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DETERMINANTS OF CONSUMER ATTITUDES TOWARDS SOCIAL MEDIA ADVERTISING: EVIDENCE FROM THE TURKISH AIRLINE INDUSTRY

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Abstract:

As the prevalence of social media increases, it is considered as an important promotion outlet for the airline industry. The main motivation behind this paper is to identify the determinants of attitude towards social media advertising in the context of the Turkish airline industry. The model of advertising value lies in the theoretical foundation of this paper. Employing a convenience sampling, a questionnaire was completed by 123 users of social media in Turkey. The Partial Least Squares Structural Equation modeling (PLS-SEM) approach was employed to test the hypothesized relationships. Results revealed that informativeness, entertainment, and credibility are positively associated with advertising value, thus affecting attitude towards social media advertising. On the other hand, irritation has no significant relation with advertising value.

Key words: *Airline, Social media advertising, Uses and Gratification Theory, Advertising value*

1. Introduction

The number of users of social networks is expected to reach approximately one-third of the world's population by 2023, reaching 3.43 billion. As such, prominent social media platforms such as Facebook, Twitter, YouTube, etc. have emerged one after another. Globally, internet users spend approximately 144 minutes a day on these networks. This situation leads businesses to use these channels to promote their products and services (Clement, 2020). Indeed, while advertising and promotional information on

traditional channels are becoming increasingly ineffective, consumers tend to rely on online consumer reviews (Dijkmans, Kerkhof, & Beukeboom, 2015).

As in all other industries, airlines also use these channels in social media that provide the opportunity to communicate directly with consumers. Social media has become a digital source of information where airline businesses can run various campaigns and consumers can access a large amount of information (Koch & Tritscher, 2017). In this respect, being aware of the impact of social media advertising on consumer attitudes is vital to the success of airlines. Gummesson (2008) emphasized that consumers do not buy goods or services, they buy those which attribute value to them. Accordingly, an advertising message must be delivered in a way that offers a value proposition.

There is a large body of literature that has addressed marketing activities on social media in the context of airlines. Some of these can be listed as follows: social media usage of airlines (Hvass & Munar, 2012), social media user groups (Punel & Ermagun, 2018), social seating acceptance (Koch & Tritscher, 2017), brand awareness and brand image (Seo & Park, 2018), customer satisfaction (Esu & Anyadighibe, 2014), consumer perceptions (Knoblich, Martin, Nash, & Stansbie, 2017), organizational performance as an outcome (Parveen, Jaafar, & Ainin, 2015), social media strategy (Spil, Effing, & Both, 2016), purchase intention (Alnsour, Ghannam, Al-Natour, & Alzeidat, 2018) and customer loyalty (Lee et al., 2018). Punel and Ermagun (2018) stated that social media research on airlines is divided into three main streams: creating strategies to involve customers in social media, examining the potential of social media as an information source, and measuring customers' perceptions of social media. Despite recent studies discussing the importance of consumer perceptions in social media (Bigne, Andreu, Hernandez, & Ruiz, 2018; Seo & Park, 2018), there is a lack of knowledge on the formation of attitude towards social media advertising. While many research has been carried out on attitude formation towards advertising in different platforms (Gaber, Wright, & Kooli, 2019; Murillo, Merino, & Núñez, 2016; Rajesh, Raj, Dhuvandranand, & Kiran, 2019; Yang, Huang, Yang, & Yang, 2017) and domains (Abu-Ghosh, Al-Dmour, Alalwan, & Al-Dmour, 2018; Erawan, 2016; Hamouda, 2018), to the best of our knowledge, no research has been found which surveyed drivers of attitude towards social media advertising in the airline industry context. Therefore, this present study aims to identify the determinants of attitude towards airline advertisements on social networking sites such as Facebook, Twitter, Youtube, etc. In doing so, this study builds on Ducoffe's (1996) model of advertising value as the theoretical underpinning.

The contributions of this study to the existing literature are twofold. First, it ascertains the determinants of attitude towards social media advertising in the airline industry. Thus, this study offers some important insights into the more effective use of airline advertising. Second, it is the first study that examines the formation of attitudes towards airline advertising on social media in Turkey, which is an emerging market.

The remainder of the paper first outlines the conceptual background and develops research hypotheses in Section 2. Section 3 presents measurement tools and analytical approaches after explaining the sampling process. Then, the data analysis process and results, including the preliminary analysis, are provided in Section 4. Next, Section 5

discusses theoretical and managerial implications, followed by Section 6 ends with research limitations and avenues for future research.

2. Conceptual Background and Research Hypotheses

2.1. Social Media Advertising

Social media can broadly be defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan & Haenlein, 2010). Social media advertising provides marketers an important brand image creation/enhancement outlet in terms of removing borders, being cheap, and allowing faster communication (Okazaki & Taylor, 2013). For consumers, it also enables them to share their experiences, access information quickly and with little effort, and interact with other consumers (Patino, Pitta, & Quinones, 2012). Considering such advantages of advertising in social media, it can be argued that the way consumers perceive the advertised products or brands varies, thus affecting their attitudes. Gaber et al. (2019) revealed that depending on the direction of consumers' attitudes towards advertising, it causes approach or avoidance behavior.

Since this study focuses on the drivers of attitude towards social media advertising, one of the theories useful in explaining this issue is the Uses and Gratification Theory (UGT). The UGT focuses on media choices that best meet the cognitive and affective needs of the users, including their personal needs and their motivation for satisfaction (Rubin, 2009). Hertha Herzog, a psychologist and mass media researcher, first approached this theory with a functionalist point of view. Subsequently, it was developed by Katz (1959) and Blumler and Katz (1974) and centered on the gratification individuals derive from using a particular mass media. The main purpose of the UGT is to explain the motivations of individuals to use media. Therefore, the basic setting of the theory is that users actively participate in choosing and using the communication medium in which they are interested. For two decades, research on the UGT has shifted towards social networking sites, defining a new communication medium in this era (Erawan, 2016). Following the increasing use of technology today, the UGT has been intensely used to examine users' gratification with expectations on these platforms. Recent studies have also confirmed the reliable results of this theory in identifying media selection motives (Rajesh et al., 2019; Sigurdsson, Menon, Hallgrímsson, Larsen, & Fagerstrøm, 2018).

2.2. Model of Advertising Value

Based on the UGT, the most accepted theory in explaining the formation of attitudes towards advertising in the internet environment is the model of advertising value built by Ducoffe (1996). The advertising value concept basically reflects the degree to which an advertisement meets consumer expectations (Ducoffe, 1996). Consumers perceive advertisements valuable to the extent that advertising messages match their needs (Dehghani, Niaki, Ramezani, & Sali, 2016). Ducoffe (1996) suggested that advertising with no value (that does not create positive advertising value) may cause

negative consumer reactions, while high-value advertising contributes to the formation of favorable attitudes.

The main determinants of advertising value are informativeness, entertainment, irritation, and credibility. Informativeness and entertainment dimensions have a positive effect on the perception of advertising value (Hakimi et al., 2019). Annoying, disturbing, and manipulating advertisements, perceived as irritating and unwanted materials by consumers, represent another dimension of advertising value (Gaber et al., 2019). Besides, the element of credibility should not be ignored in social media advertising. Without credibility, consumers cannot go beyond a single purchase and maintain their relationships in the long term (Gefen, 2000). Given that all these factors are significantly related to advertising value, the advertisement that the customer finds valuable is effective (Ducoffe, 1995).

2.3. Hypotheses Development

Informativeness refers to the informational power of the content of advertisements and thus making it easier for consumers to reach the highest value (Ducoffe, 1996; Hamouda, 2018). When consumers have hesitations about the quality of a product, they often turn to seek more information before making a decision (Erdem, Swait, & Valenzuela, 2006). Therefore, an advertisement is perceived favorable by consumers to the extent that it provides the desired information about the products (Van der Waldt, Rebello, & Brown, 2009). As per Zha et al. (2015), the creation of an image that the advertising content is correct and believable leads consumers to build positive attitudes towards web advertisements. In the context of mobile advertising, Lee et al. (2017) stated that the information function has positively affected advertising value. Martins et al. (2019) also found that informative content in advertising increases the advertising value. As such:

H1: Informativeness is positively associated with advertising value.

Another important factor affecting consumers' attitudes towards advertising is the level of entertainment. Entertainment represents how adequate advertisements are in meeting escapism, diversion, aesthetic pleasure, and emotional release needs of consumers (Sari, Suziana, & Games, 2020). In today's world where people are exposed to thousands of advertising messages a day, advertisements should be fun and include hedonic messages to attract consumers' attention (Arora & Agarwal, 2019). Given that most advertising content is not worth considering by consumers (Ducoffe, 1996), the importance of entertainment in advertising messages can be appreciated more clearly. Dehghani et al. (2016) suggested that any increase in entertainment elements in advertising may encourage consumers to engage in advertising more frequently. Sari et al. (2020) stated that the entertainment variable creates positive attitudes towards advertising and may even generate more interest and curiosity for advertising. Thus:

H2: Entertainment is positively associated with advertising value.

Irritation refers to the extent to which an advertisement is perceived as irritating and annoying, and it leads to negative feelings towards advertisements (Martins et al.,

2019). Advertising can irritate consumers for different reasons such as the characteristics of the advertised product, advertising intrusiveness, manipulating messages, misplacement, targeting the wrong audience, and frequent advertising placements (Gaber et al., 2019). Emotions such as the pleasure that advertisements create play a key role in the creation of consumers' attitudes towards advertising (Shavitt, Lowrey, & Haefner, 1998). On the other hand, if advertisements contain content that is offensive, insulting, or excessively manipulative, consumers perceive advertising as unwanted and provocative. In this case, as the irritation level increases, it becomes difficult for the advertising to show the desired effect (Ducoffe, 1996). The perceived irritation negatively affects not only the attitude towards advertising but also many behaviors such as customer satisfaction, purchase intention, and trust (Hasan, 2016; Yang et al., 2017). Based on the current body of knowledge, the following hypothesis was formulated:

H3: Irritation is positively associated with advertising value.

MacKenzie and Lutz (1989) defined credibility as "the perception of consumers about the accuracy and credibility of advertising in general". Credibility is regarded as one of the most pivotal antecedents of advertising value in advertising literature (Ducoffe, 1996; Gaber et al., 2019). If an advertisement is not perceived as credible, consumers prefer not to pay attention to the message and may not respond to the advertisement (Martins et al., 2019). Therefore, the literature posits that consumers will have more positive perceptions of advertising value if they think advertisements are credible and trustworthy (Hamouda, 2018; Rajesh et al., 2019). It should not be forgotten that web advertising is also vulnerable to self-publishing in an unregulated environment where everyone can generate content. In this regard, consumers may consider web advertising less reliable than their conventional counterparts (Gaber et al., 2019). Since social media advertisements of airlines are worth examining in this respect, the following hypothesis was formulated:

H4: Credibility is positively associated with advertising value.

Advertising value is defined as "a subjective evaluation of the relative worth or utility of advertising to consumers" (Ducoffe, 1995). Therefore, it is an important indicator in terms of reflecting the effectiveness of advertisements (Dehghani et al., 2016). Advertising value reflects an overall assessment of the advertising worth. Accordingly, high-value advertisements positively affect the attitude of consumers and facilitate their persuasion. On the other hand, advertising with low value causes negative attitudes towards advertising (Rajesh et al., 2019). In the context of social media advertising, attitude towards advertising refers to positive or negative responses to advertisements on social media (Luna-Nevarez & Torres, 2015). The association between advertising value and attitude towards advertising has been established in many studies in the context of social media (Erawan, 2016; Murillo et al., 2016; Rajesh et al., 2019). Moreover, Lee et al. (2017) outlined that advertising value in smartphone advertising has a positive effect on attitude toward advertising and ultimately purchase intention. Therefore, we hypothesized the following:

H5: Advertising value is positively associated with an attitude towards advertising.

Based on Ducoffe's (1996) model of advertising value, our research framework is illustrated in Figure 1.

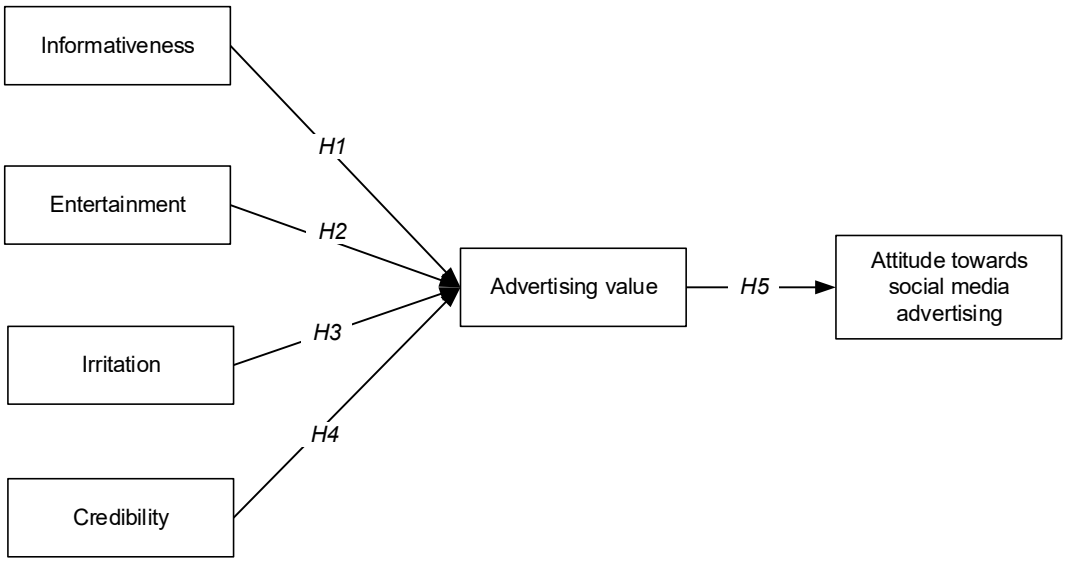


Figure 1. Research framework

Source :Own elaboration

3. Research Methodology

3.1. Data Collection and Sampling

Social media users in Turkey constitute the population of this study. Therefore, this study used convenience sampling, one of the non-probability sampling techniques, which can be easily applied and can reach a large number of people with less cost (Sarstedt & Mooi, 2019). In doing so, a questionnaire technique using an online survey was employed to investigate the proposed relationships. The developed questionnaire was prepared as two main parts. While the first part referred to the demographics of the respondents, the second one inquired about the items of the measurement constructs related to the proposed hypotheses. Before the final questionnaires were distributed over the internet, the questionnaire was refined through 20 response data through a small-scale pilot study.

In total, 123 valid surveys were completed with no-missing data in the final application between September and October 2017. In line with Hair et al. (2016), we adopted the power of a statistical test approach to compute the required sample size (Cohen, 1992). Conducting power analysis employing G*Power 3.1, for this study possesses a statistical power of 80%, medium effect size ($f^2 = 0.15$), and a significance level of 5%, the minimum sample size was found to be 92 observations (Faul, Erdfelder, Lang, & Buchner, 2007). Supporting this finding, Reinartz et al. (2009) stipulated the presence of at least 100 observations to achieve acceptable power levels in the PLS-SEM. Therefore, it can be concluded that the total number of 123 responses is sufficient to conduct the required analyzes. The demographics of the respondents are given in Table 1.

Table 1. Sample demographics

Characteristic	Frequency	Percentage	Characteristic	Frequency	Percentage
Gender			***Age***		
Male	75	61.0 %	18-24	10	8.1 %
Female	48	39.0 %	25-34	49	39.8 %
Education			35-44	30	24.4 %
High School	1	0.8 %	45-54	24	19.5 %
College/Bachelor	14	11.4 %	55-64	10	8.1 %
Master degree	19	15.4 %	***Occupation***		
Ph.D. degree	89	72.4 %	Student	12	9.8 %
Income Level			Company staff	15	12.2 %
Below TL 1500	12	9.8 %	Public official	87	70.7%
TL 1501-3500	12	9.8 %	Retired	2	1.6 %
TL 3501-5000	35	28.5 %	Others	7	5.7 %
Above TL 5000	64	52.0 %			

Note. TL in "Income Level" denotes Turkish Lira.
Source :Own elaboration.

As seen in Table 1, the distribution of the sample was 61% male and 39% female. Regarding education, most of the respondents were well-educated (i.e. 72.4% have a Ph.D. degree). Similarly, the majority of respondents were working as a public official (n = 87, 70.7%). With regards to income level, 52% of the respondents earn above TL5000 in a month, and 28.5% are getting between TL3501-5000. In addition, respondents between 25-34 ages consist of the largest cohort (39.8%), followed by 35-44 (24.4%) and 45-54 (19.5%).

3.2. Measurements

In this study, the related literature is reviewed to determine the measurement items. Instruments that measure informativeness, entertainment, and irritation are based on Ducoffe (1995). The scale was borrowed from Murillo et al. (2016) to measure credibility. Measurement items that predict advertising value follow Ducoffe (1995). Last, attitude towards advertising was examined using Aydın's (2016) measurement. All measurement items were operationalized with a Likert scale from 1 to 5 (1 "strongly disagree" to 5 "strongly agree"). All research constructs with items are presented in Appendix.

3.3. Analytical Approach

The partial least squares structural equation modeling (PLS-SEM) approach was employed in estimating the proposed hypotheses. The existing literature suggests that the justification for the widespread use of PLS-SEM analysis is to have small sample sizes and focus on model prediction (Hair et al., 2016). The reasons we deemed the PLS-SEM

approach suitable in this study are twofold. First, our main focus is to predict endogenous constructs in the proposed model and to highlight the hypothesized relationships. Second, the PLS-SEM approach can handle small sample sizes well. To this end, SmartPLS (v.3.2.9) software was employed to conduct PLS-SEM analysis (Ringle, Wende, & Becker, 2015). Regarding inference testing, the bootstrapping technique with 5,000 random subsamples was used to confirm the *t*-values of path coefficients (Hair et al., 2016).

4.Data Analysis and Results

In this section, data analysis was carried out to highlight the hypothesized relationships. In doing so, we applied two-stage analytical procedures, which consisted of the evaluation of the measurement model and the structural model (Henseler, Hubona, & Ray, 2016).

4.1. Preliminary Analysis

Following the data entries, preliminary analysis covering some issues (e.g. suspicious response patterns, data entry errors, missing data, extreme outliers, normality assumption) should be conduct (Sarstedt & Mooi, 2019; Siyal, Donghong, Umrani, Siyal, & Bhand, 2019). Since there are no reverse-scaled items and missing data in this study, we checked outliers first. Measurement items were transformed into z scores to detect univariate outliers. Since none of the values exceeded ± 3.00 ($p<.001$), there was no univariate outlier problem (Pituch & Stevens, 2015). Next, potential multivariate outliers and influential data points were checked using the Mahalanobis and Cook's distances (Pituch & Stevens, 2015). Although Cook's distances results were quite fair, an observation was eliminated due to the excess of Mahalanobis distance, thus proceeding further research with the remaining 122 samples (Case ID: 113). Although PLS-SEM does not require a rigid assumption for data distribution, the data were considered normal since skewness ranges from -.857 to 1.247 and kurtosis from -.845 to 1.443 (Pituch & Stevens, 2015). Finally, the threat of multicollinearity was examined using inner VIF values, and no value exceeding the threshold of 5 was found (Hair et al., 2016).

4.2. Evaluation of Outer Measurement Model

Testing the reliability and validity issues of the model lies in the first step of the two-stage analytical procedures. As a rule of thumb, in a reflectively measured model (Henseler et al., 2016), the measurement model is evaluated through the internal consistency and validity measures, namely convergent validity and discriminant validity (Hair et al., 2016). In this context, Cronbach's alpha coefficient and composite reliability (CR) value were adopted as consistency parameters. On the other hand, factor loadings, and the average variance extracted (AVE) values were considered for convergent validity. Finally, discriminant validity was tested by employing two different measures. Table 2 shows the results of the measurement model. According to the results, the model consistency was established as Cronbach's alpha and CR values exceed a value of 0.7

(Henseler et al., 2016). Regarding convergent validity, factor loadings referred to indicator reliability are higher than the threshold of 0.70 and the AVE values of each construct remained above 0.50, which successfully established convergent validity (Brzozowska-Woś & Schivinski, 2020).

Table 2. Validity and reliability of constructs

Model construct	Item	Loading	Cronbach's α	CR	AVE
Informativeness	IN1	0.756	0.818	0.893	0.737
	IN2	0.921			
	IN3	0.890			
Entertainment	EN1	0.903	0.900	0.937	0.833
	EN2	0.928			
	EN3	0.907			
Irritation	IR1	0.778	0.723	0.844	0.643
	IR2	0.855			
	IR3	0.771			
Credibility	CR1	0.883	0.890	0.932	0.820
	CR2	0.941			
	CR3	0.891			
Advertising value	VA1	0.896	0.891	0.932	0.821
	VA2	0.911			
	VA3	0.911			
Attitude towards airline advertising	AT1	0.904	0.918	0.948	0.858
	AT2	0.945			
	AT3	0.930			

Source :Own elaboration.

The final step of the evaluation of the measurement model requires achieving discriminant validity. Discriminant validity is an indicator of how the measurement items differ between constructs. The existing literature suggests Fornell and Larcker's (1981) criterion to assess the discriminant validity of constructs. This criterion value is retrieved from the square root of AVE for each construct and must be greater than the correlational coefficients in the corresponding row (off-diagonal) (Hair et al., 2016). In recent years, however, Henseler et al. (2015) argued that Fornell and Larcker's (1981) criterion does not properly determine discriminant validity. Therefore, we also employed the Heterotrait-Monotrait (HTMT) criterion to validate the Fornell-Larcker criterion. Novel HTMT criterion is a discriminant validity provider that has superior performance and is more conservative compared to other techniques (Henseler et al., 2015). To speaking statistically, there is no exactly defined threshold for the HTMT criterion but we used a value of 0.90 (Hair et al., 2016). As provided in Table 3, all diagonals are greater than the correlational coefficients and therefore Fornell-Larcker criterion is passed. Moreover, there is no coefficient that violates the HTMT.90 criterion, thus establishing a satisfactory discriminant validity.

Table 3. Discriminant validity indicators

	1	2	3	4	5	6
Fornell and Larcker (1981)'s criterion*						
1.Informativeness	*0.859*					
2.Entertainment	0.387	*0.913*				
3.Irritation	-0.200	-0.343	*0.802*			
4.Credibility	0.579	0.634	-0.427	*0.905*		
5.Advertising value	0.512	0.602	-0.300	0.683	*0.906*	
6.Attitude towards airline advertising	0.600	0.760	-0.455	0.795	0.779	*0.926*
Heterotrait-monotrait (HTMT) criterion						
1.Informativeness						
2.Entertainment	0.443					
3.Irritation	0.263	0.421				
4.Credibility	0.681	0.703	0.529			
5.Advertising value	0.600	0.665	0.370	0.764		
6.Attitude towards airline advertising	0.690	0.838	0.556	0.881	0.859	

Note. (*) The diagonals indicate the square root of the average variance extracted while the values on the left side of the diagonals denote the correlations

Source :Own elaboration.

4.3. Evaluation of Inner Structural Model

This section handles the evaluation of the structural model including determination of R^2, effect size (f^2), predictive relevance (Q^2), and testing the significance of the path coefficients (Hair et al., 2016). The bootstrapping technique was applied with 5000 resamples to generate *t*-values while testing the significance of path coefficients. Table 4 and Figure 2 presents the results of the hypothesis testing in this research.

Table 4. Results of hypotheses testing

Hypothesis	β	*t*-value	p value	Confidence Interval	Effect size	Support
H1:Informativeness->Advertising value	0.167	2.033	0.042	[0.010; 0.331]	0.039	Yes
H2:Entertainment->Advertising value	0.278	2.822	0.005	[0.081; 0.467]	0.098	Yes
H3:Irritation->Advertising value	0.005	0.066	0.948	[-0.142; 0.129]	0.000	No
H4:Credibility->Advertising value	0.413	3.837	<0.001	[0.194; 0.606]	0.157	Yes
H5:Advertising value->Attitude towards advertising	0.779	14.274	<0.001	[0.660; 0.872]	1.543	Yes

Source :Own elaboration.

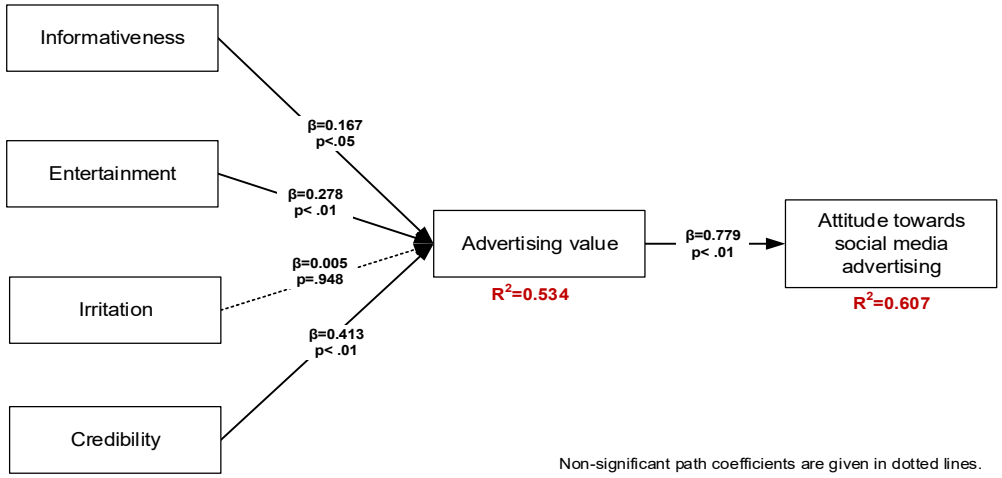


Figure 2. Estimation of the structural model

Source :Own elaboration.

As presented in Table 4, the relationship between informativeness and advertising values was supported by H1 (β=0.167, p<0.05). Moreover, other links between advertising value and entertainment (β=0.278, p<0.05), and credibility (β=0.413, p<0.01) were positively and statistically significant. Therefore, we can infer that H2 and H4 are supported. However, H3 that suggesting irritation is positively associated with advertising value did not find support (β=0.005, p>0.05). Finally, the effect of advertising value on attitude towards advertising was significant (β=0.413, p<0.01), thus supporting H5.

Following the hypothesis testing, the coefficients of determination (R^2) and predictive relevance (Q^2) for endogenous constructs were estimated. The R^2 coefficients specify the amount of variance explained by endogenous constructs in the structural model. There are 3 different thresholds defined for the sufficient R^2 coefficient - consisting of 0.25 (weak), 0.50 (medium), and 0.75 (strong) (Hair et al., 2016). As seen in Table 5, advertising value and attitude towards advertising explained 53.4% and 60.7% of related exogenous constructs and called a medium contribution. Apart from R^2 coefficients, we calculated the effect size (f^2), which reveals the magnitude of the effect of exogenous constructs on endogenous constructs. As Cohen (1992) recommended, the f^2 thresholds are enumerated as 0.02 (weak effect), 0.15 (moderate effect) and 0.35 (large effect). As shown in Table 4, the effect sizes were ranged from 0.039 to 1.543. Accordingly, we obtained a small effect on H1 and H2, a moderate effect on H4, and a large effect on H5.

Next, we employed Stone-Geisser's Q^2 test to measure the quality of the proposed model. Stone-Geisser's Q^2 test, which measures the cross-validated predictive relevance of endogenous constructs, is conducted using the Blindfolding algorithm by SmartPLS software for an omission distance D=7 (Reinartz et al., 2009; Wong, 2013). As the Q^2 values in Table 5 are substantially greater than zero, the model confirms the predictive relevance of both constructs (Hair et al., 2016).

Table 5. Results of predictive accuracy

Endogenous construct	R^2	Q^2
Advertising value	0.534	0.419
Attitude towards airline advertising	0.607	0.514

Source :Own elaboration.

Apart from prediction parameters, we also assessed the overall model fit. Since there is no identified global goodness-of-fit (GoF) measure in the PLS-SEM, we adopted the PLS-based GoF measure from Tenenhaus et al. (2005). As presented in Table 6, a satisfactory model fit was established as a result of a GoF value of 0.669. To find additional evidence, the standardized root mean square residual (SRMR) index was also examined. Since this value of 0.059 falls below a critical cut-off value of 0.08, it is concluded that a good model fit was achieved (Henseler et al., 2016).

Table 6. Result of goodness-of-fit index summary

Construct	AVE	R^2
Informativeness	0.737	
Entertainment	0.833	
Irritation	0.643	
Credibility	0.820	
Advertising value	0.821	0.534
Attitude towards airline advertising	0.858	0.607
Average values	0.785	0.571
$AVExR^2$	0.448	
$GoF = \sqrt{AVExR^2}$	**0.669**	
SRMR	**0.059**	

Source :Own elaboration.

5. Conclusions

This study empirically examined the determinants of consumer attitudes towards social media advertising in the context of the airline industry. The findings revealed that informativeness, entertainment, and credibility are positively associated with advertising value that is significantly related to attitude towards social media advertising. Therefore, the present research provides in-depth knowledge of the contribution of each factor on the formation of consumer attitudes regarding the airlines advertising on social media. The proposed model in the study, which focuses on social media advertising for the airline industry case, explains 53.4% of the total variance of advertising value and 60.7% of attitude towards advertising, thus confirming the applicability of Ducoffe's (1996) model of advertising value on airline social media advertising. Unsurprisingly, this model supports evidence from previous studies (Ghosh, 2018; Le & Nguyen, 2014; Murillo et al., 2016; Yang et al., 2017).

5.1. Theoretical Implications

Theoretically, this study contributes to the literature in different ways. First, the present study outlines the determinants of the attitude towards airline advertising on social media from the perspective of advertising value. Consistent with the earlier studies, credibility is responsible for the pivotal role in the formation of consumer attitudes towards social media advertising (Arora & Agarwal, 2019; Martins et al., 2019). This result is likely to be related to the fact that advertisements in tourism products affect pre-travel decisions and credibility is overestimated to reduce perceived risk (Yoo & Gretzel, 2011). Hakimi et al. (2019) argued that credibility convinced consumers that the content was the truth, which resulted in a positive purchase decision.

Second, entertainment was found to be significantly and positively associated with advertising value. The current literature also supports this finding. For instance, Sari et al. (2020) found that entertainment is the variable that most predicts a perceived value for millennial parents. Hamouda (2018) also confirmed the effect of the entertainment aspect on advertising value in tourism products. In line with this, Raney et al. (2003) found that social media advertising enriched with fun elements are evaluated more positively by the audience and are visited a lot. Third, informativeness is also significantly related to advertising value. This finding is consistent with those of previous studies (Hakimi et al., 2019; Yang et al., 2017). Depending on the information needs of consumers, consumer interest may increase and thus the advertising value is enhanced (Martins et al., 2019). This result may be explained by the fact that in service sectors such as transportation, consumers rely heavily on the information collected at the purchasing stage due to the intangible nature of the product (Plume & Slade, 2018).

As the last element of advertising value, this study has been unable to demonstrate that irritation is statistically significant to predict advertising value. This result is contrary to previous literature which has reported a significant effect of irritation on advertising value (Abu-Ghosh et al., 2018; Ducoffe, 1996; Gaber et al., 2019; Yang et al., 2017). As a possible explanation, Erewan (2016) argued in his study on the tourism industry that travelers regard advertising as a useful source of information and irritation can therefore be ignored. In line with this, Hamouda (2018) also stated that irritation is not a robust determinant of advertising value. From a different point of view, the existence of software that blocks unwanted advertisements on social media and thus the increased control power of users may be related to the fact that irritation is not a significant concern (Murillo et al., 2016).

Lastly, the relation between advertising value and attitude towards advertising supports the past literature (Kim, 2020; Murillo et al., 2016). Moreover, the proposed model is more responsible for the variance of attitude towards advertising compared to that of many of earlier studies (Arora & Agarwal, 2019; Gaber et al., 2019; Rajesh et al., 2019). Therefore, this study confirms the effect of advertising value on attitude towards social media advertising in the context of airline advertising. Sari et al. (2020) suggested that when consumers watch valuable and useful advertising, they will remember the brand and create brand awareness. Hamouda (2018) confirmed the effect of advertising value on

attitudes towards social media advertising, thus pointing out the contribution of valuable advertising to positive emotions in attitude formation.

The study contributes to deepening our understanding of the formation of the attitude towards social media advertising in the airline industry. In doing so, the advertising value perspective was used and it was concluded from this study that consumers accepted airline advertising as being a useful source of information, enjoyable and credible. Also, the present study provides the first comprehensive assessment of consumer attitudes toward airline advertising in Turkey.

5.2. Managerial Implications

This research has several implications for airline managers and marketers. Social media advertising is a popular and fast option to convey information about products and services to consumers. Therefore, the information should be up-to-date and useful for passengers (Sari et al., 2020). This issue should be carefully scrutinized as travel decisions require a high level of information. Moreover, managers should not neglect entertaining content on social media to create more powerful involvement in travel product advertising. The entertainment element can be built on many bases such as humor, sympathy, or love (Le & Nguyen, 2014). Advertisers can choose one or more of these options to attract social media users' engagement. It should be noted that the steps to be taken to increase informativeness, entertainment and credibility positively affect advertising value and ultimately foster positive attitudes towards advertising.

In particular, this study offers airline managers in Turkey valuable insights on the formation of attitudes towards advertising on social media. Therefore, these results should be taken into account when developing social media strategies. The airline industry relies more on social media today, and increasing the resources of social media departments is the top strategic priority (SimpliFlying.com, 2018). In this regard, factors that explain attitude towards social media advertising should not be overlooked for the effective use of resources. While there are 54 million social media users in Turkey, they spend an average of 7 hours and 29 minutes a day on social media (Kemp, 2020). Considering the prevalence of social media, this study provides valuable insights into which factors will affect consumers' attitudes towards airline advertising on social media platforms.

6. Limitations and Avenues for Future Research

The major limitation of this study is that the sample size is not large enough to generalize. Furthermore, data collected from consumers in Turkey only makes these results less generalizable. In this respect, as noted by Hakimi et al. (2019), the effect of cultural orientation on attitude formation towards advertising should be noted in future research. Since this study adopts a cross-sectional design, the results may also change over time.

This study provides valuable insight into the formation of attitudes towards advertising in the airline industry, but there are still a few questions that remain unanswered. First, the business models of airlines (i.e. Full-Service Airlines, Low-Cost

Airlines, Regional Airlines, etc.) were not taken into account in this study. However, since the business models adopted by airlines affect all of investments and activities, the effect of the determinants on the attitude towards advertising may change. Therefore, we strongly recommend that future studies conduct multi-group investigations based on business models. Second, this study does not cover the antecedents of the attitude towards advertising such as trust, personalization, and outcomes such as purchase intention. Researchers may incorporate these constructs into the proposed model in the future. Finally, further research can generate new insights into the attitude towards advertising literature by undertaking cross-cultural and longitudinal approaches.

7. References

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Appendix

Table A. Adapted measurement items

Model construct	Item	In social media, …
Informativeness	IN1	Airline advertising provides information about airline services.
	IN2	Through airline advertisements, I can receive timely information on services.
	IN3	Airline advertising provides information when I need it.
Entertainment	EN1	Airline advertisements are exciting.
	EN2	I find airline advertisements entertaining.
	EN3	Airline advertisements are enjoyable to watch.
Irritation	IR1	Airline advertising is often annoying.
	IR2	Some airline advertisements seem ridiculous.
	IR3	Airline advertisements pop up everywhere.
Credibility	CR1	Airline advertising is trustworthy.
	CR2	Airline advertising is reliable.
	CR3	Airline advertising is convincing.
Advertising value	VA1	Airline advertising is valuable.
	VA2	Airline advertising is useful.
	VA3	Airline advertising is important.
Attitude towards airline advertising	AT1	I like airline advertisements.
	AT2	I generally consider airline advertising a good thing.
	AT3	I consider airline advertising necessary.

Source: Own elaboration.