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The Effect of Consumer Attitude on the Effect of Social Media Marketing on Hospital Promotion Activities through Content Marketing

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Abstract

Technology plays an important role in science, engineering and everyday life. Social media marketing is a powerful way for businesses of all sizes to reach potential customers. People use social media platforms like Facebook, Instagram, and LinkedIn to discover, learn about, follow, and shop for brands. In order to thrive in the competitive market and mitigate potential risks, hospitals must effectively communicate with their customers during the changing process, leveraging their health systems and medical practices. Using social media channels, hospitals employ a marketing strategy to engage and retain their target audience by creating and sharing articles, videos, podcasts, and other content related to their businesses. Consumer attitudes refer to a set of behavioral intentions, cognitive beliefs and emotions regarding a product or behavior. The aim of this study is to determine the impact of content marketing on consumer attitudes in the promotional activities of healthcare enterprises that promote hospitals through social media marketing activities. The questionnaire form created within the scope of the study was applied to consumers in the Istanbul universe via Google form. The data obtained within one month were analyzed in SPSS statistical program. As a result of the Anova and t-test analysis methods in the study, the hypotheses related to the model created were tested and it was concluded that hospital promotions made through social media have a positive effect on consumer attitudes as a result of using content marketing management. In order to determine sectoral differences, it is recommended to conduct the study in other fields during this process of intensive digitalization.

Keywords

Social Media, Marketing, Hospital Promotion, Content Marketing, Consumer Attitude

1. Introduction

Today, hospitals are being compelled to become more innovative in their efforts to attract potential customers (patients), according to some hospital management. Promotion is one of the fields of action of marketing and is expressed in a set of activities and tools to inform and attract potential buyers to points of sale in order to satisfy their needs and wants, implicitly, to increase the economic efficiency of the activity. Promotional media is growing with the development of technology. One of the latest promotional media is social media. A multitude of social media users from diverse backgrounds allows hospitals to appeal to a greater number of potential customers. Despite extensive research on the advantages and characteristics of content marketing as a digital marketing approach, there is inconclusive evidence regarding how online consumer behavior is affected by digital brand content. Brands acting as publishers and marketers of brand content represent a major shift in how brands have approached their marketing activities in recent times. The field of content marketing is still young but dynamic, with academics and practitioners having various definitions and perspectives on the practices involved. As the general purpose of the research, it is aimed to examine the role of hospital promotional activities carried out in line with social media marketing in being affected by content marketing management (Süzen, 2023: pp. 5022-5032). The questionnaire created in this way consists of two parts, and it was applied to consumers on Google form; this questionnaire includes scale questions as well as a demographic field. Within the scope of the study, data were collected in Istanbul within a one-month period in 2023. The data obtained were analyzed in the SPSS statistical program. Hypotheses were tested as a result of t-test and Anova tests conducted during the analysis process. Several hypotheses were created based on the model developed for the study. After testing these hypotheses, it was determined that the impact of content marketing activities during hospital promotions, while conducting social media marketing activities, is beneficial. Once again, it has been determined that this process has a positive impact on consumer behavior.

2. Social Media Concept and Marketing Process

Several definitions that have emerged in social media research are as follows: While there may be varying designations for social media and social networking platforms in different sources, social media encompasses online spaces where users can easily and freely share content of their choice, enabling them to reach a large audience swiftly (Bostancı, 2019: p. 22). Social media includes all of the tools as well as resources that enable individuals to socialize on the web (Clow and Baack, 2016: p. 271). The applications found on social media, which is a constantly changing trend in the world, consist of online platforms where people can share various emotions, thoughts, and information with each other through voice, images, or messages using computers and mobile phones. The common points that emerge from the definitions made for social media are:

- Social media content is created by users
- Not being limited to time and space
- Establishing instant online communication
- Virtual communities formed by individuals who want to socialize

The studies conducted to investigate the effects of mass media on societies also constitute the basis of communication studies. The sovereign powers that want to maintain the new developments in technology in their hegemony areas use mass media more effectively today as a means of orientation (Ahmadov, 2019: pp. 28-39). Social media marketing is the practice of using social media to find and connect with your audience, build your brand and increase revenue. In order to achieve success in social media marketing, brands must generate unique content that is specifically designed to cater to the preferences and requirements of their intended audience, monitor the engagement rates of this content using analytics, and utilize this information to consistently enhance their strategies (Trad and Dabbagh, 2020).

In its formative days, brands used social media marketing to direct users to a company's website in hopes of selling a product or service. Today, social media profiles are viewed as an expansion of a brand's website; content should be designed for and published directly to a social media platform to increase the likelihood of user engagement and to satisfy social media algorithms (Güçdemir, 2017: p. 98). Social Media Marketing Process, in order to be successful in the social media marketing process, it is also necessary to take important steps to create awareness. Specific and clear social media objectives must be defined among these steps. One of the necessary elements for monitoring the progress of objectives is being able to measure them. For something to be attainable, the desired outcome must truly occur. It is the setting of targets according to time, resources and marketing budget. In addition, in order to be time-sensitive, reporting and monitoring objectives should set targets that can be achieved in a certain period of time (Aydın and Uzturk, 2018: p. 221). Social media platforms with the advantages of social media marketing are some of the most visited and trusted places in the digital market. Social media spaces are where people spent most of their time (about 2 hours and 27 minutes on average) for a variety of reasons, including work, entertainment, social interaction, news, shopping or connecting with friends and family. Social media has gained immense popularity over traditional media in recent years. When information or knowledge is shared on Facebook; a tweet can be quickly liked, retweeted or favorited, and all these applications can be distributed among users in a short time. Social media tools such as Facebook, Twitter, etc. have become an important part of people's daily lives. Following the rapid proliferation of smartphones in people's daily lives, Twitter may create original agenda with "top trending lists" as it has a rapid distribution of messages among its members. Users have the ability to engage in conversation or provide comments related to a highly popular topic by following it. The most frequently utilized elements of social media include blogs, wikis, and social networks (Kim et al., 2011: pp. 365-372).

3. Content Marketing

Content marketing is one of the current marketing topics that has attracted the attention of both marketers and researchers in recent years with the proliferation of digital communication and social networks. Content marketing has been defined as a strategic marketing approach that focuses on the creation and dissemination of valuable, relevant and consistent content to attract, retain and ultimately drive profitable customer actions (Content Marketing Institute, 2018). Along with these studies, researchers have argued that the creation of relevant and attractive content is important in attracting customers' attention to the brand, retaining customers and ensuring long-term customer loyalty (Pulizzi, 2011). Additionally, content marketing practices can facilitate consumer decision-making, strengthen brand image, build trust and establish long-term relationships (Hardey, 2011; Harad, 2013; Holliman and Rowley, 2014; Lieb, 2012; Kotler et al., 2017). Companies produce content through blogs, white papers, social media posts, videos, images, websites, microsites, webinars. This content has been created to align with consumers' values and capture their interest. Companies aim to guarantee brand awareness and reliability among their customer base by disseminating the content they produce across multiple platforms. Maintaining ongoing relationships where customers are in constant contact with the brand increases the likelihood of purchasing goods and services. Maintaining ongoing relationships where customers are in constant contact with the brand increases the likelihood of purchasing goods and services (Bailie and Urbina, 2013). Maintaining ongoing relationships where customers are in constant contact with the brand increases the likelihood of purchasing goods and services (Wall and Spinuzzi, 2018: pp. 137-160).

4. Consumer Attitude

Attitude derives from the Latin word aptus, meaning "ready for action" (Hogg and Vaughan, 2010: p. 200). For many years, socio-psychologists have advocated different views on attitudes, such as psychological structures, formation, learned tendencies, reactions to evaluation, etc. Allport, who conducted research on racial stereotypes, asked the first questions that arose in the definition of attitude. One of the most common approaches to investigating attitude structure is the three-component model, which claims that attitudes arise from thoughts, feelings and behaviors. The fact that attitude includes affective, behavioral and cognitive components has led this model to be known as the ABC (Affective-Behavioral-Cognitive) model of attitudes. An examination of the model provides a view of the structure of attitude and its effects on perceptions and behaviors. The model mentions three types of attitude components (Albarracín, 2021). These can be explained as follows:

- Cognitive attitudes are based on rational facts and beliefs about certain objects. When attitude evaluations are grounded in rationality, the positive and negative aspects of certain objects become more evident, making it easier to de-

termine how to approach that object.

- Affective attitudes are based on feelings, emotions and values about different social objects, regardless of subjective valuations of the pros and cons of the object.

- Behavioral attitudes are revealed by observing the way a person behaves towards the object of the attitude. The literature investigating attitude to the subject has drawn on the theory of self-perception, which states that how people behave toward objects in certain situations is determined by how they feel and think about the object. Whether the attitude is explicit or implicit, general or specific, an attitude can contain both positive and negative components (Olsen et al., 2016: p. 974). This is an attitude-specific characteristic referred to as "attitude ambivalence", a concept frequently mentioned in social psychology research on attitudes. The quality of ambivalence in attitudes has brought the issues of "attitude change" and "persuasion research" to the agenda in attitude studies. Ambivalence attitudes means uncertainty, contradiction of attitude elements, inconsistency in the evaluation of attitude structure with different dimensions of an attitude as cognitive, affective, behavioral (Baumeister and Finkel, 2010: p. 201). While there may be inconsistency between different components of the same attitude, there may also be inconsistency between attitudes expressed through behaviors in daily life. It is also mentioned that the concept of attitude strength is associated with accessibility. In this regard, strong attitudes should be easily reachable (Hogg and Vaughan, 2010: p. 73). Attitude can influence thinking and behavior. Strong attitudes have the following characteristics:

1) is stable in the long run,

2) may affect evaluations,

3) can guide behavior,

4) have high resistance to change.

Perloff defines strong attitudes as follows:

- Relevant—important for the person who owns it;
- Concerning the ego—the connection with the core values of the individual;
- Extreme—far from neutrality, they are at the extreme end of the empowerment process;
- Certain—A person firmly believes that the attitude they have is the right attitude;
- Accessible—almost automatically comes to one's mind;
- Knowledgeable—the person has a lot of information about the subject;
- Hierarchically organized—the attitude is internally consistent and embedded in the elaboration structure.

The concept of attitudinal functioning refers to different psychological motives as well as specific requirements that are met through the expression or appropriation of attitudes (Kruglanski and Higgins, 2007: p. 77). Recent social psychology research combines different findings to provide insights into the possible functions of attitudes (Perloff, 2010: p. 250). There are several important aspects of attitudes that make them worthy of research and increase their importance

and attractiveness (Albarracin and Vargas, 2010: p. 80). These are as follows:

1) Attitudes are the positive or negative evaluations of people towards social objects in the environment. In this context, they have an impact on social life;

2) Attitudes are important because they are formed towards various objects such as people, places, things, ideas, actions, etc.;

3) They are both complex and difficult to study;

4) Researchers are interested in attitudes because they can be measured and expressed with many different methods according to their behavioral, affective, cognitive, implicit and explicit nature;

5) Attitudes can be formed in different ways. Some attitudes may even change in line with the amount of cognitive reflection and awareness of the source of change.

5. Method

In this section, the survey responses designed to gauge the attitudes of social media users on the research will be analyzed using the statistical model specifically developed for consumers who have had experiences in hospitals in Istanbul. The research conducted for this purpose will use the exploratory system from mixed research methods. Quantitative data will be collected in this system and the findings will be interpreted. The investigation will focus on the correlation between customers' purchase intention in hospitals, their reliance on information from social media accounts, and the credibility of the hospitals' posts. The aim is to determine to what extent social media channels (such as Twitter, Instagram, Facebook, etc.) impact consumers.

Hospital promotional activities, blog posts, videos, or comments posted on social media affect consumer attitudes. The purpose is not to collect data from internet users to determine the resulting actions from how it occurs.

5.1. Limitations of the Study

The methods applied in calculating these data are global standardization efforts. In addition to temporal inconveniences, the study also faces financial limitations. Due to these limitations, a study that can be applied throughout Türkiye has been conducted only in Istanbul province.

5.2. Data Collection Technique

A checklist was developed for social media marketing. The developed checklist will be evaluated in line with the opinions of experts in the field and the validity index will be calculated. While creating the scale for measuring consumer attitude, the scale will be finalized as a result of the opinions of experts on the subject. Our questionnaire consists of two sections. The first section includes demographic variables. This section consists of age, gender, marital status, income and occupation. The second section of the questionnaire consists of fifty questions. Here, the social media attitude scale consists of 21 questions in total, ele-

ven questions about usage and ten questions about behavior. The content marketing scale consists of 14 questions. Social media marketing activities consist of two sub-variables. These are activities with 9 questions and likes with 6 questions. The Cronbach's Alpha coefficient of the social media marketing activities scale is 0.908, the Cronbach's Alpha coefficient of the intrinsic marketing scale is 0.909 and the correlation value is 0.300 and the Social media attitude is 0.926. The questionnaire was first pilot evaluated on a group of 30 people. Among the scales used in the questionnaire, Social Media Marketing Activities scale was developed by Yüksebilgili (2018), Content Marketing Scale was developed by Kim et al. (2005: p. 365); Dao, Le, Cheng, and Chen (2014: p. 271); Zheng, Cheung, Lee, & Liang (2015: p. 90) and adapted into Turkish by Saka (2020). Social Media Attitude Scale (Davis, 1989; Ducoffe, 1995; Xu, 2006; Tsang, Ho, and Liang, 2004; Yoo and Donthu, 2002; Yoo, Donthu et al., 2000), and adapted into Turkish by Kılıç (2021: pp. 185-189). As a result of the preliminary research and pilot studies, 10 times the number of items will be applied to consumers. The questionnaire to be applied will be finalized by conducting validity and reliability analyzes using the data obtained as a result of these studies.

5.3. Population Sample

This study will be conducted with social media users over the age of 18 in Büyükçekmece district of Istanbul province. The population of Büyükçekmece is 269.160 and the representative sample group will be composed of individuals with different socio-economic and socio-cultural backgrounds. The questionnaire form is based on a 5-point Likert scale and will be filled out through face-to-face interviews and the application of the questionnaire prepared in Google Form. In this context, it was applied to 400 people in total, and since the questionnaire of 4 participants was not suitable, it was applied to 396 people in total. The study was conducted in the period of June 2023. Necessary permissions were obtained for the scales used in the study. Permissions were also obtained for the ethics committee permission of the study (Istanbul Gelisim University Senate Ethics Committee Commission). The consumers will be stratified based on an evaluation of their demographic characteristics, considering the 90% confidence interval and a 0.10% error rate, within the study population of consumers who have used or have the potential to use the hospital. Stratified Sampling is a sampling system in which subgroups in the population are guaranteed to be represented in the sample (Balcı, 2013: s. 001-398).

5.4. Research Model

In this study, the attitudes of Hospital consumers in Istanbul, which will be discussed in detail in my thesis, will be determined and analyzed. In the context of the model put forward here, data will be obtained using the survey method. In this sense, the study will be obtained by creating a data-based perspective with consumer attitudes. The survey conducted in the study includes data from con-

sumers living in Istanbul and using hospitals (Figure 1).

5.5. Research Hypotheses

The following approaches were considered in constructing the hypotheses; It is expected to determine the relationship between the behavior of consumers using social media and the values of their attitudes.

Hypothesis 1: There is a strong and positive correlation between social media marketing and consumer attitudinal behaviors.

Hypothesis 2: There is no strong and positive behavioral correlation between social media marketing, content marketing and consumer attitude.

5.6. Data Analysis (Results)

5.6.1. Validity and Reliability Analysis Results for the Scales Used in the Questionnaire

Cronbach's Alpha coefficient results for the scales and sub-dimensions used in the study are given in Table 1. According to the results, the reliability of the scales and sub-dimensions used in the study was determined as "high reliability".

Table 2 presents the fit statistic values for the validity of the CFA model for the Intrinsic Marketing, Social Media Attitude and Social Media Marketing Activities Scales used in the questionnaire. Since the scale used has sub-dimensions, CFA analysis was conducted twice, namely level 1 and level 2. Level 1 analysis tests the dimensions. Level 2 analysis tests the combination of dimensions to form a scale. Since two different CFA analyzes were performed, fit values were naturally obtained in two lines. Based on the findings obtained, it can be observed that the fit index values for the effect models of the Intrinsic Marketing, Social Media Attitude, and Social Media Marketing Activities Scales used in the questionnaire fall within the acceptable range of values.
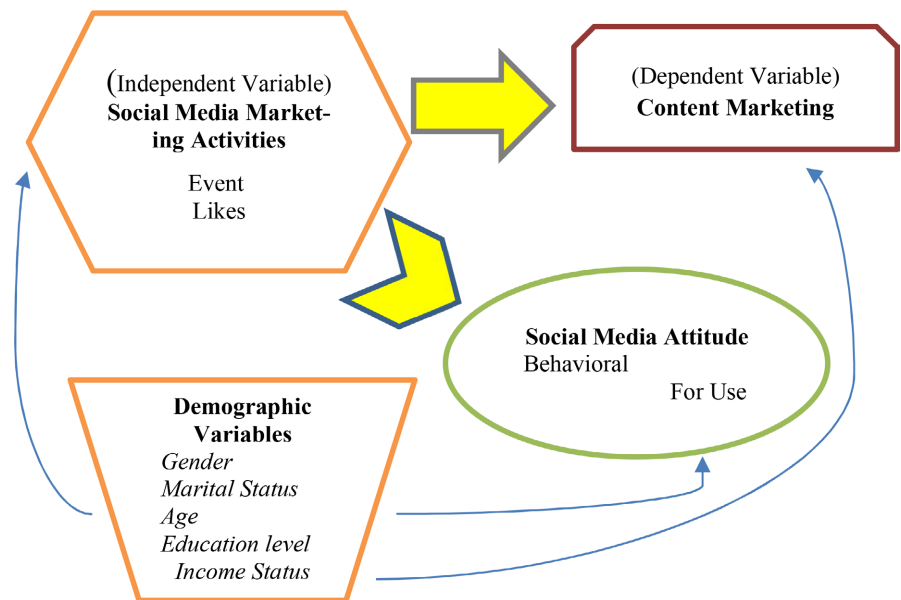

Figure 1. Research model.

Table 1. Cronbach's Alpha coefficient results for the scales and sub-dimensions in the study.

	Item number	Cronbach's Alpha
Social Media Marketing Activities Scale	15	0.908
Social Media Marketing Activities Event	9	0.862
Social Media Marketing Activities Likes	6	0.848
Content Marketing Scale	14	0.909
Social Media Attitude Scale	21	0.926
Social Media Attitude Behavior	10	0.880
Social Media Attitude For Use	11	0.879

Table 2. Fit statistic values for the validity of the CFA model for the Intrinsic Marketing, Social Media Attitude and Social Media Marketing Activities Scales used in the questionnaire.

		CMIN/DF	GFI	CFI	RMSEA
Intrinsic marketing	Level 1	4.474	0.970	0.968	0.094
Social Media Attitude	Level 1	4.539	0.983	0.982	0.095
	Level 2	4.702	0.982	0.983	0.097
Social Media Marketing Activities	Level 1	4.248	0.901	0.914	0.091
	Level 2	3.923	0.911	0.923	0.086
Acceptable Compliance		≤5	≥0.90	≥0.90	≤0.080

5.6.2. Frequency Results

According to the findings from the frequency distributions based on gender, in terms of the demographic variables of the individuals who participated in the survey, it was observed that female participants were more than male participants in the survey, accounting for 66.7% of the total. In relation to marital status, 60.4% of the participants were married. In terms of the frequency distribution based on age, the largest cluster was found among individuals aged 23 - 32, accounting for 51.8% of the total, and 47.2% of the frequency distribution represented individuals with a Bachelor's Degree in the educational status distribution. Frequency distributions according to monthly income status show that the largest cluster is in the group of 23,406 TL and above with 35.4%, and the largest cluster according to occupation status is in the civil servant group with 65.4%.

Upon examining the descriptive statistics of the Social Media Attitude Scale and its sub-dimensions, it was observed that the sub-dimension "Behavioral Mean of Social Media Attitude" had the highest mean of 3.62, while the sub-dimension "Mean of Social Media Attitude for Use" had the lowest mean of 3.53.

5.6.3. Analysis of Research Variables in terms of Demographic Variables

Whether there is a difference in the Social Media Marketing Activities Scale and

its sub-dimensions used in the questionnaire in terms of gender variable was analyzed by t-test. According to the obtained results, no statistically significant difference was found in terms of gender variable in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire.

Whether there is a difference in terms of marital status in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire was analyzed by t-test. According to the results, no statistically significant difference was found in terms of marital status in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire.

Whether there is a difference in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of occupation variable was analyzed by t-test. According to the obtained results, no statistically significant difference was found in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of occupation variable.

Based on the results obtained from analyzing whether there is a difference in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of the Age Group variable with the ANOVA test, no statistically significant difference was found in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of the Age Group status variable.

Based on the results obtained from analyzing whether there is a difference in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of the Education Status variable with the ANOVA test, no statistically significant difference was found in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of the Education Status variable.

Whether there is a difference in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of the Monthly Income Status variable was analyzed by ANOVA test and according to the results, a statistically significant difference was found in the Social Media Marketing Activities Scale and its sub-dimensions used in the questionnaire in terms of the Monthly Income Status variable. The groups that are the source of the difference were determined by TUKEY test and written opposite the relevant scale.

5.6.4. Content Marketing Scale Used in the Questionnaire in Terms of Gender Variable

Whether there is a difference in the Content Marketing Scale used in the questionnaire in terms of gender variable was analyzed by t-test. According to the obtained results, no statistically significant difference was found in the Content Marketing Scale used in the questionnaire in terms of gender variable.

Whether there is a difference in the Content Marketing Scale used in the questionnaire in terms of marital status was analyzed by t-test. According to the obtained results, no statistically significant difference was found in terms of marital status in the Content Marketing Scale used in the questionnaire.

Whether there is a difference in the Content Marketing Scale used in the questionnaire in terms of occupational variable was analyzed by t-test. According to the obtained results, no statistically significant difference was found in terms of occupational variable in the Content Marketing Scale used in the questionnaire.

Based on the results obtained from analyzing whether there is a difference in the Content Marketing Scale used in the questionnaire in terms of the Age Group variable with the ANOVA test, no statistically significant difference was found in the Content Marketing Scale used in the questionnaire in terms of the Age Group status variable.

Based on the results obtained from analyzing whether there is a difference in the Content Marketing Scale used in the questionnaire in terms of the Education Status variable with the ANOVA test, no statistically significant difference was found in the Content Marketing Scale used in the questionnaire in terms of the Education Status variable.

Whether there is a difference in the Content Marketing Scale used in the questionnaire in terms of the Monthly Income Status variable was analyzed by ANOVA test and according to the results, a statistically significant difference was found in the Content Marketing Scale used in the questionnaire in terms of the Monthly Income Status variable. The groups that are the source of the difference were determined by TUKEY test and written opposite the relevant scale.

Whether there is a difference in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of gender variable was analyzed by t-test. According to the results, no statistically significant difference was found in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of gender variable (Table 3).

Whether there is a difference in the Social Media Attitude Scale and its sub-dimensions in terms of marital status was analyzed by t-test. According to the results, no statistically significant difference was found in terms of marital status in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire.

Table 3. Examination of the social media attitude scale and its sub-dimensions used in the questionnaire in terms of gender variable.

	Gender	N	Mean	Standard Deviation	t	p
Social Media Attitude Scale Mean	Female	264	3.58	0.587	0.502	0.616
	Male	132	3.55	0.614		
Social Media Attitude Behavioral Mean	Female	264	3.63	0.627	0.540	0.589
	Male	132	3.59	0.621		
Social Media Attitude For Use Mean	Female	264	3.54	0.637	0.406	0.685
	Male	132	3.51	0.682		

Whether there is a difference in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of occupational variable was analyzed by t-test. According to the results, no statistically significant difference was found in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of occupational variable.

Whether there is a difference in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of Age Group variable was examined by ANOVA test and according to the results, no statistically significant difference was found in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of Age Group variable.

Based on the results obtained from analyzing whether there is a difference in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of the Education Status variable with the ANOVA test, no statistically significant difference was found in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of the Education Status variable.

Whether there is a difference in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of Monthly Income Status variable was examined by ANOVA test and according to the results, a statistically significant difference was found in the Social Media Attitude Scale and its sub-dimensions used in the questionnaire in terms of Monthly Income Status variable. The groups that are the source of the difference were determined by TUKEY test and written opposite the relevant scale.

5.6.5. Correlation Coefficients for the Relationship between the Scales Used in the Research

The correlation analysis results for the relationship between Intrinsic Marketing, Social Media Attitude and Social Media Marketing Activities Scales show that the correlation coefficients for the relationship between Intrinsic Marketing, Social Media Attitude and Social Media Marketing Activities Scales are statistically significant. There is a positive relationship between the variables. In this case, when there is an increase in one of the variables, it is expected that there will be an increase in the other variable.

The mediating role of Social Media Attitude in the effect of Social Media Marketing Activities on Intrinsic Marketing is analyzed with the process macro plug-in and the results are given in Table 4. The mediating role effect was analyzed with three different regression models.

The first model analyzed the impact of Social Media Marketing Activities on Social Media Attitude. According to the results, the model and the estimation of the coefficient of the Social Media Marketing Activities variable were found to be statistically significant. According to the estimation values, the coefficient of Social Media Marketing Activities was 0.719 and the coefficient of determination was 0.476.

The second model analyzed the impact of Social Media Marketing Activities on Intrinsic Marketing. Again, the model and the estimation of the coefficient of

Table 4. Research model analysis results.

OUTCOME VARIABLE: Social Media Attitude						
R	R-sq	MSE	F	df1	df2	p
0.690	0.476	0.187	357.380	1.000	394.000	0.000
	coeff	se	T	p	LLCI	ULCI
Constant	0.905	0.143	6.343	0.000	0.625	1.186
Social Media Marketing Activities	0.719	0.038	18.905	0.000	0.644	0.794
OUTCOME VARIABLE: Content Marketing						
R	R-sq	MSE	F	df1	df2	p
0.817	0.668	0.122	792.133	1.000	394.000	0.000
	coeff	se	T	p	LLCI	ULCI
Constant	0.430	0.116	3.722	0.000	0.203	0.657
Social Media Marketing Activities	0.866	0.031	28.145	0.000	0.806	0.927
OUTCOME VARIABLE: Content Marketing						
R	R-sq	MSE	F	df1	df2	p
0.846	0.716	0.105	495.847	2.000	393.000	0.000
	coeff	se	T	p	LLCI	ULCI
Constant	0.150	0.112	1.340	0.181	−0.070	0.371
Social Media Marketing Activities	0.644	0.039	16.377	0.000	0.567	0.722
Social Media Attitude	0.309	0.038	8.183	0.000	0.235	0.383

the Social Media Marketing Activities variable were found to be statistically significant. According to the estimation values, the coefficient of Social Media Marketing Activities was calculated as 0.866 and the coefficient of determination was calculated as 0.668.

The third model analyzed the impact of Social Media Marketing Activities and Social Media Attitude on Intrinsic Marketing. According to the results, both the coefficients of the model and the variables were found to be statistically significant. According to the estimation values, the coefficient of the Social Media Marketing Activities variable on Intrinsic Marketing was calculated as 0.644 and the coefficient of job commitment was calculated as 0.309. Based on the calculated t value for the significance of the coefficients, it can be observed that the impact coefficient of Social Media Marketing Activities is higher. The model's coefficient of determination was calculated as 0.716. When comparing Model 2 and Model 3, it is evident that there is an increase in the coefficient of determination in Model 3.

According to the research model, the results of the effect of Social Media Marketing Activities on Intrinsic Marketing are given in Table 5. According to

Table 5. Analysis results of the effect of Social Media Marketing Activities on Intrinsic Marketing.

The Total Effect of Social Media Marketing Activities on Content Marketing						
Effect	Se	t	P	LLCI	ULCI	c_cs
0.866	0.031	28.145	0.000	0.806	0.927	0.817

Direct Effect of Social Media Marketing Activities on Content Marketing						
Effect	Se	t	p	LLCI	ULCI	c'_cs
0.644	0.039	16.377	0.000	0.567	0.722	0.608

Indirect effect(s) of Social Media Marketing Activities on Content Marketing:			
	Effect	BootSE	BootLLCI	BootULCI
Social Media Attitude	0.222	0.036	0.159	0.300

Completely standardized indirect effect(s) of Social Media Marketing Activities on Content Marketing:			
	Effect	BootSE	BootLLCI	BootULCI
Social Media Attitude	0.209	0.034	0.152	0.284

the analysis.

1) The direct effect of Social Media Marketing Activities on Intrinsic Marketing was calculated as 0.644 (standard direct effect: 0.608) and found to be statistically significant according to t-test.

2) The indirect effect of Social Media Marketing Activities on Intrinsic Marketing due to the Social Media Attitude variable was calculated as 0.222 (standard indirect effect: 0.209) and found statistically significant according to the bootstrap method.

3) The total effect of Social Media Marketing Activities on Intrinsic Marketing was calculated as 0.866 (standard total effect: 0.817) and found to be statistically significant according to t-test.

7. Discussion Conclusion

Social media marketing is the use of social media platforms to connect with your target audience in order to build your brand, drive sales and increase website traffic. This includes posting great content on your social media profiles, listening and engaging with your followers, analyzing your results and running social media ads. The main social media platforms are (currently) Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube and Snapchat. Social media marketing first started with publishing. Businesses used to share their content on social media to drive traffic to their websites and increase sales. But social media has become much more than just a place to post content. Hospitals are often considered as healing centers, but they can also be successful and thriving businesses. Having a well-defined hospital marketing strategy is essential to ensure success in this highly competitive market. No two hospitals are alike, so they

need to customize their approach to capture the right target audience. As healthcare marketers, it is essential to understand the ever-changing industry landscape and stay abreast of the latest trends. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined target audience and ultimately drive profitable customer action. Attitudes are widely recognized as one of the most important drivers of buying behavior, so it is not surprising that savvy marketers seek to understand and influence the attitudes of their target customers. In the interconnected environment in which our consumers live, work, and play, it is necessary to comprehend and impact not only their opinions about our products but also their opinions about the category, competitors' products, influencers, and other factors related to the purchase decision. A questionnaire was applied to every occupational group and age group in the study, resulting in a wide range of conclusions. These conclusions were influenced by social media posts and the respondents' opinions aligned in that direction. As a result, content sharing on social media is of great importance. Content sharing, which is important in every branch, is also of great importance in the hospital field. It has been a matter of curiosity to what extent the shared hospital content affects consumer attitudes. The study revealed that content shares have an influence on consumer attitudes. Additionally, the hospital's significant content sharing has a substantial impact on consumer perspective. It is believed that with the advancement of technology, every human group will be present on social media. Thus, the importance of content sharing is expected to grow and develop even more. Therefore, hospitals that recognize the influence of social media on their promotions implement content marketing strategies in this area, in line with the hypotheses developed in the study. As a result of these activities, it was concluded that they have a positive effect on the consumer's attitude. As a result of this study, it is suggested that it would be more beneficial for businesses and especially hospitals in the health sector to use social media activities to influence consumer attitudes about their activities and that it would be more appropriate to implement such studies in other sectors.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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