

The Effect of Social Media Activities on Consumers' Attitudes and Behaviour in Aviation Sector

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Abstract

The decline of ticket prices to reasonable levels, the increase of airports and the change in the perception of geographical distance have also increased interest in the airline passenger transportation sector. Therefore, it's important to determine the attitudes and behaviors of passengers as consumers for all segments of the sector. In this study, the effect of social media on consumer behavior and attitudes of passengers in air passenger transportation, whose role in consumer behavior has been shown by different studies in recent years, has been examined with an experimental study. The findings of the study show that there are significant differences in consumer attitudes and behaviors of those who are exposed to social media content compared to those who are not. Also, attitudes and perceptions of the consumers may change according to gender and age. It's hoped that the results will contribute to marketing practitioners in the industry and expand the social media literature.

1. Introduction

Mankind has always thought of flying throughout history and has made progress in this framework. From the first flight to this day, the air passenger transportation sector has entered into a continuous development in stages and continues to develop today. Despite the lockdown period due to Covid-19 pandemic, spend on air transport increased from 384 in 2020 to 487 billion dollars in 2021 according to the expected 2021 statistics (IATA 2021 End-year report). Parallel to the development of the industry, it is important for businesses to adopt the suitable marketing strategies in order to raise awareness, keep customer satisfaction levels at the desired level, and meet the expectations of their customers more than competing companies in order to create brand loyalty. One of the strategies that has developed in this process and is frequently used today is marketing strategies through social media.

On social media platforms where people share content such as information, videos, pictures, news, brands are advertised, promoted, videos and pictures are published, information about brand activities is given, and most importantly, comments are received from customers. Social media has become an important factor that affects purchasing behaviors positively or negatively (Constantinides and Stango, 2011: 9). It has been revealed that the purchasing behavior of consumers is mostly affected by social networks (İşlek, 2012: 141). In the

air transportation sector, which is becoming more and more important every day, it is important to reveal the purchasing preferences and intentions of the passengers, as a customer, and the attitudes of the sector players towards their content on social media in such a social media age.

However, there is a gap in the literature regarding the effect of social media activities of airline passenger transport companies on consumers' attitudes and perceptions towards airline companies. Based on this gap and the importance of the situation, in this research, it is aimed to reach meaningful findings about the relations between purchasing preferences as well as perceptions of the consumers and social media contents and marketing activities of companies by examining passenger behaviors as a consumer within the scope of the airline transportation sector in the social media era.

2. Literature Review

2.1. Turning social media into a marketing tool

Since its existence, human beings have constantly felt the need to socialize in relation to the desire to make themselves accepted by the society and to be a part of a society. Communication, which is the most important component of the need for socialization, has been exposed to various changes throughout history. Nowadays, in parallel with the development of computer and telecommunication technology, communication has also been subject to a digital transformation (Onat and Alikılıç, 2008). In this point, It is useful to look at how the Internet has entered our lives. The

US and Soviet Russia sides, who did not want to lose the ongoing cold war in the 1950s, had to develop different military technologies. Communication is also at a very important point from a military point of view, and the US side, which understands that it is important to develop a communication system that will not be damaged in a nuclear attack and will not collapse when a single point is eliminated, has developed such a communication network. This new model proposed by Paul Baran creates a network system that is not tied to a specific point, where each unit transfers information to another unit. This network system that allows computers to communicate with each other is ARPANET, and this system, which was originally developed for military service, is considered its ancestor on the internet. With this system, it became possible to establish a connection between computers with the introduction of the "world wide web" (www) by Tim Barners Lee at CERN in 1989. As a result of all these developments, the network structure has become global and suitable for commercial activities (Başlar, 2013).

With the continuous development in internet technologies, a platform called "Web 2.0" has been adopted, in which two-way communication is established, where content prepared by someone else is not only read but also users contribute to the content (Askeroğlu, 2010). Web 2.0 brought with it social media. This concept has started to become a tool where individuals spend their time to chat, have fun, access information easily and follow the agenda (Solmaz et al., 2013). Social media are platforms where people can share things and discuss issues regardless of time and place (Vural and Bat, 2010), where individuals can communicate using internet technologies, create and share their own content (Semiz and Bora, www.stb.org.tr). Over time, businesses understand the power of social media and social media has become a platform where businesses can communicate with their customers and carry out marketing activities.

Social media marketing is marketing efforts made through social media platforms in order to increase the brand value of a product or to sell it (Alan et al., 2018: 495) or the promotion of products and sales activities of businesses using social media tools (Barefoot and Szabo, 2010: 13). Today, using social media tools is no longer a luxury. From the point of view of businesses, social media tools offer the opportunity to save both time and money (Barutçu and Tomaş, 2013: 6-20). According to Nair (2011: 47), businesses with social media marketing; It aims to design new product designs together with customers and potential customers, to follow the market and customers, to monitor customers' ideas, to gather vendors and all other partners in the value chain and to be in constant dialogue, to use the social network as a messaging platform and to serve customers in this way. The benefits of social media marketing for businesses are that it is costless or very low cost, that it is possible to communicate with customers, so that the products that the customer wants can be produced, and that the products at hand can be controlled more effectively (Sarıyer and Ceylan, 2018: 373).

2.2. Social media advertising

When social media platforms are examined in terms of the advertising sector, it is seen that marketing efforts shared on social media reach a large consumer mass effectively and cheaper in a short time (Özdemir and Doğanay, 2019: 301). In Çağlıyan's study (2016, 54-55), it has been observed that social media advertisements have a significant effect on the purchasing behavior of consumers. The language, style, content, visuals used in social media advertisements play a major role in customers' perceptions and attitudes towards

brands and companies (Akkaya, 2013: 107). Businesses generally aim to make customers want to buy and sell their products with social media advertisements (Akkaya, 2013: 61). What businesses need to advertise on social media platforms such as Facebook, Instagram and Twitter are comments, likes and followers. In addition, follower customers will quickly reach the ads of the businesses and will be informed about the campaigns and prices on the pages they follow before other customers.

The most important feature of social media ads is the dissemination feature. With this feature, users can share advertisements and information of businesses. Products with the expected performance are self-advertised on social media platforms (Kazançoğlu et al., 2012: 161). Another advantage is that social media ads have a high level of interaction. Thanks to this feature, businesses can learn the thoughts of their customers. Thanks to its flexibility feature, if a change is to be made on the advertisement, this change can be made in a very short time. At the same time, while social media ads do not get caught by geographical or seasonal barriers, their costs are very low. In addition to all these, another feature of social media ads is that they can appeal to everyone from a certain age group (Canlı, 2015: 29). As can be seen, social media advertisements can reach all customers of businesses simultaneously with very low costs. At the same time, due to its low cost, it can be used by every business from very large businesses to small businesses.

2.3. Consumer behaviour in social media

Today, social media platforms are one of the most important factors affecting the consumer behaviour. According to the study of Erdemir (2017: 13), individuals actively use social media and prefer it to traditional media tools. Especially in the recent years, most individuals have started to shop on social media. Consumers influence each other's thoughts in these channels, comments made below the products in these platforms are read by the other users and are affected by these comments (Say, 2015: 66). According to Olgun (2015, 502-504), consumers have become stronger today and consumers who actively use social media can easily reach comments about the products they want and can be affected by these comments. In the same research, it was found out that the majority of the participants did research about the product before buying a product and considered the comments about the product. İşlek (2012, 141-144) similarly stated that users generally read comments written by other users and that consumers are most influenced by social networks in their purchasing behavior. He also observed that before buying a product or service, users search for these products on social media and find the comments generally reliable. In a study conducted by Çağlıyan et al. (2016, 54-55) on students, it was seen that the participants examined a product on social media and took into account the comments before purchasing it. Özcan and Akıncı (2017, 151-152) stated in their study that businesses have responsibilities to respond to consumers, and social media provides a great advantage for this in today's conditions. In the research, it has been seen that consumers examine the product they will buy on social media beforehand, and the recommendations of people they know before are effective in purchasing products and services. Again, it was seen that users who were not satisfied with these products they purchased shared their thoughts on social media and did not recommend this product.

A different reflection of consumer behavior is consumer participation. The concept of consumer participation is mentioned in the literature as a more comprehensive form of

relational marketing. This concept describes the centralization of consumers, brand or business, i.e. the behavior of consumers to share their experiences together (Buran and Koçak, 2019). This concept also includes participation between potential consumers and all other stakeholders. The main purpose of the concept of consumer participation is information sharing. At the present time the continuous development of technology has made it easier for consumers to receive and share information. This is important for consumer participation (Önder and Çakıroğlu, 2021).

2.4. Social media activities of air passenger companies in Turkey

To give an example from social media advertising applications; Domestic flight tickets were given as gifts to the first 15 people and one of their friends, who participated in the

"Gift Air Ticket from Onur Air" campaign, which was special for the opening of Onur Air's Facebook address and collected the most points. In addition, Onur Air gave one-way domestic flight tickets to every 500 people participating in the campaign, giving 110 gift tickets in total. The number of people participating in the campaign was 40000. Onur Air also started a "second ticket free" campaign for Valentine's Day and the application form was arranged to remain open only on Valentine's Day. With this campaign on Facebook, the corporate Facebook page was actively used, the number of followers was increased and rival businesses flying to the same destinations were prevented (www.facebook.com/onurair).

Table 1. Research on Consumer Behavior in Social Networks in The Airline Industry

Study Name	Author	Date	Conclusion	Reference
A Review On Electronic Word-Of-Mouth (Ewom) In Airline Sector	Kocak, B.	2017	In the literature review conducted in line with eWOM researches on air transport, it was seen that these studies are very few. There is an undergraduate and a master's thesis on the subject in the scanned databases.	Kocak, B. (2017)
The Leverage Effect of Social Media: How Turkish Civil Aviation Industry Use Social Media Power?	Kara, T	2016	According to the results of the study, it is seen that domestic airline companies that carry passengers do not use social media applications actively and efficiently. The most commonly used platforms are Facebook and Twitter. According to the data obtained from the study, domestic airline companies do not use any of the social trade practices. Foreign airlines offer their users the opportunity to book and sell tickets through their Facebook accounts, while domestic airlines direct their users who want to buy tickets to their web pages.	Kara, T. (2016)
Social Media Marketing In Covid-19 Process In Turkey: Pegasus And Bim Sample	Coşkun, E. and Sener, B. C.	2020	As a result of the overall evaluation of the research findings, the aviation sector is the sector most affected by the COVID-19 pandemic, so covid19 related posts are frequently included in the pegasus airlines brand's posts in a way that coincides with social media marketing. In this process, it can be said that pegasus airlines brand carries out successful social media marketing activities	Coşkun, E. and Sener, B. C. (2020)

Anadolu Jet also made similar marketing efforts. The online game "Flight Control Center", commissioned by Anadolu Jet

to Publicis Modem, attracted great attention, and users won airplane models, tickets and various gifts thanks to this game

(www.facebook.com/anadolujet). Another recent social media campaign was launched with the slogan "You will be happy for yourself". In this campaign published on Pegasus Airlines' social media sites, the two names that are written the most on Facebook, Twitter and Instagram will be the winners of the campaign. The names selected here must also be a member of "Pegasus Bol Bol" in order to benefit from the discounts. With this campaign, Pegasus Airlines highlighted its social media accounts and directed its users to its mobile application (facebook.com/pegasus).

According to 2018 SocialBrands data, THY is stated as the company that uses social media most effectively. It is seen that Turkish Airlines constantly improves its website, advertises on platforms that may be relevant, and actively uses Facebook, Instagram, Youtube, Twitter and LinkedIn accounts. In the study on Twitter usage of THY, Anadolu Jet and Pegasus companies, THY was evaluated as the airline company that uses Twitter most actively, the number of tweets handled in the competition / survey category was found to be higher than the others, followed by tweets seeking complaint / information (Atalık et al., 2014). In a study comparing THY with different foreign airline companies, it was stated that the platform that brands attach the least importance to for social media marketing is Youtube, and Twitter is the most accurate and most effective platform, followed by Facebook and Instagram (Büyükçelikok, 2018). In the same study, it was stated that THY uses Facebook and Twitter effectively for marketing, and THY is one of the companies that ensure effective use of Youtube.

Atalık and Kocak examined the advertising policies of some airlines from Turkey in their study. Airlines often used some unique figures. One of the companies has talked about compassion, children, price. Another firm uses love, on time performance and an authoritative image. It aims to increase ticket sales with such figures (Atalık and Kocak, 2015).

3. Materials and Methods

In this study, in which the effect of social media activities in the airline passenger transport sector on consumer attitudes and behaviors was investigated, experimental method with static group comparison design was employed to collect data. Participants were selected to the experimental and control groups non-randomly and the participants in the experimental group were initially shown a booklet containing the social media (Instagram, YouTube, Facebook and Twitter) content of Turkish Airlines.

The research part of the study was carried out at Çanakkale Airport, which is affiliated to the General Directorate of State Airports Authority. The study was carried out on the passengers who use Çanakkale Airport for departure. Within the scope of the research, the survey was conducted with 200 participants at Çanakkale Airport and a booklet consisting of THY social media contents was shown to 100 participants before the survey, and 100 other participants took the survey without seeing this booklet. This number provides the requirement of at least 100 observed variables for each group which Wang and Wang (2012) points.

The questionnaire consisting of different sections and totally 40 items was given to the participants, and the answers were subjected to frequency analysis, t-test and ANOVA to find answers to the research questions and developed hypotheses. Apart from this, open-ended questions were

included in the questionnaire that the participants could easily answer and that they could share their comments with the sector, company and company's social media activities. One section in the questionnaire includes the items to reveal the comparison between the experimental and control groups statistically. In the questionnaire form, the studies of Alhidari et al. (2015), O'Casey (2004), Pollay and Mittal (1993), İşlek (2012) and Akkaya (2013) were used to measure the attitude towards social media advertisements and measuring the general attitude. The reliable and persuasive features used in the evaluation of the attitude towards social media advertisements were taken from MacKenzie and Lutz (1989) and the informative and entertaining features were taken from Ducoffe (1996), and these four features were frequently used in related studies. Apart from these, the interesting feature used by Mitchell and Olson (1981) and Shimp (1981) was added to the scale as it was deemed appropriate to be included in the questions. Likert-type questions were asked on a five-point Likert scale (1=Strongly disagree; 2=Disagree; 3=Neither agree nor disagree; 4=Agree; 5=Strongly agree).

The hypotheses developed to reveal the difference between the experimental group and the control group are as follows:

H1: Participants who are exposed to the company's social media activities think that social media activities affect their purchasing behavior significantly more than those who are not.

H2: Participants who are exposed to the company's social media activities are determined to buy flight tickets from Turkish Airlines significantly more than those who are not.

H3: Participants who are exposed to the company's social media activities have positive attitudes towards the company's social media advertisements significantly more than those who are not.

H4: Participants who are exposed to the company's social media activities have a general positive attitude towards Turkish Airlines significantly more than those who are not.

These hypotheses which compare two groups were tested with t-test. In addition, the same variables were tested according to gender and age. These hypotheses are shown below:

H5a: The perceptions of the effect of Turkish Airlines' social media activities on purchasing behavior significantly change according to the gender.

H5b: Determination of buying flight tickets from Turkish Airlines significantly change according to the gender.

H5c: The general attitudes towards Turkish Airlines change according to the gender.

These hypotheses about gender were tested with t-test too. There are the last group of hypotheses about age in which there are more than two groups so ANOVA was employed to test the hypotheses. These hypotheses are shown below:

H6a: The perceptions of the effect of Turkish Airlines' social media activities on purchasing behavior significantly change according to the age.

H6b: Determination of buying flight tickets from Turkish Airlines significantly change according to the age.

H6c: The general attitudes towards Turkish Airlines change according to the age.

4. Analyses and Findings

The data obtained from the questionnaires were analyzed through the SPSS 22 program. During data collection, efforts were made not to differentiate the experimental and control groups in terms of age, gender, education level, occupational group, marital status and income status of the participants. The results show that there is not much difference between the two groups in terms of age (between 25-45; nearly %60 for control and %67 for experiment group), gender (%44 and %45 female for control and experimental groups), education level (%89 of the control group and %76 of the experimental group have at least undergraduate degree), occupation (%76 of the control group and %67 of the experimental group are private or public sector employees), marital status (%67 of the control group and %61 of the experimental group are married), income (%71 of the control group and %68 of the experimental group have income between 1000 TL and 10.000 TL. per month).

Initially, t-tests were performed to analyze the hypotheses which were developed to analyze the differences between control and experimental groups. As a result of the t-test conducted to compare the perceptions of the effect of Turkish Airlines's social media activities on purchasing behavior, it was found that the perceptions of the two groups of participants were not statistically different from each other (p = 0,235; $\alpha = 0.05$). H1 was not supported.

According to the t-test result, in which the control and experimental groups were compared regarding their determination about buying flight tickets from Turkish Airlines, the experimental group was found significantly more determined from the control group (p = 0,048; $\alpha = 0.05$). H2 was supported.

As a result of the t-test conducted to compare the general attitudes of the control and experimental groups towards Turkish Airlines, it was found that the attitudes of the two groups of participants were statistically significantly different from each other (p = 0.032; $\alpha = 0.05$). It is seen that the scores of the experimental group participants were higher. H3 was supported. All these t-test results are shown in Table 2.

Table 2. T-test results for the comparison of control and experimental groups for the first three hypotheses

H ₁	N	Mean	SD	t	df	p
Control	100	3,3100	1,26886	-1,190	198	0,235
Exper.	100	3,5300	1,34431			
H ₂	N	Mean	SD	t	df	p
Control	100	2,3900	1,49000	-1,952	198	0,048
Exper.	100	2,8200	1,62294			
H ₃	N	Mean	SD	t	df	p
Control	100	4,0100	0,89234	-2,163	198	0,032
Exper.	100	4,2600	0,73333			

As a result of the t-test performed to compare the perceptions of the control and experimental groups towards social media advertisements of Turkish Airlines, it was found that the perceptions of the two groups of participants were statistically different from each other (Fun: p = 0,003; Reliable: p = 0,006; Informative: p = 0,023; Convincing: p = 0,022; Interesting p = 0,001 $\alpha = 0.05$). When the means are examined, it is seen that the scores of the experimental group participants are higher than the means of the control group for

all five dimensions. H4 was supported. The results of this t-test are shown at Table 3.

Table 3. T-test results for the comparison of control and experimental groups for the fourth hypothesis

H ₄	Group	N	Mean	SD	t	df	p
Fun	Control	81	3,4198	1,32159	-3,019	149,821	0,003
	Exper.	92	3,9674	1,02122			
Reliable	Control	81	3,3210	1,09347	-2,778	171	0,006
	Exper.	92	3,7717	1,03884			
Informative	Control	81	3,3951	1,22146	-2,299	151,217	0,023
	Exper.	92	3,7826	1,00345			
Convincing	Control	81	3,3210	1,09347	-2,308	154,45	0,022
	Exper.	92	3,6739	0,89084			
Interesting	Control	81	3,6049	1,28140	-3,507	147,990	0,001
	Exper.	92	4,2174	0,97017			

Secondly, perceptions and attitudes towards Turkish Airlines generally and the social media activities of the brand were compared regarding to gender and age. As a result of the t-test performed to compare the perceptions of the effect of Turkish Airline's social media activities on purchasing behavior according to the gender, it was found that the perceptions of the two groups of participants were not statistically different from each other (p= 0,186, p= 0,420; $\alpha = 0.05$). H5a was not supported. The results are represented at Table 4.

Table 4. T-test results comparing the perceptions of the effect of Turkish Airline's social media activities on purchasing behavior according to the gender

Control Group	N	Mean	SD	t	df	p
Female	44	3,5000	1,13096	1,333	98	0,186
Male	56	3,1607	1,35883			
Exper. Group	N	Mean	SD	t	df	p
Female	45	3,8222	1,07215	2,062	96.390	0,42
Male	55	3,2909	1,49905			

According to the t-test result, in which the female and male participants for both control and experimental groups were compared regarding their determination on buying flight tickets from Turkish Airlines show that there's no significant difference between male and female participants in both groups (p= 0,805, p= 0,105; $\alpha = 0.05$). H5b was not supported. The results are shown at Table 5.

Table 5. T-test results regarding the determination on buying flight tickets from Turkish Airlines according to the gender

Control Group	N	Mean	SD	t	df	p
Female	44	2,4318	1,57595	0,248	98	0,805
Male	56	2,3571	1,43246			
Exper. Group	N	Mean	SD	t	df	p
Female	45	3,1111	1,51090	1,636	98	0,105
Male	55	2,5818	1,68535			

As a result of the t-test conducted to analyze the general attitudes of female and male participants towards Turkish Airlines for both control and experimental groups show that there is no significant difference between male and female

participants for both two groups ($p=0,186, p=0,420; \alpha=0.05$). So, $H5c$ was not supported. The results are on the Table 6.

Table 6. T-test results regarding consumers' general attitudes towards Turkish Airlines according to the gender

Control Group	N	Mean	SD	t	df	p
Female	44	3,9545	0,80564	-0,548	98	0,585
Male	56	4,0536	0,96143			
Experim. Group	N	Mean	SD	t	df	p
Female	45	4,3333	0,79772	0,904	98	0,368
Male	55	4,2000	0,67769			

In the last section, perceptions and attitudes towards Turkish Airlines generally and the social media activities of the brand were analyzed regarding to the age. Age groups in the study are numbered as 18-24 (1), 25-31 (2), 32-38 (3), 39-45 (4), 46-52 (5), 53-59 (6), 60 years and older (7) group. One-way analysis of variance (ANOVA) is used in cases where the class variable constitutes more than two subgroups (Sipahi et al., 2008: 117). Firstly, perceptions of the effect of Turkish Airlines's social media activities on purchasing behavior according to the age groups are analyzed. As the first step of ANOVA, Levene Statistic results were analyzed. Below, test of homogeneity of variances for the control group is presented at the left side (Table 7).

Table 7. The results of ANOVA regarding perceptions of the effect of Turkish Airlines's social media activities on purchasing behavior according to the age groups for the control group

Test of Homogeneity of Variances				
Levene Statistic	df1	df2	Sig.	
4,382	5	94	0,001	
Robust Tests of Equality of Means				
Statistic ^a	df1	df2	Sig.	
Welch	3,936	5	38,702	,006
Brown-Forsythe	3,458	5	71,375	,007

a. Asymptotically F distributed

Levene test results were examined and it was seen that the variances of the groups were not equal ($p: 0.001 < 0.05$). In this case, Welch and Brown-Forsythe tests are performed (Sipahi et al., 2008: 133) which are shown at the Table 6, right side. Welch and Brown-Forsythe tests results are found significant (Welch $p: 0,006$; Brown-Forsythe $p: 0,007$) so Post Hoc test was performed. According to the results, there is a significant difference between Group 1 and Group 2; Group 1 and Group 6. Means of the groups are 2,37; 3,58 and 4,22 for the Group 1, Group 2 and Group 6 respectively. $H6a$ was supported for the control group.

The same hypothesis was tested for the experimental group too. Levene Statistic results are shown at the Table 8.

Table 8. The results of ANOVA regarding perceptions of the effect of Turkish Airlines's social media activities on purchasing behavior according to the age groups for the experimental group

Test of Homogeneity of Variances					
Levene Statistic	df1	df2	Sig.		
,533	5	94	,751		
Sum of Squares					
df	Mean Square	F	Sig.		
Between Groups	10,160	5	2,032	1,132	,349
Within Groups	168,750	94	1,795		
Total	178,910	99			

Levene Statistic results show that homogeneity of variances was accepted so ANOVA results are examined (Table 8) The results show that there is no significant difference among the age groups for the experimental group. For this reason, $H6a$ was not supported for the experimental group.

Then, the determination of the participants to buy flight tickets from Turkish Airlines regarding the age group was examined. Table 8 shows firstly Levene Statistic results.

Table 9. The results of ANOVA regarding the determination of the participants to buy flight tickets from Turkish Airlines according to the age groups for the control group

Test of Homogeneity of Variances				
Levene Statistic	df1	df2	Sig.	
4,758	5	94	,001	
Robust Tests of Equality of Means				
Statistic ^a	df1	df2	Sig.	
Welch	2,101	5	37,450	,087
Brown-Forsythe	1,802	5	65,440	,125

a. Asymptotically F distributed.

According to the results, homogeneity of variances was not accepted so Welch and Brown-Forsythe tests were performed. The results which are shown at Table 10, at the down side reveal that there is no significant difference among the groups. So, $H6b$ was not supported for the control group.

The test was performed for the experimental group for the same hypothesis. Levene Statistic results are shown at Table 10, at the up side.

Table 10. The results of ANOVA regarding the determination of the participants to buy flight tickets from Turkish Airlines according to the age groups for the experimental group

Test of Homogeneity of Variances					
Levene Statistic	df1	df2	Sig.		
0,878	5	94	0,499		
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,002	5	1,6	0,595	0,704
Within Groups	252,758	94	2,689		
Total	260,76	99			

Since the homogeneity of variances is accepted ($0,499 > 0,05$), ANOVA test results were examined. The results show that there is no significant difference among age groups ($0,704 > 0,05$). For this reason, H_{0b} was not supported for the experimental group too.

Lastly, general attitudes of female and male participants towards Turkish Airlines regarding their age groups were examined. Levene Statistic shows that homogeneity of variances was accepted ($0,837 > 0,05$). Then, ANOVA tests result were examined (Table 11, down side).

Table 11. The results of ANOVA regarding the general attitudes of participants towards Turkish Airlines according to the age groups for the control group

Test of Homogeneity of Variances					
Levene Statistic	df1	df2	Sig.		
0,415	5	94	0,837		
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10,215	5	2,043	2,792	0,021
Within Groups	68,775	94	0,732		
Total	78,99	99			

ANOVA results show that there is a significant difference among age groups ($0,021 < 0,05$). Post Hoc test was performed and a significant difference was found Group 1 and Group 5 (Means; 3,56 and 4,47, respectively). H_{0c} was supported for the control group. Then, ANOVA was performed for the experimental group. The results are presented at the Table 12.

Table 12. The results of ANOVA regarding the general attitudes of participants towards Turkish Airlines according to the age groups for the experimental group

Test of Homogeneity of Variances					
Levene Statistic	df1	df2	Sig.		
0,371	6	93	0,895		
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,633	6	0,272	0,49	0,814
Within Groups	51,607	93	0,555		
Total	53,24	99			

Levene Statistic shows that homogeneity of variances was accepted ($0,895 > 0,05$). Then, ANOVA was performed and the results reveal that there is no significant difference among groups ($0,814 > 0,05$). H_{0c} was not supported for the experimental group.

5. Conclusion

Social media, which enters our lives more and more every day, is used for many different purposes. Businesses have also kept up with the development of social media and started to use social media as a marketing tool in order to gain a competitive advantage against other businesses in the competitive world. In this context, the air passenger transportation sector has started to use social media frequently. The fact that this sector is a service sector and serving more and more people every day has increased the importance of the sector. It is seen that they communicate various marketing messages to the passengers through social media and carry out their marketing strategies through these platforms. The fact that companies present their marketing strategies with less cost and less time loss through social media platforms, and that the customer can access these activities faster and from anywhere, has made social media marketing more popular in the air passenger transportation sector.

In this context, in this research conducted in the air passenger transportation sector to examine consumer behavior in the era of social media, it is aimed to examine the perceptions of passengers, as consumers, about the activities of airline companies in social media and the content created in general, and their perceptions of Turkish Airlines' social media content in particular.

The results show that a significant difference was found between the two groups regarding the perception of social media advertisements. It was revealed that the group who examined Booklet found social media ads more entertaining, reliable, informative, believable and interesting. It was concluded that the detection of significant differences in all dimensions of social media advertisements positively affects the perception of social media advertisements of consumers who are exposed to social media content related to the company.

It has been observed that the mean scores of female participants are higher than the male participants in terms of general attitude towards THY, determination to buy THY flight tickets, and perception of the effect of social media content on purchasing. However, the difference between the two groups was not statistically significant. It is considered

important by marketing practitioners that women's means are higher. On the other hand, it is an important result of the study that the mean of the older participants is high in terms of the perception of the effect of social media content on purchasing, and the mean of the young people in the 18-24 age group is very low compared to the others. This situation experienced in the control group was not experienced in the experimental group. This created an idea that the attitudes of the young people who saw the booklet shifted to a more positive way. In addition, it was revealed that the mean of the 18-24 age group was low in terms of the attitudes towards THY in the control group. The fact that such a situation was not encountered in the experimental group made the researchers think that the attitudes of the young people who saw the booklet changed positively.

It is a limitation that this study was carried out only at Çanakkale Airport, with people who purchased a flight ticket from Turkish Airlines. It can give different results when done with people who have bought plane tickets from various airline companies in different places. For this reason, those who will work on the subject from now on can be included in the study at different airports or virtual, and attitudes towards various airline companies can be collected and compared. After that, another suggestion for those who want to work on similar subjects with the experimental method is to use stronger experimental designs, which consist of controlled and randomly assigned groups.

It is thought that the findings of this study will contribute to marketing science and marketing practitioners. It is hoped that it will provide useful results to media managers in terms of the way consumers perceive the content of airline companies in the age of social media and the effect of social media on their purchasing preferences and attitudes, both academic researchers and companies in the airline passenger transport sector, in particular, marketing practitioners of Turkish Airlines, and especially the social media that has been given importance recently.

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