1: Regression results of the SMMC to CB

Regression results(n=1848)					
	Non-standardized coefficients		Standardization coefficient	t	p
	B	standard error	Beta		
Constants	0.191	0.043	-	4.399	0.000**
Video Content Credibility	0.185	0.017	0.191	11.138	0.000**
Platform Credibility	0.58	0.022	0.56	26.935	0.000**
Brand's Credibility	0.195	0.019	0.193	10.094	0.000**
R^2	0.771				
Adjust R^2	0.771				
F	F (3,1844)=2074.609, p=0.000				
D-W	2.015				

As can be seen from Table 1, the return equation of SMMC to CB is significant. The regression

coefficient values of video content credibility, platform credibility and brand credibility were 0.185 (t=11.138, p=0.000 <0.01), 0.580 (t=26.935, p=0.000 <0.01), 0.195 (t=10.094, p=0.000 <0.01), meaning that three variables had significant positive effects on CB, assuming 1a, 1b and 1c.

4.2. The effect of CA on CB

Multiple regression analysis was performed with the CA towards the brand as the independent variable and CB as the dependent variable, and the results are shown in Table 2.

Table 2: Regression results of the CA to CB

Regression results(n=1848)					
	Non-standardized coefficients		Standardization coefficient	t	p
	B	standard error	Beta		
Constants	1.375	0.066	-	20.995	0.000**
CA	0.646	0.019	0.615	33.473	0.000**
R^2	0.378				
Adjust R^2	0.377				
F	F (1,1846)=1120.446, p=0.000				
D-W	2.089				

According to Table 2, the regression equation of CA to CB in social media marketing is significant. The regression coefficient value of CA was 0.646 (t=33.473, p=0.000 <0.01), meaning that CA had a significant positive influence relationship on CB, and hypothesis 2 was verified.

4.3. Mediation effect test of CA

The regression analysis with CA as the mediating variable can be performed in the following 2 steps:

(1) To measure the relationship between the credibility of social media marketing and CA, and the results should be significant;

(2) To measure the relationship between the credibility of social media marketing and CA, and the results should be significant;

(3) The credibility of social media marketing and CA are added into the regression equation to measure the relationship between the two and CB[19].

4.3.1. The effect of SMMC on CA

Table 3: Regression results of the SMMC to CA

Regression results (n=1848)					
	Non-standardized coefficients		Standardization coefficient	t	p
	B	standard error	Beta		
Constants	0.729	0.061	-	11.926	0.000**
Video Content Credibility	0.109	0.023	0.118	4.657	0.000**
Platform Credibility	0.338	0.03	0.343	11.131	0.000**
Brand's Credibility	0.289	0.027	0.301	10.637	0.000**
R^2	0.498				
Adjust R^2	0.497				
F	F (3,1844)=609.839, p=0.000				
D-W	1.963				

Multiple regression analysis takes video content credibility, platform credibility and brand credibility as independent variables and CA as dependent variables. The results are shown in Table 3.

As can be seen from Table 3, the return equation of SMMC to consumers' attitude is significant. The regression coefficient values of video content credibility, platform credibility and brand's credibility were 0.109 (t=4.657, p=0.000 <0.01), 0.338 (t=11.131, p=0.000 <0.01), 0.289 (t=10.637, p=0.000 <0.01), meaning that all three variables had a significant positive effect on CA.

4.3.2. Test of mediation effect

In the multiple regression analysis with video content credibility, platform credibility, brand credibility and CA as the independent variables, and CB as the dependent variable, the results are shown in Table 4.

Table 4: Regression results of mediating effect of CA

Regression results (n=1848)					
	Non-standardized coefficients		Standardization coefficient	t	p
	B	standard error	Beta		
Constants	0.149	0.045	-	3.283	0.001**
Video Content Credibility	0.178	0.017	0.184	10.65	0.000**
Platform Credibility	0.553	0.023	0.534	23.955	0.000**
Brand's Credibility	0.18	0.02	0.178	9.063	0.000**
CA	0.062	0.019	0.057	3.202	0.001**
R^2	0.773				
Adjust R^2	0.772				
F	F (4,1843)=1566.327,p=0.000				
D-W	2.023				

As can be seen from Table 4, the return equation of video content credibility, platform credibility, brand's credibility and CA to CB is significant. After adding CA as the independent variable, the regression coefficient of video content credibility, platform credibility and brand credibility were 0.178 (t=10.650, p=0.000 <0.01), 0.553 (t=23.955, p=0.000 <0.01), and 0.180 (t=9.063, p=0.000 <0.01), which still had a significant influence on CB.

Combined with the above regression analysis results, it can be seen that CA plays a complete intermediary effect in the relationship between video content credibility, platform credibility, brand credibility and CB. Hypothesis 3a, hypothesis 3b and hypothesis 3c are verified.

5. Conclusions and Future Directions

Based on the questionnaire survey data, this research uses regression analysis to test the intermediary effect, and empirically analyzes the SMMC influence on CB through the intermediary effect of CA. The research found that the video content credibility, platform credibility and brand's credibility have a significant positive impact on CB, and CA plays a complete intermediary effect in the positive and significant influence of video content credibility, platform credibility, brand's credibility and CB.

The subjects in this research were all from China, future research is suggested in the sampling and questionnaires used to disseminate research sites should use comparative cross-national studies, they are essential in order to examine the results.

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