

T.C.
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SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**THE EFFECTS OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND
CREDIBILITY AND PURCHASE INTENTION IN THE AIRLINE INDUSTRY:
A FUZZY SET QUALITATIVE COMPARATIVE ANALYSIS**

Master's Thesis

HAKAN SARAÇ

İSTANBUL, 2023

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İSTANBUL, 2023

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ABSTRACT

THE EFFECTS OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND CREDIBILITY AND PURCHASE INTENTION IN THE AIRLINE INDUSTRY

The significance of social media marketing for organizations has been rising along with the advancement of social media platforms connecting billions of people. Especially, for airline brands, it is essential to manage social media marketing activities (SMMAs) successfully to build brand credibility and thus impulse purchase intention. Accordingly, there are considerable studies investigating SMMAs of airline brands (Seo, Park, Choi 2020; Lee, Park 2020; Seo, Park 2018). In line with these researches, this study aimed to understand the impact of SMMAs of airline brands in Turkey which are trendiness, infotainment (covering the concept of informativeness and entertainment), interaction, responsiveness, and remuneration on brand credibility and purchase intention using Partial Least Squares Path Modeling (PLS-PM) and Fuzzy-set Qualitative Comparative Analysis (fsQCA). The signaling theory served as the basis upon which the hypotheses were formed. Data were collected through an online questionnaire administered to 354 social media users who follow airline brands in Turkey. The results showed that SMMAs influence brand credibility and purchase intention. Brand credibility also partially mediates the relationship between SMMAs and purchase intention. Moreover, our study revealed that while the presence of trendiness, infotainment, and interaction is necessary to build positive brand credibility and purchase intention, the absence of remuneration, responsiveness, interaction, and infotainment is necessary to lead to negative brand credibility and negative purchase intention. Consequently, our study underlines the significance of establishing brand credibility through SMMAs and presents which SMMAs are necessary to build it, which is its strongest differentiation from previous studies.

Keywords: SMMAs, Brand Credibility, Purchase Intention, Interaction, Infotainment, Trendiness, Responsiveness, Remuneration, PLS-PM, fsQCA, Signaling Theory.

ÖZET

HAVAYOLU ENDÜSTRİSİNDE SOSYAL MEDYA PAZARLAMA FAALİYETLERİNİN MARKA GÜVENİLİRLİĞİ VE SATIN ALMA NİYETİ ÜZERİNE ETKİSİ

Milyarlarca insanı birbirine bağlayan sosyal medya platformlarının gelişmesiyle birlikte, sosyal medya pazarlamasının markalar için önemi artmaktadır. Özellikle, havayolu markaları için, marka güvenilirliğini sağlamak ve dolayısıyla satın alma niyetini oluşturmak için sosyal medya pazarlama aktivitelerini (SMMA's) başarılı bir şekilde yönetmek çok önemlidir. Bu nedenle, havayolu şirketlerinin sosyal medya pazarlama aktivitelerini araştıran önemli çalışmalar bulunmaktadır (Seo, Park, Choi 2020; Lee, Park 2020; Seo, Park 2018). Bu araştırmalarla paralel olarak, bu çalışma; Türkiye'deki havayolu markalarının trendlik, bilgi-eğlence, etkileşim, cevaplanabilirlik ve ödüllendirme olan sosyal medya pazarlama aktivitelerinin, marka güvenilirliği ve satın alma niyeti kavramı üzerindeki etkisini, PLS-PM (Kısmi En Küçük Kareler Yol Modellemesi) ve fsQCA (Bulanık Küme Nitel Karşılaştırmalı Analiz) yöntemlerini kullanarak anlamayı hedefledi. Sinyal teorisine dayalı hipotezlerin temeli oluşturuldu. Veriler, Türkiye'deki havayolu markalarını takip eden 354 sosyal medya kullanıcılarına uygulanan çevrimiçi bir anketle toplandı. Sonuçlar, sosyal medya pazarlama aktivitelerinin marka güvenilirliğini ve satın alma niyetini etkilediğini gösterdi. Ayrıca, marka güvenirlığının, sosyal medya pazarlama aktiviteleri ile satın alma niyeti arasındaki ilişkiye kısmı aracılık ettiğini de gösterdi. Dahası, bu çalışma; pozitif marka güvenilirliği ve satın alma niyeti oluşturmak için trendlik, bilgi-eğlence ve etkileşimin varlığının gerekli olduğunu, negatif marka güvenilirliğine ve negatif satın alma niyetine neden olmak için ise ödüllendirme, cevaplanabilirlik, etkileşim ve bilgi-eğlence aktivitelerinin yokluğunun gerekli olduğunu ortaya koydu.

Sonuç olarak, bu çalışma, havayolu sosyal medya pazarlama aktiviteleri aracılığıyla marka güvenilirliği oluşturmanın öneminin altını çizmekte ve bunu oluşturmak için hangi sosyal medya pazarlama aktivitelerinin gerekli olduğunu ortaya koymaktadır ve önceki çalışmalardan en önemli farkını bu oluşturmaktadır.

Anahtar Kelimeler: SMMA's, Marka Güvenirlığı, Satın Alma Niyeti, Etkileşim, Bilgi-Eğlence, Trendlik, Cevaplanabilirlik, Ödüllendirme, PLS-PM, fsQCA, Sinyal Teorisi.

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CRE	Credibility
EFA	Exploratory Factor Analysis
e-WOM	Electronic Word of Mouth
fsQCA	Fuzzy-set Qualitative Comparative Analysis
GoF	Goodness of Fit
INFT	Infotainment
INT	Interaction
PI	Purchase Intention
PLS-PM	Partial Least Squares Path Modeling
PLS-SEM	Partial Least Squares Structural Equation Modeling
REM	Remuneration
RES	Responsiveness
SMMA	Social Media Marketing Activity
SMMAs	Social Media Marketing Activities
SRMR	Standardized Root Mean Square Residual
TRE	Trendiness
VIF	Variance Inflation Factor

1. INTRODUCTION

Social media refers to user interaction, such as the creation and sharing of information, content, and ideas (Kaplan & Haenlein, 2010). There are several social media platforms taking place in every aspect of our lives. Around the world, the most widely used social media platforms are respectively; Facebook, YouTube, WhatsApp, Instagram, WeChat, TikTok, and so on (We Are Social, Hootsuite 2022). Because of the increase in alternative social media platforms and developments in those platforms with multiple features, the willingness to participate is on the rise. Nowadays, globally, more than 4.62 billion social media users are active on social media (We Are Social, Hootsuite 2022). This number represents more than half of the world's population and highlights the significant influence social media has on people's daily lives. Additionally, nearly 81% of the Turkish population uses social media, demonstrating the significance of this practice in Turkey.

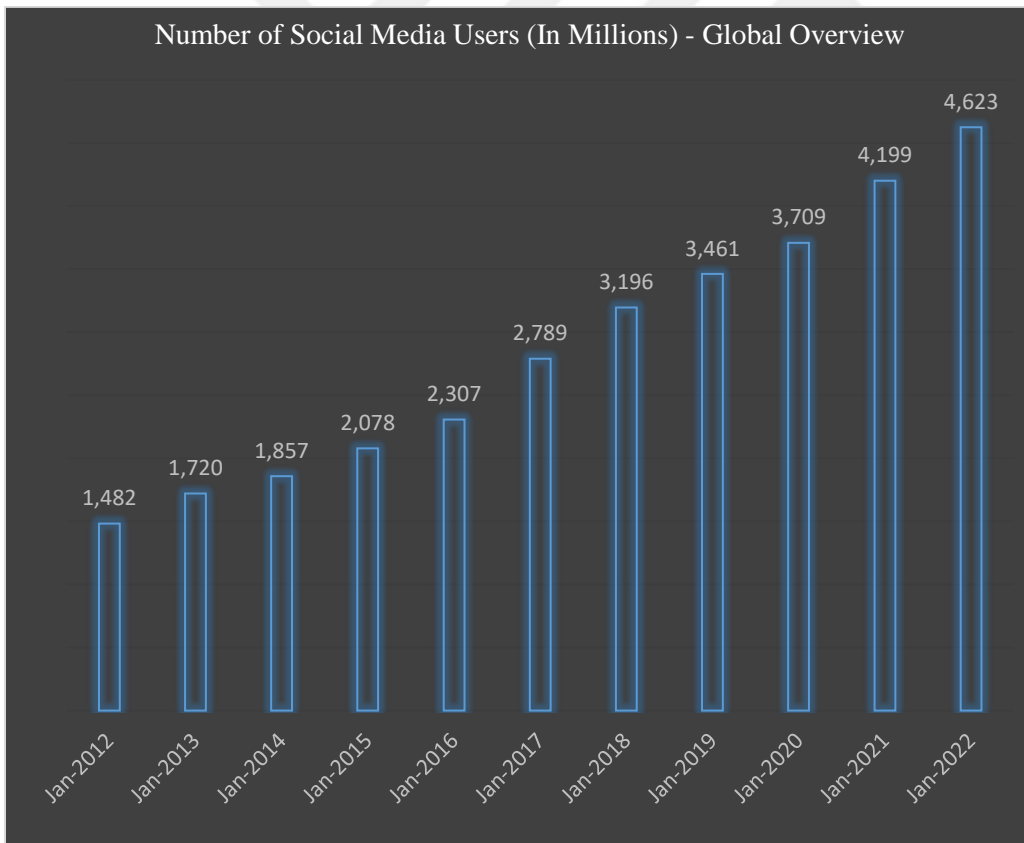


Figure 1: Number of Social Media Users-Global Overview (Source: We are Social, Kepios 2022)

Besides, social media marketing plays a prominent role in the realm of social media. While users spend time on social media platforms, it is unavoidable for them to experience marketing activities because brands interactively use social media and do campaigns through digital platforms thoroughly since it is

a much more effective marketing tool than conventional marketing activities. 90% of all purchases were affected by social media, and recall rates for social media advertisements are more than 55% greater than for traditional advertisements (Salesforce, 2013). Recently, global sales on social media platforms could total \$992 billion in 2022, and by 2026, the value of social commerce sales will be close to \$2.9 trillion as expected (Chevalier, 2022).

Many brands create and manage social media accounts or pages through popular social media platforms to reach a large audience of customers. Nowadays, various organizations such as those in the fashion, e-commerce, travel, airline, restaurant, and retail sectors create content through posts or stories to engage with customers and view their comments, complaints, or feedback (Godey et al. 2016; Yadav, Rahman 2017; Seo, Park 2018; Sharma et al. 2020). By doing so, brands benefit from SMMAAs to make people improve their positive inclination towards the brand and so boost their level of brand credibility and intention to purchase (Consuegra et al. 2018; Hanaysha 2022). Thereby, the study aims to demonstrate the impacts of SMMAAs comprehensively from business to customer perspectives on brand credibility and purchase intention within the scope of the airline industry as one of these industries that benefited from SMMAAs is the airline industry has shown remarkable advancements because of a substantial rise in the usage of social media in recent years. In other words, the management of social media accounts for airlines is also particularly important since the usage of airline social media accounts has been becoming trendy for customers. Through the social media activities of airlines, customers can get information about their flights, cancellation, safety issues, or pandemic rules for traveling, share their experiences or complaints and reap the benefits of coupons or discounts via the social media accounts of airlines. Since SMMAAs as common communication methods between customers and brands have become an integral part of our lives, numerous studies have investigated SMMAAs in the airline industry. Seo and Park (2018) examined entertainment, interaction, trendiness, customization, and perceived risk and proved that airline SMMAAs have significant effects on brand awareness and brand image. Tumer et al. (2019) found that in terms of boosting brand trust and impulse purchase intention, social media marketing outperforms traditional marketing. Lee and Park (2020) found that interaction, convenience, and entertainment directly affect the airline's brand image and airline brand attitude and also suggested that this can lead to purchasing intention. In addition, Seo, Park, and Choi (2020) studied e-WOM (electronic word of mouth) as one of the SMMAAs and revealed that personality and informational characteristics have an impact on e-WOM which also has significant effects on trust and brand awareness.

Besides, brand credibility is another important factor in social media since “trustworthiness as a significant association of brand credibility” (Keller, 2013: 117) is related to users’ behavioral responses such as their intentions to continue social media platforms in the future (Ebrahim 2019; Pentina, Zhang,

Basmanova 2013). Marketing managers should ensure the clarity of the brand message on social media platforms (Perera, Nayak, Nguyen 2022) to enhance credibility. Moreover, several studies on brand credibility in the airline industry have been carried out since brand credibility is a significant factor in the airline industry. Jeng (2016) mainly investigated the impact of airline brand credibility on purchase intention based on signaling theory and found that purchase intention is influenced by brand credibility. Furthermore, Kao, Wang, and Farquhar (2020) investigated attitude, credibility, and airline crisis management capability and the study revealed that without positive inclination and credibility toward the brand, the capability of airline crisis management does not significantly affect passenger intentions to use the airline's brand. However, there is no study combining airline brand credibility and SMMAAs to our knowledge.

Airline brands could be significantly impacted by any positive or negative news on social media. To exemplify, when a video of United Airlines ejecting a passenger against their will from an aircraft went viral, the stock price of the firm dropped and a boycott movement endangered its revenue. (Seo, Park 2018). This also demonstrates the value of social media for airlines, especially in terms of the perception of risk and credibility of brands. Furthermore, a recent study revealed that the ongoing COVID-19 pandemic also increases passengers' perception of risk as psychological or mental health factors such as public concern, anxiety, and discomfort might increase the risk perception (Bhati et al., 2020). Regarding these points, minimizing customers' perception of risk is critical for establishing credibility and encouraging commitment (Han et al. 2019). Measures for minimizing risk perception for passengers need to be communicated through social media platforms to increase purchase intention mediated by trust (Garaus, Hudakova 2022), which is a substantial component of credibility (Keller 2013). Since social media is an effective communication tool of the 21st Century; airline companies should learn to effectively utilize it to increase their overall credibility.

1.1 Scope

The study has been conducted in Turkey where approximately 68.9 million social media users are active as stated and almost 81% of the population use social media platforms (We are Social, Kepios 2022). This means that there is a serious social media penetration rate in Turkey. As the penetration rate is extremely high in Turkey, it can be stated that users can control their behavior on social media because of their dominance and power on it. Besides, as can be seen through the figures below, the number of social media users in Turkey has been increasing over years and there is a 14.80% increase in social media usage compared to last year (We are Social, Kepios 2022). In conclusion, this indicates that people in Turkey have been rapidly adapting themselves to the social media world.

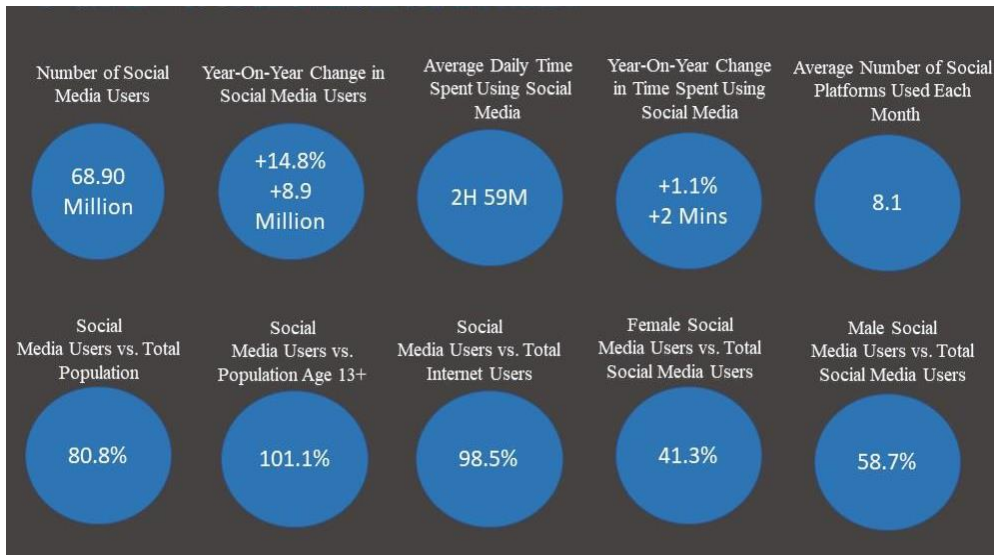


Figure 2: Overview of Social Media Users in Turkey (Source: We are Social, Kepios 2022)

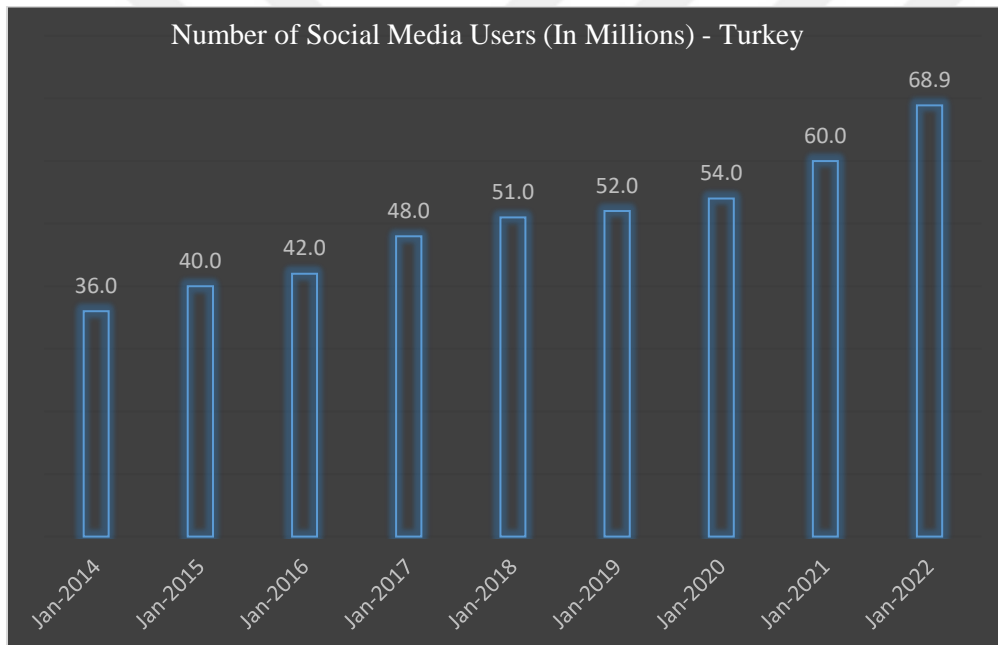


Figure 3: Number of Social Media Users in Turkey (Source: We are Social, Kepios 2022)

Additionally, the most used social media platforms in Turkey are respectively; Whatsapp, Instagram, Facebook, Twitter, and so on (We are Social, Kepios 2022). Whatsapp and Instagram are especially popular since the usage percentage for these channels is above 90%. Furthermore, 78.7% of social media users in Turkey benefit from these platforms to learn more about brands and their products (We are Social, Kepios 2022). In terms of social media usage of airline brands, while Turkish Airlines has two million followers on Instagram, Pegasus has almost three thousand followers. Since airline activities on social media have been growing, as can be observed through social media platforms, usage of airline social media is anticipated to steadily increase. Today, airline brands introduce their services and any

news about their brands in an informative and entertaining way, provide remunerative content and try to be responsive and interactive as much as possible especially on Instagram since it provides its users with a variety of social media features such as uploading reels, stories, or posts.

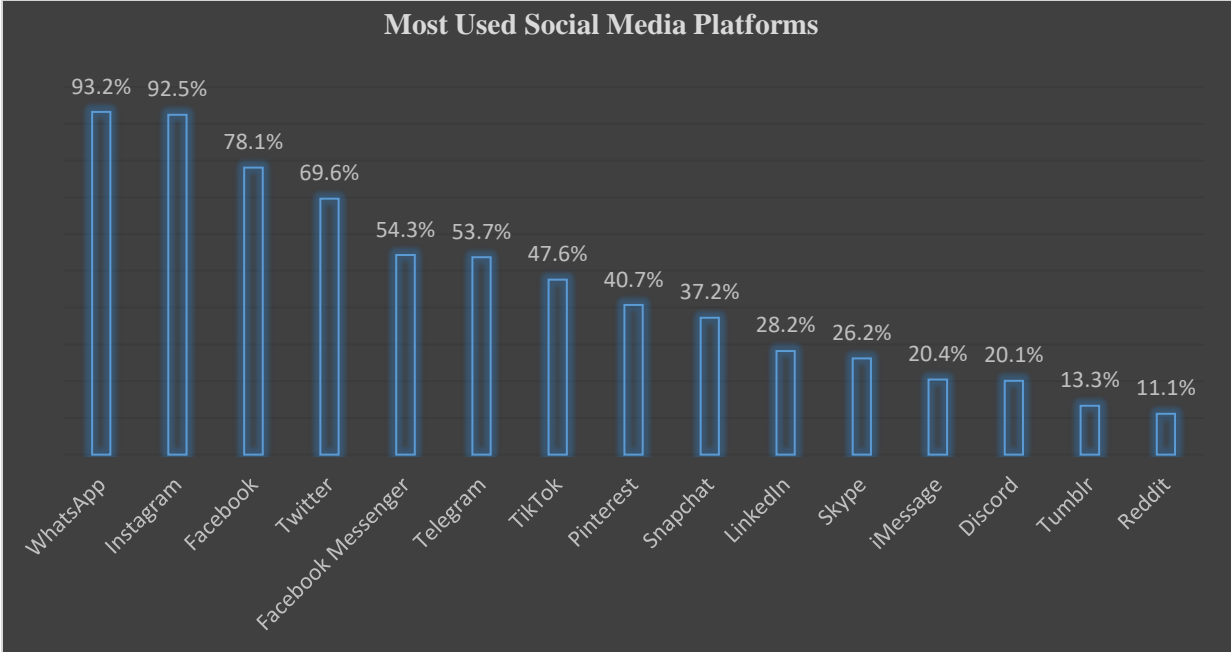


Figure 4: Most-Used Social Media Platforms in Turkey (Source: We are Social, Kepios 2022)

Therefore, in light of the aforementioned data, it is appropriate to study the SMMA of airlines in Turkey.

1.2 Significance of the Study

For airline brands to build brand credibility toward customers and thus increase the level of customer purchase intention, it is critical to understand the importance of SMMA from a business-to-customer perspective. Therefore, this study will provide airline brands with significant insights into their social media marketing strategies.

Moreover, this study deviates from previous studies in various ways. First, an extensive literature review on SMMA has been conducted and they were listed in table 1 below. Then, this study measured SMMA based on the list provided. Hence, this study includes more comprehensive social media dimensions compared to other social media studies. Moreover, the impacts of SMMA on brand credibility have not been investigated independently by previous studies in the airline industry (Seo and Park, 2018; Lee and Park 2020). This study addressed this gap in the literature and presented the impact of SMMA on brand credibility improving existing literature findings. To sum up, in terms of methodology, this study utilized fsQCA which is a new and less applied technique in social sciences.

With fsQCA, the study was able to show how SMMAAs independently or a combination of these activities can contribute to improvements in brand credibility and intention to purchase. As a result, the use of fsQCA also differentiates the study from previous studies since the use of fsQCA in social media marketing studies is uncommon, particularly in the airline industry.

1.3 Organization of the Study

The organization of the study is as follows. The scope and significance of the study are addressed in the introduction section. An overview of social media marketing, strategic SMMAAs, airline brand studies, conceptual background, hypothesis development, as well as an overview of brand credibility and purchase intention are included in the part that follows the literature review. Firstly, a general explanation of social media marketing is given, followed by an overview of previous studies, and then an explanation of strategic SMMAAs. Next, the signaling theory, concepts of brand credibility, and purchase intention are clarified as well as the model and hypothesis formulation. Then, the research methodology and design are described and the research findings are presented. Finally, the discussion and conclusion parts are explained including theoretical and managerial implications as well as limitations and future research.

2. LITERATURE REVIEW

With the help of extensive research of abundant literature on airline management, social media marketing, and brand management studies, the following section presents an overview of referential literature. Moreover, tables 1 and 2 are presented in order to help readers to clearly comprehend the significant dependent and independent variables that have been researched in the literature. Table 1 provides general definitions of SMMAs, while table 2 provides detailed information regarding prior research.

2.1 Social Media Marketing

Through the emergence of Web 2.0 technologies, which are a set of tools that make it simple for individuals to create or publish content, exchange ideas, and recommend things to others, marketing has been undergoing a forced change (Evans et al. 2021) and social media has been taking a fundamental part of our lives. Not only for people but also for organizations, social media is a great social world to share content or ideas through the internet and benefit from its marketing potential or opportunities to foster relationships. It can create a strong bond between customers and organizations. Goods or services are easily introduced, promoted, and advertised to customers through social media and customers also have a chance to see and experience what other customers comment on or post about the products. Moreover, while customers have a chance to experience organizations' activities through social media, organizations are also able to experience or understand what customers need and want since they can see their activities, comments, posts, stories, or likes immediately. In other words, businesses are able to monitor user behaviors or actions and their online marketing campaign results to develop their further marketing strategies thanks to data and insights social media platforms offered. Instagram, Facebook, YouTube, Twitter, LinkedIn, Pinterest, and Snapchat are some of the most popular channels or platforms around the world which allow brands to market or promote their goods or services. As social media channels, which are platforms or networks connecting billions of people, have proliferated, so has the significance of social media marketing for businesses.

To sum up, social media marketing enables brands to effectively use social media technology and channels to create, deliver, and exchange offerings that are valuable to the stakeholders of a company. (Tuten, 2020). It allows businesses to successfully communicate with customers, build brand equity and boost positive inclination towards brands and their goods or services (Saravanakumar, Suganthalakshmi 2012).

2.2 Strategic Social Media Marketing Activities

Regarding SMMAAs, there are significant dimensions investigated by numerous studies. Kim and Ko (2012) examined SMMAAs of luxury brands through five dimensions which are entertainment, interaction, trendiness, customization, and word of mouth (WOM). Also, Godey et al. (2016) analyzed similar dimensions in luxury brands. Furthermore, Seo and Park (2018) studied entertainment, interaction, trendiness, customization, and perceived risk in the airline sector. Arli (2017) explored the impact of social media features including entertainment, usefulness, informativeness, and irritation on consumer attitudes. In addition, Yadav and Rahman (2017) examined the impact of SMMAAs with interactivity, informativeness, personalization, trendiness, and WOM on brand equity and intention to purchase.

Piehler et al. (2019) investigated consumers' online brand-related activities with information, entertainment, social interaction, and remuneration. To assess social media performance concerning marketing, Tafesse and Wien (2018) examined social media strategy, active presence, consumer engagement initiatives, and social media analytics. In addition to these dimensions, Yang et al. (2016) studied brand engagement with affiliation, conversation, and responsiveness on social media and how they influence search engine advertising effectiveness. It is important to note that although responsiveness has not been used widely as a social media dimension in brand studies, it will be investigated as a social media dimension in this study by benefiting from other studies in the marketing field. To illustrate, Karampela et al. (2020) investigated responsiveness by being affected by the social media study of Agnihotri et al. (2016) and considered it as solving customers' problems by suppliers on online platforms or responding to their comments.

Regarding recent studies, entertainment, interaction, trendiness, customization, and WOM are the most common dimensions investigated by numerous studies (Chen, Lin 2019; Ebrahim 2020; Cheung, Pires, Rosenberger 2020; Zollo et al. 2020). Zarei, Farjoo, and Garabollagh (2021) also examined the same dimensions, adding perceived risk to their research on brand equity and customer response. Additionally, while Lee and Park (2020) studied the effects of interaction, convenience, and entertainment on brand attitude and purchase intention in the airline industry, Seo, Park, and Choi (2020) only studied e-WOM as a social media activity on trust and brand awareness.

Table 1 below indicates the definition of SMMAAs analyzed mostly in previous studies one by one with sources.

Table 1: Definition of SMMAAs

SMMAAs	Definition	Definition Sources
Interaction	Discussion and exchange of ideas among users about specific products or services.	(Godey et al. 2016)
Trendiness	Latest news or up-to-date content about services or brand-related activities.	(Godey et al. 2016; Yadav, Rahman (2017)
Word of Mouth	Consumer-to-consumer interactions about the brand.	(Muntinga, Moorman, Smit 2011)
Customization	The intended audience of the posted messages.	(Godey et al. 2016)
Entertainment	Fun, interest, or pleasure emerging from social media experience.	(Godey et al. 2016)
Informativeness	Supplying information about services or brands through social media.	(Arli et al. 2017)
Infotainment	Providing users with useful or educational information, and entertaining or funny content such as videos and pictures.	(Gavilanes, Flatten, Brettel 2018)
Remuneration	Special deals, discounts, coupons, promotions, or gifts are provided by brands.	(Piehler et al. 2019)
Responsiveness	Promptly returning any messages, fulfilling customer requests, and being available when needed.	(Agnihotri et al. 2016)

2.3 Previous Research on Social Media

Previous research studied on social media extensively examined entertainment, interaction, trendiness, customization, and WOM as stated previously. In addition to these dimensions; perceived risk, convenience, usefulness, irritation, informativeness, advertisement, active presence, remuneration, and responsiveness are also some of the dimensions investigated by some studies. Related studies mainly focus on the effects of dimensions on dependent variables which are brand equity, brand image, brand awareness, and purchase intention. However, most studies neglected to consider the mediating role that brand credibility plays in influencing the purchase intention of consumers.

Apart from this, while the sample size of previous studies, which were mostly drawn from South Korea and China, usually ranges from two hundred to eight hundred, the scope of the studies generally includes business research, marketing management, promotion management, and air transportation management as reviewed.

With regard to previous studies, Kim and Ko (2012) studied the effects of SMMA of luxury brands on customer equity by using path modeling (PM) and they conducted a descriptive analysis to analyze the results and confirmatory factor analysis (CFA) to prove the validity. They found that SMMA significantly affect equity value, relationship value, and brand value. In addition, value, relationship, and brand equities have an impact on purchase intention. In other words, the study revealed that luxury fashion brands should keep working to strengthen their value equity and brand equity because both affect purchase intention.

Godey et al. (2016) also studied the effects of SMMA on luxury brands through PLS-PM. They conducted exploratory factor analysis (EFA) and CFA and tested a causal relationship model for SMMA, brand equity, and consumer response scales. They found that there are no significant differences between the five elements of SMMA which are entertainment, interaction, trendiness, customization, and e-WOM. As a result of their research, it is emphasized that these elements should stand out in the SMMA of studied brands. Moreover, another contribution of their study is that SMMA have a significant effect on brand equity, brand awareness, and brand image.

Seo and Park (2018) used PLS-PM to test the hypothesis and found that SMMA of airlines have positive effects on brand awareness, brand image, and customer response. As a result, SMMA contribute to airline brand equity. Furthermore, brand awareness has a positive effect on commitment and brand image significantly influences e-WOM and commitment. Seo, Park, and Choi (2020) also examined the effect of social media usage characteristics which are personality, social, and information characteristics on e-WOM, trust, and brand equity by using PM. These social media usage characteristics excluding social characteristics were found to have a significant impact on e-WOM. In

addition, e-WOM has a significant effect on trust and brand awareness except on brand image. However, it is emphasized that building trust using e-WOM affects brand image. Their research has also shown that trust has a major impact on brand equity, which directly affects purchase intention.

Arli (2017) investigated the effect of social media features including entertainment, usefulness, informativeness, and irritation on consumer attitudes through CFA and PLS-PM. As a result of his study, social media features except irritation have a positive impact on consumers' attitudes toward social media, and irritation has a negative impact on consumers' attitudes. Furthermore, it was revealed that the attitude of consumers positively influences loyalty, awareness, and purchase intention.

Tafesse and Wien (2018) used PLS-PM to test the structural networking sites by conducting a model. As a consequence of their study, social media strategy, customer engagement initiatives, and social media performance positively influence marketing performance while active presence lacks a significant effect.

Karampela et al. (2020) investigated social media presence, interactivity, and responsiveness of business-to-business brands on consumer perceptions of brand relationship strength measures which are commitment, intimacy, satisfaction, and partner quality by using PLS-PM and conducting CFA. The study revealed that interactivity improves perceived partner quality and responsiveness positively impacts commitment. Also, all strength measures are positively impacted by social media presence according to the result of the study.

Piehler et al. (2019) analyzed online brand-related activities on social networking sites (SNS) brand pages through EFA and CFA. The study disclosed that as opposed to consumer behavior, contributing and creating behaviors are positively impacted by remuneration.

In addition to these studies, Lee and Park (2020) investigated the effects of social media marketing on brand attitude and purchase intention in the airline by using PLS-PM. They discovered that effective SNS marketing for airlines has a direct impact on the airline's brand image and brand attitude. As a consequence of their study, consumers develop a favorable brand attitude through a strong brand image and this arouses purchase intention.

Zollo et al. (2020) examined SMMA with brand equity by using PLS-PM and uncovered that cognitive, personal, and social integrative benefits mediate the relationship between social media marketing and brand equity. They also found that emotional and rational brand experiences affect brand awareness, brand loyalty, and perceived quality.

Cheung, Pires, and Rosenberger (2020) investigated the impact of SMMA on consumer-brand engagement and brand knowledge by using PLS-PM. The results revealed that trendiness, interaction,

and e-WOM are key elements affecting brand engagement and so strengthening brand awareness and brand knowledge. Nevertheless, no significant results were found for entertainment and customization.

Chen and Lin (2019) studied the effect of SMMA on continuance, participation, and purchase intentions through the mediation of social identification, perceived value, and satisfaction with the help of PLS-PM. The findings showed that SMMA indirectly affect satisfaction through social identification and perceived value. In addition, it was discovered that social identification and perceived value have an impact on satisfaction, which in turn affect all intention-related elements.

Zarei, Farjoo, and Garabollagh (2021) examined how SMMA and brand equity affect customer response by using PLS-PM and the result of their study showed that SMMA have a positive effect on brand equity and customer response. In other words, customers have a positive inclination toward brands as a result of successful SMMA.

Liu, Shin, and Burns (2021) investigated the impact of a luxury brand's SMMA on customer engagement through big data analysis and revealed that entertainment, interaction, and trendiness activities by luxury brands significantly influence customer engagement but customization does not.

Ebrahim (2019) investigated the role of trust in understanding the impact of SMMA on brand equity and brand loyalty through PLS-PM. The study's findings indicated that trendiness, customization, and word-of-mouth affect brand loyalty directly and brand equity indirectly through brand trust.

Bilgin (2018) also studied the effects of SMMA on brand awareness, brand image, and brand loyalty by using PLS-PM. As a result of the study, SMMA are effective variables in increasing brand image, brand awareness, and loyalty.

In addition, Yadav and Rahman (2017) used a mixed method approach to build dimensions of perceived SMMA, first with qualitative approaches for exploratory purposes before moving on to quantitative methods for improved scale development. They consequently discovered that SMMA have a favorable impact on purchase intention and brand equity.

For more details, table 2 below including previous research on SMMAs is presented.

Table 2: Previous Research on Social Media

Author	Scope(sector)	Social Media Marketing Dimensions	Sample	Dependent Variable
Liu, Shin, Burns 2021	Business Research	“Entertainment”, “Interaction”, “Trendiness”, “Customization”	“3.78 million tweets from the top 15 luxury brands”	“Customer Engagement”
Zarei, Farjoo, Garabollahg 2021	Internet Commerce	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “WOM”, “Perceived Risk”	“384 Social Media Users”	“Brand Equity”, “Customer Response”
Seo, Park, Choi 2020	Aviation	“E-WOM”	“430 Social Media Users in South Korea”	“Brand Awareness”, “Brand Image”, “e-WOM”, “Trust”
Karampela, Lacka, Mclean 2020	Journal of Marketing	“Presence”, “Responsiveness”, “Interactivity”	“200 Social Media Users in the United Kingdom”	“Commitment”, Intimacy”, “Satisfaction”, “Partner Quality”
Lee, Park 2020	Aviation	“Interaction”, “Convenience”, “Entertainment”	“333 Social Media Users in South Korea”	“Brand Image”, “Brand Attitude”, “Purchase Intention”
Zollo et al. 2020	Business Research	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “WOM”	“420 Social Media Users in the United States”	“Consumer-based Brand Equity”, “Brand Experience”, “Social Media Benefit”

Cheung, Pires, Rosenberger 2020	Marketing and Logistics	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “WOM”	“214 Social Media Users in Hong Kong”	“Customer-Brand Engagement”, “Brand Awareness”, “Brand Image”
Ebrahim 2020	Relationship Marketing	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “WOM”	“200 Social Media Users in Egypt”	“Brand Trust”, “Brand Equity”, “Brand Loyalty”
Piehler et al. 2019	Marketing	“Information”, “Entertainment”, “Social Interaction”, “Remuneration”	“633 Social Media Users in Germany”	“Word of Mouth”, “Consuming”, “Contributing”, “Creating”
Chen, Lin 2019	Technological Forecasting & Social Change	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “WOM”	“502 Social Media Users”	“Social Identification”, “Perceived Value”, “Satisfaction”, “Participation Intention”, “Purchase Intention”
Tafesse, Wien 2018	Marketing Management	“Social Media Strategy”, “Active Presence”, “Customer Engagement Initiatives”, “Social Media Analytics”	“141 Social Media Users in Norway”	“Social Media Performance”, “Marketing Performance”
Bilgin 2018	Business & Management	“Entertainment”, “Interaction”, “Trendiness”, “Advertisement”, “Customization”	“547 Social Media Users in Turkey”	“Brand Image”, “Brand Awareness”, “Brand Loyalty”

Seo, Park 2018	Aviation	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “Perceived Risk”	“302 Social Media Users in South Korea”	“e-WOM”, “Commitment”, “Brand Awareness”, “Brand Image”
Arli 2017	Promotion Management	“Entertainment”, “Usefulness”, “Informativeness”, “Irritation”	“761 Social Media Users in Australia”	“Brand’s Social Media”, “Brand Loyalty”, “Brand Awareness”, “Purchase Intention”
Yadav, Rahman 2017	Telematics & Informatics	“Interactivity”, “Informativeness”, “Personalization”, “Trendiness”, “Word of Mouth”	“344 Social Media Users in India”	“Brand Equity”, “Purchase Intention”
Godey et al. 2016	Business Research	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “WOM”	“845 Social Media Users in (China:198, France: 239, India: 206, and Italy: 202)”	“Brand equity (brand awareness and brand image)”, “Customer Response (preference, price premium, loyalty)”
Kim, Ko 2012	Journal of Business Research	“Entertainment”, “Interaction”, “Trendiness”, “Customization”, “Word of Mouth”	“362 Social Media Users in South Korea”	“Purchase Intention”, “Customer Equity”, “Value Equity”, “Relationship Equity”, “Brand Equity”

In the light of reviewed studies as listed in table 2; interaction, trendiness, and infotainment (as an umbrella term covering the concept of informativeness and entertainment), which were used extensively in previous studies, are some of the dimensions that will be analyzed in this research as stated previously. Recently, there are many important studies that combine informativeness and entertainment activities and analyzed them as infotainment (Gavilanes, Flatten, Brettel 2018; Majid et al. 2019; Davis et al. 2020). In addition, it is believed that information and entertainment are significant terms that should not be separated from each other because information sharing that does not contain entertainment content on social media does not effectively attract the attention of users in today's world. As a consequence, “infotainment” activity, which is one of the important SMMAAs, is decided to be investigated in this study.

Furthermore, remuneration and responsiveness, which have been rarely studied as SMMAAs or used in a limited way in previous social media marketing and brand studies, will be examined. The fact that these dimensions contribute to differentiating the study from previous airline studies. Thus, the diversity of dimensions will enable the work to be more comprehensive. Moreover, examining the impacts of these dimensions on brand credibility and purchase intention will enrich existing brand studies and provide insights to use in future studies.

Consequently, this study will pave the way for the use of these dimensions by other studies of social media and brands in the future. In particular, it will help to increase the awareness of the social media marketing dimensions that have gained importance or have been starting to gain importance in the airline industry. On the other hand, it is decided to examine the social media dimensions in this study from the business perspective. For this reason, important dimensions such as “Word of Mouth” that have been studied in many studies previously will not be included in this research. Besides, as the study focuses on social media platforms like Instagram, Facebook, and Twitter regarding the airline industry, customization is not taken as a social media dimension. This is because it is not directly applicable to generate customization through these platforms. Moreover, as the airline’s social media accounts are observed, there is no direct customization activity such as personalized messages or campaigns found and so airline brand followers could not be aware of customization activities in social media platforms. Therefore, customization, which was previously observed as a social media marketing activity in previous studies, will not be also included in this study.

Apart from these, in our study, fuzzy set qualitative comparative analysis (fsQCA) will be used in addition to PLS-PM. FsQCA is a case-oriented and variable-oriented social science method. While traditional statistical methods only concentrate on variable-based analysis, fsQCA is applied for case-based analysis, which carefully examines each case in the data set (Phung et al. 2020). Besides, it is

essential to highlight that the study of SMMA's and their relationship on brand credibility with fsQCA have not been examined to our knowledge in the airline industry. It enables our study to investigate the effects of SMMA's independently and the effects of combinations of SMMA's on brand credibility and purchase intention. Therefore, this is another important factor that differentiates the study from other studies as stated previously.



3. CONCEPTUAL BACKGROUND AND HYPOTHESIS FORMULATION

The study was intended to measure the impact of the SMMAAs of airlines on the brand credibility and purchase intention of users or followers who have experienced the marketing activities of airlines through social media. The research model is shown in figure 5.

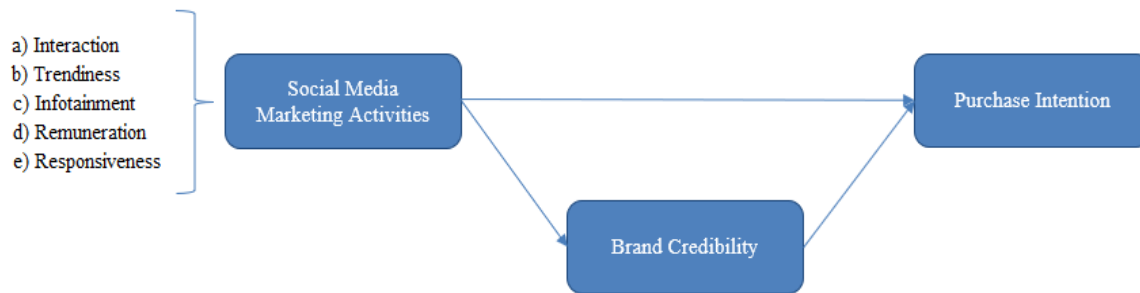


Figure 5: Research Model (Source: Developed by the researcher)

The theoretical foundation of this study rests on the signaling theory. “A brand signal is composed of a firm’s past and present marketing mix strategies associated with the brand” (Erdem, Swait 2001: 135). Ensuring credibility while maintaining marketing strategies is a fundamental element for brands in terms of making customers develop positive inclinations toward their products. According to the signaling theory, a company's product claims will become more credible as a result of current claims being consistent with a customer experience which will boost brand equity (Erdem, Swait 2001). Furthermore, Erdem and Swait (2004) indicated that brand choice and consideration are influenced by brand credibility. Hence, it can be inferred that brand credibility, a significant global association of the brand (Keller 1993: 11), influences purchase intention. In other words, the user's decision to make a purchase will be affected positively if the message or comments are given by a brand with a high level of credibility (Wu, Wang 2011). Colliander and Marder (2018) also indicated that the ‘snapshot aesthetic’ in social media through the mediation of liking and credibility influences positive inclination toward the brand.

“Brand credibility is defined as the believability of the product information contained in a brand, which requires that consumers perceive that the brand has the ability and willingness to continuously deliver what has been promised” (Erdem, Swait 2004:192). Moreover, trustworthiness, expertise, and attractiveness are significant components of brand credibility (Keller 2013). Brand credibility can be improved with trustworthiness and expertise and when brands do not fulfill their promises, their brand equity declines (Erdem, Swait 2004). Consequently, the more strongly a brand is linked to an evaluation

that is retained in a consumer's mind, the more probable it is to shape product perceptions and affect the decisions of consumers to purchase (Farquhar 1989).

To clarify the link between brand credibility and purchase intention, it can be stated that customers' sentiments about a brand and their desire to engage in purchasing decisions might be significantly higher when it is highly credible. In addition, trust and purchase intention are closely associated with each other considering the relationship between customer relationship and purchasing intention. (Kim, Ko 2010). Besides, as mentioned previously in the article, brand credibility plays a significant role in the choice and consideration of a brand (Erdem, Swait 2004). Wang and Yang (2010) also found that brand credibility positively influences purchase intention. As a result, airlines with a high level of brand credibility are more likely to gain from the feedback of air travelers (Kao, Wang, Farquhar 2020) and strengthen customer purchase intentions.

Hence,

H1. Airline brand credibility positively affects customer purchase intention.

Apart from these, customers' experiences with SMMAAs can lead to direct or indirect brand exposure, as well as brand associations. As a result, a customer's digital experience can cause direct consumption and interactions with a brand, allowing them to assess the brand as a signal. Therefore, the relationship of SMMAAs with brand credibility and intention will be explained in the following paragraphs.

Seo and Park (2018) underlined that SMMAAs are effective tools for creating positive brand awareness and brand image. They also suggested that airlines should encourage users to participate more on social media by developing successful SMMAAs which add value to their brand. Additionally, the study of Godey et al. (2016) revealed that brand equity, brand loyalty, brand preferences, and price premium are significantly impacted by the activities of brands through social media marketing.

Strong brand credibility can be achieved through SMMAAs. Instead of simply introducing goods or services using social networking sites, businesses interact with customers, further analyze their characteristics, and then use them in their marketing strategies or campaigns. By interacting with customers and analyzing them on a continuous basis, the company can establish credibility with customers (Lee, Park 2020). Besides, Erdem and Swait (2004) underlined that a firm can effectively apply marketing elements for signaling the quality of a product such as putting a high price, a solid warranty, or delivery via successful channel management. Each of these actions can sound customers credible, depending on the effectiveness of SMMAAs by brands. To state it more clearly, credibility, which was also used as "a goodwill aspect of trust" previously by Herbig and Milewicz (1995), can be established by building trust successfully through SMMAAs.

Since users usually seek fun or enjoyment on social media, entertainment can be considered one of the noteworthy elements of social media. Numerous studies found that entertainment is one of the significant elements of social media and affects brand equity at a considerable level (Kim, Ko 2012; Godey et al. 2016; Seo, Park 2018). In addition, informational content by brands can also be successfully applied on social media as information sharing is a fundamental driver of engagement (Erdogmus, Cicek 2012). In other words, providing information about services, products or activities is particularly important in social media because information seeking is a major motivation for users or followers (Lin and Lu 2011). As customers can ask for any information regarding the brand through social media, organizations need to be informative and capable of providing customers with sufficient knowledge to meet their demands. The more organizations are informative on social media, the more customers have an idea of the product's features or brands. In line with these, Yadav and Rahman (2017) found that informativeness as a significant element of social media affects brand equity and intention. Furthermore, Majid et al. (2019) also emphasized that as long as the message promotion grabs the users' interest and attention, it is more likely to have an impact on how online users perceive the brands since informative and entertaining messages are more likely to capture and maintain users' interest.

Moreover, several studies examined informativeness and entertainment in terms of credibility. The followers' or users' trust in influencer-generated branded posts is positively impacted by the entertainment and informative value of the posts (Lou, Yuan 2019). Similarly, the informative and entertainment value of brand-generated content can influence brand trust since in today's world influencer-generated posts are also a significant part of brands' SMMAAs. Moreover, Alam and Yasin (2010) also emphasized that experience with entertainment affects trust. Furthermore, providing accurate information and ensuring a high degree of information quality are essential for consumers to make decisions to use the product of brands (Li, Suomi 2009) because they would like to trust the information provided by brands through social media. In other words, if a brand wants to earn trust of social media users, it should give proper information about the goods or services and make sure that customers find the information the brand provided adequate (Han 2014). In short, while providing informative value with completion, and accuracy improves customers' trust in the brand, providing entertainment with aesthetic enjoyment or emotional release or appealing design also increases the level of trust (Kim, Kim, Park 2010). Consequently, as trustworthiness is a significant component of brand credibility (Keller 2013), infotainment, which covers the concept of (entertainment and informativeness), can substantially have an impact on the credibility of brands and purchase intention.

Besides this, interaction can be one of the key elements of social media, and users can socialize through interaction in social media. Social media accounts of brands can offer followers or users assistance as well as space to have discussions and exchange ideas (Godey et al. 2016). Numerous studies unveiled

that interaction is also a significant element of social media and has a significant impact on brand equity (Kim, Ko 2012; Godey et al. 2016; Yadav, Rahman 2017; Seo, Park 2018; Lee, Park 2020). More importantly, social interaction as an offline also generates trustworthiness (Tsai, Ghoshal 1998). Similarly, social media marketing, which enables customers to interact with each other, can also increase trustworthiness. As digital media platforms give individuals so much power over information sharing, it is easy to experience misleading information or fake news. To exemplify; Influencers also represent a brand as a customer and while interacting with other customers, they can introduce brands' products with either true or misleading information or content. Being friendly and sincere in communication while interacting is one of the most important points given by the followers. Depending on whether the information or content is reliable, a potential connection between interactivity and trustworthiness may be built as people consider influencers who generally interact with their followers as friendly (Xiao, Wang, Chan-Olmsted 2008). Therefore, as trustworthiness is an important dimension of credibility that is stated previously, interaction can significantly influence the credibility of brands and purchase intention.

Trendiness is another important element of social media because people could tend to follow brands that offer trendy content or activities to customers. After all, people are usually interested in what is up to date. To state it more clearly, providing customers with the latest and trendy content can motivate customers to show a positive inclination toward the brand. Hence, brands should follow the latest news or trends and adapt their social media to them. A lot of studies revealed that trendiness is a significant element of social media and has a significant impact on brand equity (Kim, Ko 2012; Godey et al. 2016; Yadav, Rahman 2017; Seo, Park 2018). In addition, Ebrahim (2019) found that trendiness as a social media activity has a significant impact on brand trust. Besides, with the increasing popularity of social media, trendiness substantially increases customer engagement (Liu, Shin, Burns 2021) and customers consider social media to be more trustworthy than traditional instruments of marketing communications (Foux, 2006) since they are more engaged with social media platforms. When customers experience activities of trendiness on social media platforms, they gradually develop trust (Sharma et al. 2020). Thereby, similar to the reasoning in the previous paragraphs, trustworthiness is a significant element of credibility and trendiness can influence brand credibility and so intention to purchase.

Apart from these, Karampela et al. (2020) uncovered that a supplier's presence on social media platforms positively affects brand relationship strength indicators which are "perceived partner quality" influenced by interactivity and "commitment" influenced by responsiveness. Social media accounts of brands can perform a high level of social presence actively by providing personalized replies to the social media user, and uploading content or stories actively (Gefen, Straub 2003). Agnihotri et al. (2015) also demonstrated that social media usage by marketers affects information communication practices, which in turn improves marketers' responsiveness and customer satisfaction. They also underlined that

responsiveness has a positive influence on consumer satisfaction. Furthermore, as social media accounts of airline brands are getting more active and dynamic through direct offers, stories, or posts, responsiveness significantly affects purchase intention. With rapid development in social media, customers can easily send or text their complaints or questions. Hence, brands should be responsive to build strong relations and develop a positive inclination towards customers to build credibility. Some studies found that responsiveness has a significant impact on brand trust (Esmailpour, Sayadi, Mirzaei 2017; Zehir et al. 2011). These studies illustrate that trust is built via experience, thus, the more positive experiences a customer has with a brand as a result of the business's ability to actively respond to customers, the more customers are likely to trust. Hence, brands in social media should have a fair system to handle complaints in a responsive manner. Through investments in complaint handling and the design of communication, brands can help and inform consumers with more responsive behaviors as a way of building brand trust (Delgado-Ballester, Munuera-Alemán 2005). In conclusion, since trustworthiness is an important element of credibility which makes us assume that as the level of responsiveness increases so will brand credibility and intention to purchase.

Remuneration can be another important element since providing customers with discounts, coupons or gifts can increase the intention to purchase and make customers sympathize more towards brands' goods or services. Besides, Schultz and Peltier (2013) underscored the importance of further research needed to determine how remuneration motive affects trust and online purchase intentions on social media. Likewise, in our study, it is thought that it is a considerable element that should be included in studies of SMMA to test brand credibility and users' intention to purchase. Piehler et al. (2019) found that remuneration positively affects contribution and creating behaviors but there is a non-significant effect of remuneration on consuming behavior. Despite the results of that study, remuneration can have a significant effect on purchase intention since providing customers with coupons or rewards through social media can make customers develop a positive inclination towards the brand and impulse purchase intention. To exemplify, Trendyol and Getir brands from the e-commerce area effectively provide discounts or gifts to customers through social media platforms to increase the level of intention to buy. Moreover, Muntinga et al. (2011) reported that along with information and entertainment, remuneration is one of the three motives people prefer brand-related content. In addition, remunerative content can be particularly effective with a good reward which means the greater the reward, the higher engagement for that brand (Nisar, Whitehead 2016). Additionally, it has been discovered that giving incentives to customers in an offline environment significantly increases their trust in shops. (Irshad, Amjad, Janjua 2015). Clearly, it seems to be the same in the online environment. Similarly, Kang et al. (2015) indicated that monetary gains moderate the relationship between participation on the Facebook pages of brands and brand trust. Furthermore, Irshad, Ahmad, and Malik (2020) demonstrated that remuneration motivation has a significant positive impact on trust as well as on the intention to purchase. Also, other important studies revealed that both monetary and non-monetary rewards have a favorable impact on

consumers' trust and buying decisions (Irshad et al., 2015; Lin et al., 2003). Similar to the reasoning in the previous paragraphs, trust is an important dimension of brand credibility and so remuneration can affect brand credibility.

Hence,

H2. Airline social media marketing activities (a. infotainment, b. interaction, c. trendiness, d. responsiveness e. remuneration) positively affect brand credibility.

H3. Airline social media marketing activities (a. infotainment, b. interaction, c. trendiness, d. responsiveness e. remuneration) positively affect purchase intention.

In addition, the importance of credibility is rapidly increasing in social media platforms since social media users have started to find that the activities of brands and influencers in social media are not sincere and trustworthy. In social media marketing environments, marketers are encountering a challenging issue of customers' trust in them because of the absence of face-to-face communication (PWC 2018; Yahia et al. 2018; Irshad et al. 2020). Thus, customers may not intend to use or purchase their goods or services. Therefore, a brand needs to be perceived as a credible brand creating successful SMMA to affect the purchase intention of consumers positively. Besides, trustworthiness defined as an important association of brand credibility plays an important role in social media since it is associated with users' behavioral responses to continue using social media platforms.

Previous studies found the mediating impact of credibility significant among variables that are relevant to our study. Saima and Khan (2020) found that the relationship between trustworthiness and purchase intention is partially mediated by credibility. They also revealed that credibility fully mediated the relationships between information quality and purchase intention, as well as entertainment value and purchase intention. Another recent study also found that brand trust mediates the relationship between SMMA (interactivity and informativeness) and the purchase decisions of customers (Hanaysha, 2022).

Hence,

H4. Credibility mediates the relationship between airline social media marketing activities and purchase intention.

4. RESEARCH DESIGN AND METHODOLOGY

In this part of the study, the research methodology is presented. The research objective and research design, questionnaire design, sampling and data collection, data analysis method, and table of items will be presented in the following sections.

4.1 Research Objective and Research Design

The main objective of the study is to illustrate the impacts of SMMAs on brand credibility and purchase intention within the scope of the airline industry. It is essential to understand the importance of SMMAs from business to customer perspectives for airline brands to build strong brand credibility and thus increase the level of customer purchase intention.

The hypotheses were exhibited previously in the conceptual background and hypothesis formulation part.

4.2 Questionnaire Design

A quantitative survey was prepared through Google Forms based on existing literature studies and designed to target users or followers who have experienced the social media activities of airlines in Turkey. Since the survey was conducted in Turkey, the questions were asked in Turkish. The development of the questionnaire was completed as follows.

Firstly, the pretest was conducted with twenty participants to facilitate the understanding of questions and the flow of the content and to learn the flaws which were unrealized by the researcher. According to the feedback of the participants, the final questionnaire was developed. The questionnaire includes 38 questions including 26 questions about items and 7 questions about social media usage and 5 demographic questions.

The first section includes two filter questions and general questions about social media usage. With the help of two filter questions, those who did not follow airline brands through social media were eliminated. As a result, only those who followed the airline's social media were allowed to complete all the questions. To state it more clearly, two filter questions were asked to ensure that the respondents are suitable to participate in the research. The first question is about whether the respondent has been using social media platforms and the second question is about whether the respondent has been using or following the social media accounts of airlines. If both questions were answered positively, the respondent was allowed to continue to complete the questionnaire. Moreover, the respondents were

allowed to answer the following questions according to one airline brand that they follow through social media.

Besides, the second section consists of item questions of variables which are dimensions of SMMA and the third section includes item questions of variables which are brand credibility and purchase intention. Item questions were prepared with items from previous well-known studies as can be seen in table 2 in the literature review part above. These items were first translated into Turkish and then retranslated to English. The items of the questionnaire were classified into interaction (3), trendiness (2), infotainment (5), remuneration (3), responsiveness (3), brand credibility (6), and purchase intention (4). In short, a total of 26 questions from items were asked. The items were measured with a five-point Likert-type scale.

Finally, the last section includes demographic questions about age, gender, marital status, level of education level, and occupation.

4.3 Sampling and Data Collection

The questionnaire data for the quantitative study was collected using the snowball sampling technique in order to reach those who follow airline brands through social media platforms. A total of 1078 questionnaires were collected in Turkey from January 2022 to April 2022. After eliminating respondents who do not use social media and do not follow airline brands through social media, 382 questionnaires remained. In addition, due to inconveniences in data, 28 questionnaires were also removed, and finally, 354 questionnaires remained.

Hoelter (1983) suggested a minimum sample size of 200. Comrey and Lee (1992) also advised the adequacy of sample size as “50” - very poor, “100” - poor, “200” - fair, “300” - good, “500” - very good, “1000” or more excellent. Hence, 354 questionnaires are regarded as fair enough to be analyzed in this study. Alternatively, the following formula was used (Cochran, 1977) to calculate the sample size.

$$n_0 = \frac{z^2 \cdot p \cdot (1-p)}{e^2}$$

The confidence level is set as 95%, and the margin error is set as 5%. The population proportion is set as 35.5 since 35.5% of survey respondents follow airline brands through social media. Therefore, the targeted sample size was found as 352 which is already matching with the questionnaire amount gathered (354). Moreover, it is important to note that the population proportion would be much lower if we assume the population proportion considering the fact that while there are 68.9 million social media users in Turkey (We are Social, Kepios 2022), Turkish Airlines has 2 million followers and

Pegasus has almost 300 thousand followers on Instagram, which is the most used platform to follow airline brands in Turkey, as mentioned previously. Additionally, as examined, Turkish airlines have 10.6 million followers on Facebook, while Pegasus has 1.3 million followers. Even if we take this number of followers into account, it still remains below 35.5 percent.

4.4 Data Analysis

To understand the characteristics and opinions of people who have experienced using or following airline social media, questionnaire data gathered was analyzed through the SPSS 28 program and the SmartPLS 4 program which are widely used by numerous studies of social sciences. In other words, descriptive analysis was applied for identifying the characteristics of the sample, and the PLS-PM technique was performed to test the hypotheses. Besides, the bootstrapping procedure is applied to calculate confidence intervals and to test the hypothesis based upon the outcome of the bootstrapping procedure, relying on 5000 bootstrap samples used as recommended by Hair, Ringle, and Sarsted (2011). Finally, fsQCA was used to demonstrate how SMMAAs independently and a combination of SMMAAs can contribute to brand credibility.

Survey items adapted from previous studies in order to measure constructs in our study are listed below in table 3.

Table 3: Table of Items

Dimensions	Items	Adapted From
Interaction	1. "Information-sharing with others is possible on the social media account of this brand." 2. "It is possible to have a conversation or exchange opinions with others through the social media account of this brand." 3. "It is easy to share my opinion through this brand's social media."	(Kim, Ko 2012)
Trendiness	4. "The content of the brand's social media includes the newest information." 5. "Following or using this brand's social media account is very trendy."	(Kim, Ko 2012)

	<p>6. "Using or following this brand's social media account is fun."</p> <p>7. "The content of this brand's social media is interesting."</p>	(Kim, Ko 2012)
Infotainment (Entertainment, Informativeness)	<p>8. "The social media account of this brand is a good source of product information."</p> <p>9. "The social media account of this brand supplies relevant information."</p> <p>10. "The social media account of this brand is informative about its services."</p>	(Arli 2017)
Remuneration	<p>11. "This brand provides incentives such as coupons or discounts through its social media account."</p> <p>12. "This brand gives rewards through its social media account."</p> <p>13. "This brand offers advantages that other brands do not offer through its social media account."</p>	(Piehler et al. 2019)
Responsiveness	<p>14. "This brand is always available to respond to special requests through its social media account."</p> <p>15. "The brand can be always accessible through social media."</p> <p>16. "This brand always responds to posts or comments on social media."</p>	(Agnihotri et al. 2016)
Brand Credibility	<p>17. "This brand reminds me of some brand that is competent and knows what they are doing."</p> <p>18. "This brand delivers what it promises."</p> <p>19. "This brand's product claims are believable."</p>	(Erdem, Swait 2004)

	<p>20. “Over time, my experiences with this brand have led me to expect it to keep its promises fully.”</p> <p>21. “This brand has a name you can trust.”</p> <p>22. “This brand doesn’t pretend to be something it isn’t.”</p>	
Purchase Intention	<p>23. “I will definitely buy services from this brand in the near future.”</p> <p>24. “I intend to buy services from this brand in the near future.”</p> <p>25. “It is likely that I will buy services from this brand in the near future.”</p> <p>26. “I expect to buy services from this brand in the near future.”</p>	(Arli 2017)

5. RESEARCH FINDINGS

In this part, the demographic characteristics of participants analyzed through SPSS and the results of PLS-PM and fsQCA will be presented.

5.1 Descriptive Statistics

Demographic characteristics of participants regarding age, gender, marital status, education level, occupation, and airline social media usage will be presented in the following paragraphs.

While the average age of respondents is 31, the average value of social media usage period is almost 23 years. Additionally, while the participation number of women and men is almost equally distributed, 1.4% of the participants prefer not to say their gender as can be seen in figure 6 below. Moreover, most of the participants are single as figure 7 below shows (66.9%).

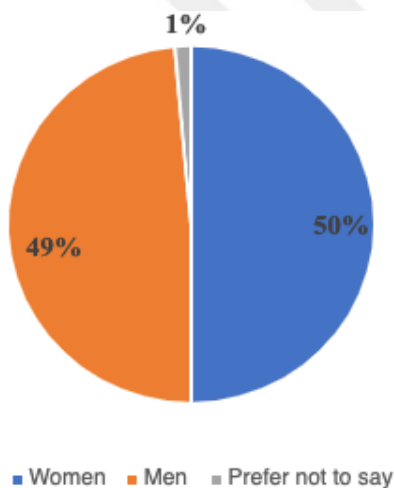


Figure 6: Participation Percentage According to Gender (Source: Developed by the researcher)

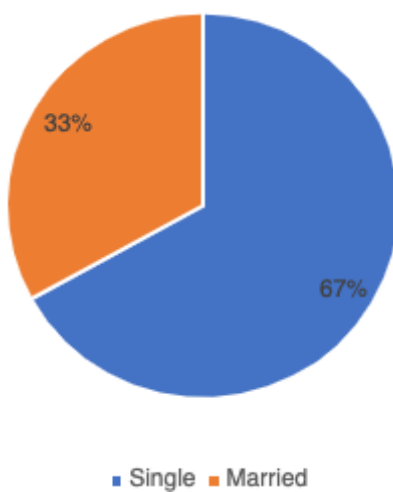


Figure 7: Participation Percentage According to Marital Status (Source: Developed by the researcher)

Furthermore, as can be realized through table 4 and table 5 below, most of the participants have at least a bachelor's degree and are employed.

Table 4: Education Status

Education	Frequency	Percent	Cumulative Percent
Ph.D. Graduate	3	0.8	0.8
Ph.D. Student	13	3.7	4.5
Postgraduate	36	10.2	86.7
Graduate Student	47	13.3	100
Bachelor	152	42.9	48.3
Undergraduate	82	23.2	71.5
High School Graduate	18	5.1	76.6
Primary School Graduate	3	0.8	5.4
Total	354	100.00	

Source: Developed by the researcher

Table 5: Occupation Status

Occupation	Frequency	Percent	Cumulative Percent
Employed	241	68.1	68.1
Employed, Retired	3	0.8	68.9
Employed, Student	9	2.5	71.5
Unemployed	29	8.2	79.7
Retired	7	2	81.6
Student	65	18.4	100
Total	354	100	

Source: Developed by the researcher

The results which indicate the usage of social media platforms in general by respondents can be observed in table 6 and figure 8 below. According to the survey results, the most used platform is Instagram and followed by YouTube, Twitter, LinkedIn, Facebook, Pinterest, Snapchat, TikTok, and Tumblr respectively.

Table 6: Usage of Social Media Platforms in General by Respondents

Social Media Platforms	Percentage	Frequency
Instagram	90.11	319
YouTube	82.49	292
Twitter	72.60	257
LinkedIn	69.77	247
Facebook	61.02	216
Pinterest	23.73	84
Snapchat	14.69	52
TikTok	10.45	37
Tumblr	2.82	10

Source: Developed by the researcher

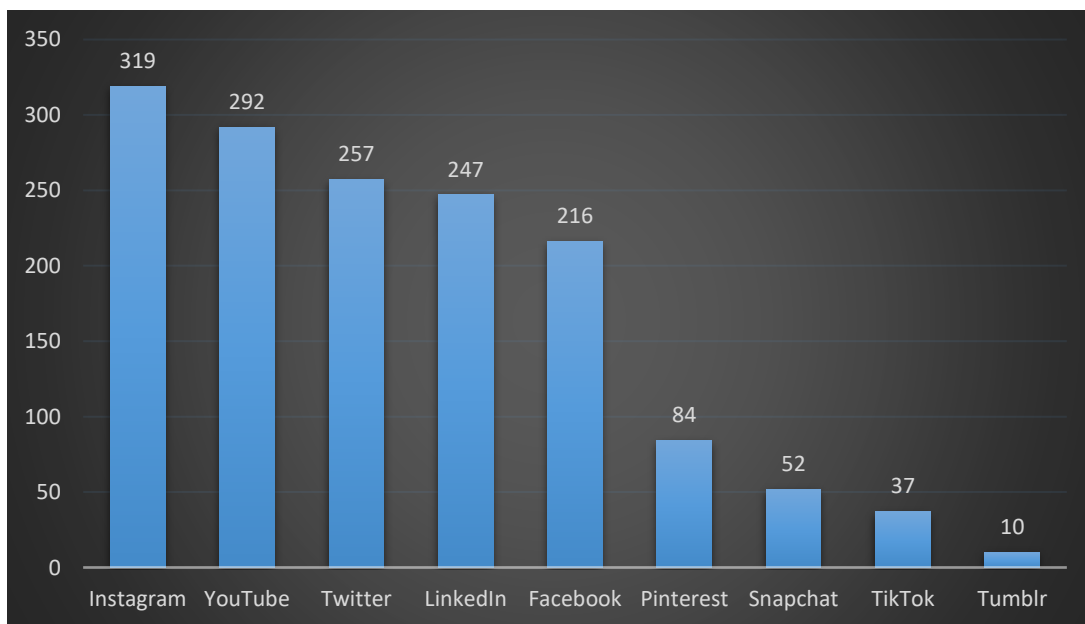


Figure 8: Frequency of Social Media Platform Usage in General (Source: Developed by the researcher)

The results that show the usage of social media platforms that airline brands are mostly followed through can be seen in table 7 and figure 9 below. According to the results, the most used social media platform to follow airline brands is Instagram and followed by Twitter, LinkedIn, YouTube, and Facebook respectively.

Table 7: Usage of Social Media Platforms by Respondents to Follow Airline Brands

Social Media Platforms	Percentage	Frequency
Instagram	73.73	261
Twitter	40.11	142
LinkedIn	35.88	127
YouTube	19.49	69
Facebook	18.93	67

Source: Developed by the researcher

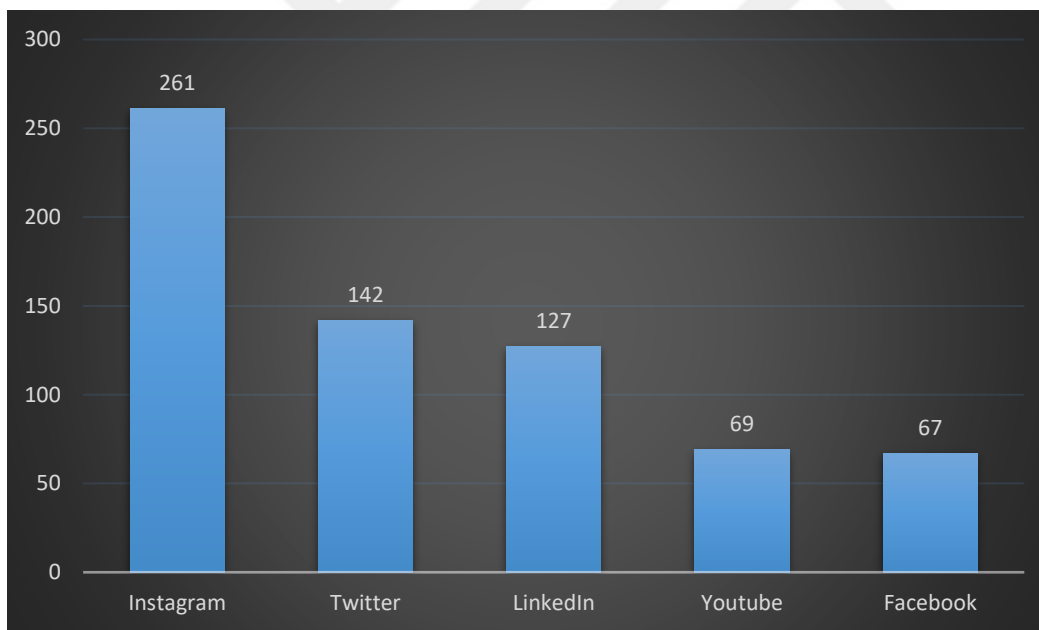


Figure 9: Frequency of Social Media Platform Usage by Participants to Follow Airline Brands

(Source: Developed by the researcher)

Moreover, most of the participants follow Turkish Airlines (84%) and Pegasus (50%) as table 8 below shows.

Table 8: Percentage of Airline Brands Followed by Respondents

Airline Brands	Percentage	Frequency
Turkish Airlines	84.18	298
Pegasus	50.85	180
AnadoluJet	4.80	17
Qatar	8.76	31
Emirates	8.19	29
Lufthansa	5.37	19
Others	3.95	14

Source: Developed by the researcher

Respondents complete the survey according to one of the favorite airline brands they choose as mentioned before. As the selected number of airline brands can be seen through table 9 below, 72.9% of the participants responded to the questionnaire considering Turkish Airlines and followed by Pegasus (20.6%), AnadoluJet (1.4%) which is also a sub-brand of Turkish Airlines, and other airlines (5%).

Table 9: Statistics of Airline Brands to Complete Item Questions

Airline Brands	Frequency	Percent	Cumulative Percent
Turkish Airlines	258	72.9	72.9
Pegasus	73	20.6	93.5
AnadoluJet	5	1.4	94.9
Other Airlines	18	5.1	100

Source: Developed by the researcher

5.2 Partial Least Square Path Modelling (PLS-PM)

The model to be evaluated differs slightly from the model being analyzed (Henseler 2021). This is possibly the reason why partial least structural equation modeling (PLS-SEM) proponents avoid the evaluation of model fit (Dirsehan, Henseler 2022). Accordingly, PLS-PM was considered the most appropriate term to use in our study instead of PLS-SEM.

PLS-PM deals specifically with measurement models and the fundamental feature of confirmatory factor analysis (CFA) is its hypothesis-driven nature (Brown, T. A. 2015). It has almost become a standard method to investigate the cause-effect relations between variables in marketing and management research (Hair, Ringle, Sarstedt 2011). It is important for researchers in PLS-PM analysis to have an idea of the number of factors presented in the data, as well as which indicators are associated with which factors, based on earlier studies and theories (Brown, T. A. 2015). Furthermore, Sarstedt et al. (2022) demonstrated that PLS-PM is a core element of marketing researchers' methodological tool. Regarding these, PLS-PM was performed in our study to test the study's structural model and determine the outer loadings, construct validity, discriminant validity, and reliability.

5.2.1 Outer Loadings

Support is provided when each item has outer loadings above 0.70 (Hair et al., 2014). Therefore, all items except some items of remuneration, interaction, and trendiness were considered valid in this study since they have more than 0.70 outer loadings which can be observed in table 10 below.

Nevertheless, indicators with loadings between 0.40 and 0.70 should only be considered for removal from the scale if deleting this indicator leads to an increase in composite reliability (Hair, Ringle, Sarstedt 2011). Regarding this, one item of trendiness, one item of interaction, and one item of remuneration were removed since they affect the model of the study negatively in terms of composite reliability, discriminant validity and model fit value based on standardized root mean square residual (SRMR). As a result, composite reliability values of all constructs are more than 0.70 and it shows a good result as Fornell, and Larcker (1981) proposed that values greater than 0.60 are desirable for composite reliability.

Moreover, the trendiness construct was not removed from the study although it remains a single-item construct after removing one of two items because “the measurement features of the factors are less constrained and constructs with lower items can be applied in PLS-PM through SmartPLS” (Hair, Ringle, Sarstedt 2011).

In addition to these, Hair et al. (2022) recently stated that if the item loading is greater than 0.50, keeping the item is empirically justified since it can create the concept to a sufficient extent. For this reason, two items of remuneration remained in the study since remuneration items were thought to contribute to the study and have higher loadings than 0.60.

According to the PLS-PM, outer loadings were calculated as follows;

Table 10: Outer Loadings

	CRE	INFT	INT	PI	REM	RES	SMMAs	TRE
CRE1	0.883							
CRE2	0.853							
CRE3	0.902							
CRE4	0.908							
CRE5	0.921							
CRE6	0.901							
ENT1							0.746	
ENT1		0.828						
ENT2		0.869						
ENT2							0.807	
INF1							0.837	
INF1		0.902						
INF2							0.838	
INF2		0.898						
INF3							0.821	
INF3		0.886						
INT1			0.764					
INT1							0.682	
INT3							0.749	
INT3			0.827					
PI1				0.875				
PI2				0.927				
PI3				0.931				
PI4				0.990				
REM1					0.813			
REM1							0.616	

REM3					0.891			
REM3							0.670	
RES1						0.860		
RES1							0.725	
RES2						0.911		
RES2							0.759	
RES3						0.872		
RES3							0.728	
TRE1								1.000
TRE1							0.814	

Source: Developed by the researcher

5.2.2 Construct Reliability and Validity

The validity of the instrument was proved by calculating the average variance extracted (AVE) value. Support is provided when each construct's AVE value is 0.50 or higher (Hair et al. 2014). Regarding this, all AVE values in this study are higher than 0.50 and acceptable. Moreover, the Cronbach Alpha value higher than 0.60 is proposed for satisfactory consistency (Malhotra, Birks 2007) and all Cronbach's Alpha values of dimensions in this study are above 0.60 and acceptable. Apart from these, Fornell and Larcker (1981) proposed that for composite reliability, values greater than 0.60 are desirable. In line with this, all values of composite reliability in the study were found to be more than 0.60. As a consequence, all variables are reliable and have a good convergent validity as can be seen in table 11.

Table 11: Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
CRE	0.960	0.960	0.960	0.801
INFT	0.943	0.945	0.943	0.770
INT	0.774	0.779	0.776	0.635
PI	0.963	0.965	0.963	0.868

REM	0.841	0.845	0.842	0.728
RES	0.912	0.913	0.912	0.776

Source: Developed by the researcher

5.2.3 Discriminant Validity Fornell and Fornell-Larcker

Establishing discriminant validity, which guarantees that each construct is distinct and represents factors not reflected by other constructs in a statistical model, is one of the most essential aspects of validity evaluation (Franke, Sarstedt 2019).

When comparing a latent variable to itself, the discriminant validity value must be higher than all values of other constructs in the same column and row of the table (Fornell, Larcker 1981). According to table 12, all discriminant validity values are greater than all values in the same column and row. In conclusion, no discriminant validity problems exist in the model.

Table 12: Fornell and Fornell-Larcker

	CRE	INFT	INT	PI	REM	RES	TRE
CRE	0.895						
INFT	0.632	0.877					
INT	0.515	0.790	0.796				
PI	0.738	0.537	0.452	0.932			
REM	0.381	0.623	0.630	0.427	0.853		
RES	0.526	0.716	0.714	0.438	0.608	0.881	
TRE	0.583	0.784	0.670	0.452	0.470	0.577	1.000

Source: Developed by the researcher

Table 13: Mean, STDEV, T values, p values (Item by Item)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CRE1 <- CRE	0.883	0.882	0.024	36.468	0.000
CRE2 <- CRE	0.853	0.852	0.029	29.602	0.000
CRE3 <- CRE	0.902	0.901	0.022	40.604	0.000
CRE4 <- CRE	0.908	0.907	0.030	30.600	0.000
CRE5 <- CRE	0.921	0.920	0.022	42.550	0.000
CRE6 <- CRE	0.901	0.900	0.029	31.471	0.000
ENT1 <- SMMA _s	0.746	0.746	0.025	29.317	0.000
ENT1 <- INFT	0.828	0.828	0.022	38.188	0.000
ENT2 <- SMMA _s	0.807	0.807	0.021	38.009	0.000
ENT2 <- INFT	0.869	0.868	0.017	50.193	0.000
INF1 <- SMMA _s	0.837	0.837	0.019	43.514	0.000
INF1 <- INFT	0.902	0.902	0.014	63.155	0.000
INF2 <- SMMA _s	0.838	0.838	0.019	43.572	0.000
INF2 <- INFT	0.898	0.898	0.014	63.336	0.000
INF3 <- INFT	0.886	0.886	0.018	50.442	0.000
INF3 <- SMMA _s	0.821	0.821	0.022	37.053	0.000
INT1 <- SMMA _s	0.682	0.683	0.033	20.370	0.000
INT1 <- INT	0.764	0.764	0.034	22.283	0.000
INT3 <- SMMA _s	0.749	0.749	0.028	26.549	0.000
INT3 <- INT	0.827	0.827	0.030	27.459	0.000
PI1 <- PI	0.875	0.874	0.031	28.071	0.000
PI2 <- PI	0.927	0.928	0.017	55.030	0.000
PI3 <- PI	0.931	0.931	0.021	45.104	0.000
PI4 <- PI	0.990	0.990	0.015	67.263	0.000
REM1 <- SMMA _s	0.616	0.616	0.037	16.723	0.000
REM1 <- REM	0.813	0.813	0.027	29.674	0.000
REM3 <- SMMA _s	0.670	0.670	0.035	19.374	0.000
REM3 <- REM	0.891	0.891	0.025	35.917	0.000
RES1 <- RES	0.860	0.860	0.022	39.630	0.000
RES1 <- SMMA _s	0.725	0.725	0.028	26.289	0.000

RES2 <- SMMA _s	0.759	0.759	0.026	29.454	0.000
RES2 <- RES	0.911	0.910	0.017	53.558	0.000
RES3 <- RES	0.872	0.871	0.022	40.131	0.000
RES3 <- SMMA _s	0.728	0.728	0.029	25.077	0.000
TRE1 <- SMMA _s	0.814	0.813	0.022	36.194	0.000

Source: Developed by the researcher

5.2.4 Discriminant Validity Cross Loadings

Comparing the cross-loadings of the indicators is another option for confirming discriminant validity (Hair et al., 2019). Since SMMA_s are conceptually similar to each other and the sample size of the research is 354, it can be stated that it is normal for some items of SMMA_s to have closed cross-loadings. Especially, entertainment and informativeness are conceptually similar and have closed cross-loadings in this study. Several studies combined them and managed them as infotainment as stated previously (Gavilanes, Flatten, Brettel 2018; Majid et al. 2019; Davis et al. 2020). For these reasons, entertainment and informativeness activities are analyzed as infotainment in this study.

Nevertheless, the discriminant validity value of each item is higher than all values of other constructs in the same column and row of the table according to discriminant validity cross-loadings as suggested by Fornell and Larcker (1981). Therefore, the items have sufficient levels of discriminant validity among each other.

Table 14: Cross Loadings

	CRE	INFT	INT	PI	REM	RES	SMMA _s	TRE
CRE1	0.883	0.588	0.493	0.622	0.327	0.497	0.598	0.568
CRE2	0.853	0.530	0.447	0.609	0.397	0.502	0.569	0.518
CRE3	0.902	0.574	0.446	0.668	0.359	0.453	0.573	0.530
CRE4	0.908	0.544	0.470	0.680	0.394	0.481	0.569	0.475
CRE5	0.921	0.585	0.471	0.692	0.292	0.455	0.574	0.540
CRE6	0.901	0.571	0.439	0.685	0.280	0.437	0.552	0.502
ENT1	0.480	0.828	0.655	0.402	0.543	0.613	0.823	0.565
ENT2	0.585	0.869	0.677	0.495	0.529	0.625	0.863	0.665
INF1	0.575	0.902	0.712	0.502	0.572	0.649	0.896	0.702
INF2	0.571	0.898	0.728	0.501	0.546	0.624	0.892	0.745
INF3	0.558	0.886	0.691	0.451	0.542	0.629	0.880	0.751
INT1	0.384	0.610	0.764	0.345	0.490	0.536	0.710	0.458

INT3	0.435	0.648	0.827	0.375	0.513	0.600	0.768	0.604
PI1	0.653	0.426	0.388	0.875	0.389	0.365	0.455	0.358
PI2	0.682	0.506	0.424	0.927	0.400	0.407	0.520	0.430
PI3	0.683	0.514	0.432	0.931	0.410	0.421	0.527	0.404
PI4	0.728	0.551	0.441	0.990	0.393	0.436	0.557	0.486
REM1	0.311	0.514	0.478	0.360	0.813	0.471	0.635	0.397
REM3	0.338	0.548	0.594	0.368	0.891	0.563	0.696	0.405
RES1	0.440	0.584	0.631	0.379	0.605	0.860	0.767	0.477
RES2	0.483	0.672	0.652	0.374	0.509	0.911	0.812	0.558
RES3	0.466	0.634	0.605	0.405	0.495	0.872	0.778	0.487
TRE1	0.583	0.784	0.670	0.452	0.470	0.577	0.808	1.000

Source: Developed by the researcher

5.2.5 Discriminant Validity HTMT Ratio

As a current and applicable alternative, problems with discriminant validity exist when HTMT values are greater than 0.90 as proposed by Henseler et al. (2015) as a threshold value. Otherwise, constructs are regarded conceptually as very similar to structural models and discriminant validity issues exist. However, HTMT values of all variables are lower than 0.80 according to the results of our study and this indicates there is no discriminant validity problem encountered. In other words, all items fulfill the criteria of discriminant validity successfully.

Table 15: HTMT Ratio

	CRE	INFT	INT	PI	REM	RES	TRE
CRE							
INFT	0.632						
INT	0.515	0.791					
PI	0.737	0.535	0.453				
REM	0.382	0.625	0.630	0.428			
RES	0.526	0.716	0.715	0.438	0.608		
TRE	0.584	0.782	0.668	0.450	0.471	0.576	

Source: Developed by the researcher

5.2.6 R Square

R square (r^2) statistics indicate the variances in the endogenous variables explained by the exogenous variables. It is desirable that the r^2 value be greater than 0.26 (Cohen, 2013). Therefore, regarding the r^2 value of credibility (0.409), and purchase intention (0.555), infotainment (0.987), interaction (0.863), remuneration (0.609), responsiveness (0.796), and trendiness (0.653), the result is desirable and demonstrates that the hypothesized model can explain statistically significant variance for the endogenous variables.

Table 16: Results of R-Square

	R-square	R-square adjusted
CRE	0.409	0.407
INFT	0.987	0.987
INT	0.863	0.863
PI	0.555	0.553
REM	0.609	0.608
RES	0.796	0.795
TRE	0.653	0.652

Source: Developed by the researcher

Moreover, a guideline for r^2 has been developed in the previous literature stating that an r^2 of 0.75 is considered substantial, 0.50 is considered moderate, and an r^2 of 0.25 is considered weak (Hair et al. 2019). Regarding this, credibility, purchase intention, remuneration values are close to 0.50 and can be considered almost moderate. Moreover, while responsiveness, interaction and infotainment values are more than 0.75 and can be considered substantial, trendiness is close to 0.75 and can be considered almost substantial.

Table 17: Evaluation of R-Square

R Square Values	Interpretation
0.75	High
0.5	Medium
0.25	Low

Source: Hair et al. 2019

5.2.7 Model Fit

Values under 0.08 are considered to be good fit values for the SRMR value, which is an absolute measure of fit and is identified as the standardized difference between the observed correlation and the predicted correlation (Hu, Bentler 1999; Kenny 2015). Moreover, For SRMR, values less than 0.10 are acceptable (Cangur, Ercan 2015; Sharma et al. 2016). Therefore, although the SRMR value of the model (0.085) is greater than 0.08, it can be considered acceptable since it is less than 0.10 which can be seen in table 18 below. Moreover, the goodness of fit index (GoF) can be appropriate and practical to evaluate how well a PLS path model can fit and explain different sets of data (Henseler, Sarstedt 2013). Therefore, the average r^2 values and the geometric mean value of the AVE values are used and then the square root of the multiplication of these values is calculated to find the GoF value. As a result, the outcome can be explained by using the cut-off values: (GoFmedium = 0.25, GoFlarge = 0.36, and GoFsmall = 0.10) suggested by Wetzels et al. (2009). Thus, a good model fit is confirmed by the GoF value of 0.729 in our study.

Table 18: Model Fit

	Saturated model
SRMR	0.085
Mean of R ² Values	0.696
Mean of AVE Values	0.763
GoF	0.729

Source: Developed by the researcher

5.2.8 Structural Model Collinearity (VIF)

The variance inflation factor (VIF) is used to assess model collinearity problems in the model. Critical concerns with collinearity among the tested constructs can be observed by VIF values of 5 or above (Hair et al. 2019). In addition, Henseler, Ringle, and Sinkovics (2009) previously stated that VIF values greater than 10 reveal a critical level of multicollinearity. Considering these, the VIF values of each construct are lower than 5 according to our results, which table 19 shows, and this indicates that there is no critical level of multicollinearity.

Table 19: VIF

	CRE	INFT	INT	PI	REM	RES	TRE
CRE				1.692			
SMMAs	1.000	1.000	1.000	1.692	1.000	1.000	1.000

Source: Developed by the researcher

5.2.9 Structural Model and Hypothesis Testing

The β -values, t-tests, and p-values were used to test the significance of the path coefficients, with a critical t-value of 1.96 for a two-tailed test at a significance level of 5%. Table 20 illustrates the results of the path analysis. The table shows path coefficients, standard error, and t statistics values which indicate the significant relations of path analysis. The bootstrapping procedure was applied to determine the significance of these path coefficients, just as for the loadings of the indicators as stated previously.

According to the result of the PLS-PM, the following information is given. The standardized regression coefficients (Beta) values are all positive and p-values are all significant. As a result, SMMAs have a highly significant impact on brand credibility (t: 11.405 β : 0.639 p: 0.000) and have an impact on purchase intention (t: 2.416 β : 0.139 p: 0.016). Hence, H2 and H3 are supported. Furthermore, brand credibility has a highly significant impact on purchase intention (t: 9.623 β : 0.649 p: 0.000) and partially mediates the relationship between SMMAs and purchase intention (t: 8.247 β : 0.415 p:0.000). Hence H1 and H4 are supported. As a consequence, the hypotheses of the structural model (figure 10) are all supported. In addition, the impact of SMMAs independently on brand credibility and purchase intention will be investigated by fsQCA in the following parts as stated previously.

Table 20: Structural Model Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV)	P values
CRE -> PI	0.649	0.644	0.067	9.623	0.000
SMMAs -> CRE	0.639	0.639	0.056	11.405	0.000
SMMAs -> PI	0.139	0.143	0.058	2.416	0.016

Source: Developed by the researcher

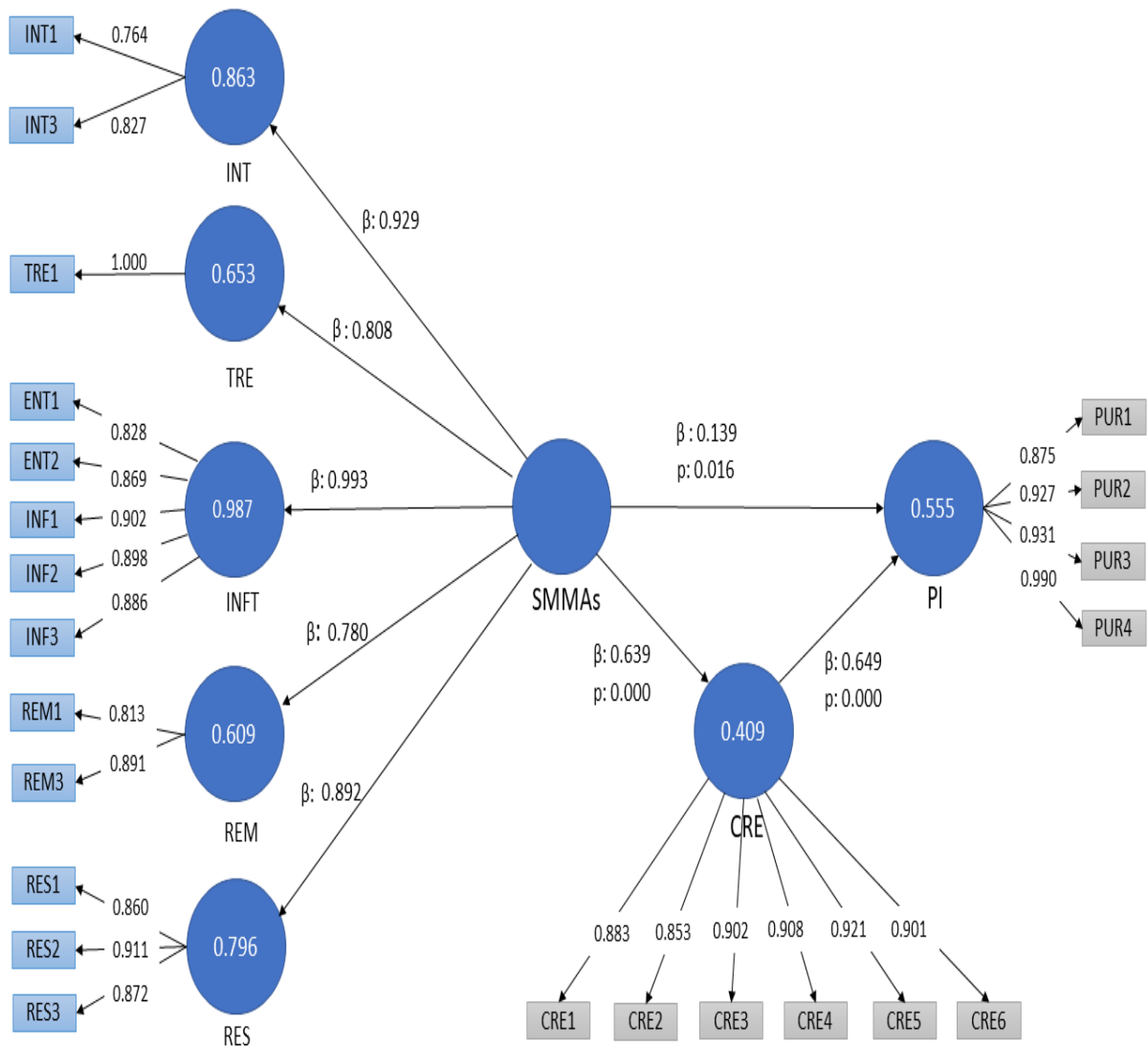


Figure 10: Structural Model (Source: Developed by the researcher)

Table 21: Mean & Standard Deviation Values

Variable	Mean	Std.Dev.	Minimum	Maximum	N
INT	3.47	1.04	1.00	5.00	354
TRE	3.97	1.15	1.00	5.00	354
INFT	3.67	1.00	1.00	5.00	354
REM	2.99	1.09	1.00	5.00	354
RES	3.23	1.04	1.00	5.00	354
CRE	3.94	0.91	1.00	5.00	354
PI	3.84	1.00	1.00	5.00	354

Source: Developed by the researcher

5.2.10 Specific Indirect Effect

According to the result of SmartPLS 4.0, brand credibility acts as a partial mediator between SMMAs and purchase intention (T: 8.247, β : 0.415, p: 0.000) since all three relationships between SMMAs, brand credibility, and purchase intention are statistically significant.

Alternatively, the Sobel test (Sobel, 1982) can be also applied to examine the hypothesis in which the relationship between two variables is mediated by a third variable. Therefore, the Sobel test was alternatively utilized in our study to examine the mediating effect of credibility toward SMMAs and purchase intentions. The test yields Sobel z-value (7.38) > 1.96 significant at (p < 0.01) and also demonstrates that brand credibility partially mediates the relationship between SMMAs and purchase intention.

Table 22: Result of Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMMAs -> CRE -> PI	0.415	0.411	0.050	8.247	0.000

Source: Developed by the researcher

5.3 FsQCA Results

The following major processes were used concerning fsQCA application principles which are the calibration of survey data into fuzzy sets, the analysis of necessary attributes, and the analysis of combinations of sufficient attributes (Mattke, Müller, Maier 2019). To complete these steps, fsQCA 4.0 software program was used. Finally, the findings were interpreted.

Firstly, the original scales of SMMAs, which are interaction, trendiness, infotainment, remuneration, and responsiveness, and values of dependent variables, which are brand credibility and purchase intention, were calibrated into a fuzzy-set scale, as recommended by Woodside (2013) in order to be able to make analysis through fsQCA. The values were calibrated to the values between 0 and 1. The values represent cases being “fully in the set” (1.00), and “fully out of the set” (0.00) at the “cross-over point” (0.50) recommended by Ragin (2009). After calibration, a truth table was constructed. Then, a necessity analysis and a sufficiency analysis were done. Necessary attributes need to be present or absent when positive or negative brand credibility and also positive or negative purchase intention exist as a result of SMMAs. Besides, a configuration of sufficient attributes is a particular group of SMMAs

that brings about positive or negative brand credibility and also positive or negative purchase intention when combined.

Firstly, necessary conditions were examined for the outcome in the necessity analysis. To be identified as an always necessary condition, the consistency value should be greater than 0.9 as proposed by Ragin (2009). Moreover, Ragin (2000) proposed 0.80 for the condition to be considered “almost always” necessary or sufficient and 0.65 for the condition to be considered “usually” necessary or sufficient. Nevertheless, the general recommended threshold is 0.75 to be considered the outcome necessary (Ragin, 2006). Therefore, the consistency threshold is set as 0.75, and “*” in the tables below demonstrates the conditions that meet the value of 0.75.

As shown in Table 23, trendiness (TRE) with a consistency value (0.904) exceeding 0.90 proved that trendiness is always a necessary condition for positive brand credibility while infotainment (INFT) with a consistency value (0.864) exceeding 0.80 revealed that infotainment is an almost always necessary condition for positive brand credibility. In addition, INT (Interaction) and RES (Responsiveness) are usually necessary conditions since the consistency value of both exceeds 0.65 (INT: 0.787, RES: 0.723). However, responsiveness does not meet the recommended threshold (0.75). In short, respectively; trendiness, infotainment, and interaction activities except responsiveness, and remuneration are significant enabling conditions of positive brand credibility. In contrast, remuneration and responsiveness activities do not seem to be enabling conditions of positive brand credibility (RES:0.723, REM: 0.636).

Table 23: Necessary Conditions (Outcome variable: CRE)

	Consistency	Coverage
INT	0.786708*	0.940273
~INT	0.392315	0.82144
TRE	0.904882*	0.916312
~TRE	0.243623	0.745595
INFT	0.864414*	0.945234
~INFT	0.319547	0.799313
REM	0.635529	0.955565
~REM	0.552218	0.850624
RES	0.722517	0.957773
~RES	0.463931	0.828593

Note: “~Indicates the absence of a condition; *meets 0.75 consistency benchmark”

Source: Developed by the researcher

On the other hand, table 24 demonstrates that for negative brand credibility, lack of interaction, infotainment, remuneration, and responsiveness exceeds the consistency threshold (0.75). This means the non-existence of these activities is necessary for causing negative brand credibility. In other words, SMMA without remuneration, responsiveness, interaction, and infotainment will lead to low levels of brand credibility. Especially, the non-existence of remuneration with a consistency value (0.906) exceeding 0.90 is always necessary to lead to negative brand credibility while the non-existence of responsiveness (0.899), interaction (0.841) and infotainment (0.841) with the consistency value exceeding 0.80 are almost always necessary to lead to negative brand credibility. As a result, it is particularly important to avoid the non-existence of remuneration, responsiveness, interaction, and infotainment regarding consistency value as shown in table 24 since the non-existence of these variables leads to a high level of negative brand credibility. On the other hand, the non-existence of trendiness with the consistency value (0.737) exceeding 0.65 is usually necessary to lead to low levels of brand credibility but is not considered significant since it does not meet the consistency threshold (0.75).

Table 24: Necessary Conditions (Outcome Variable: ~CRE)

	Consistency	Coverage
INT	0.728646	0.273695
~INT	0.840992*	0.553406
TRE	0.735497	0.234069
~TRE	0.737032*	0.708894
INFT	0.744712	0.255927
~INFT	0.840638*	0.660847
REM	0.691434	0.326728
~REM	0.905966*	0.438581
RES	0.694623	0.289384
~RES	0.898642*	0.504411

Note: ~Indicates the absence of a condition; *meets 0.75 consistency benchmark

Source: Developed by the researcher

Secondly, in the sufficiency analysis, different causal configurations are presented. Table 25 and Table 26 indicate the fsQCA analysis including the combinations that lead to the outcome. The sufficiency analysis entails building a truth table and reducing it to logical configurations and statements (Eren-Erdogmus, Akgun, Arda 2018). These configurations enable us to obtain specific cases within the sample which will generate a high level or a low level of brand credibility through SMMA. Table 25 below indicates that models from c1 to c5 for positive brand credibility achieve the minimum

recommended consistency threshold of 0.75 (Ragin, 2000) to draw conclusions. A relationship's degree of approximation is indicated by consistency, and coverage evaluates the empirical applicability of a consistent subset (Ragin, 2006). The overall solution coverage represents the extent to which a high or a low level of credibility may be established from the existing configurations, and the overall consistency is similar to the correlation indicating how strong the solution is. Besides, “raw coverage refers to the percentage of the outcome that can be described by a specific alternative solution, while unique coverage refers to the percentage of the outcome that can be exclusively explained by a specific alternative solution” (Pappas et al. 2017).

As table 25 shows, for credibility, the solution consistency is 0.95, and the model explains 87 percent of the cases of positive brand credibility. As a result, a large amount of the outcome is explained by the five solutions. For high credibility toward the brand when utilizing SMMAs, solutions c1–c5 represent combinations for which the examined variables may be present or absent, based on how they are combined. To explain the solutions in more detail, solution 1 and solution 2 show that a high level of brand credibility exists when airline brands provide a high level of trendiness and infotainment or a high level of trendiness, infotainment, and remuneration. The results demonstrate that individuals are generally satisfied when this is accomplished. These solutions explain 84% and 57% of the airline’s social media users, respectively. In addition, solution 3 shows a high level of credibility exists when airline brands provide a high level of trendiness and a low level of interaction, remuneration, and responsiveness. Solution 3 explains 27% of the airline’s social media users. Moreover, solution 4 indicates that a high level of credibility is achieved when airline brands provide a high level of infotainment, remuneration, and responsiveness and the solution explains 25% of airline social media users. Finally, solution 5 demonstrates that a high level of credibility is achieved when there is a high level of interaction and a low level of the rest of the SMMAs investigated in the study and also the solution explains 16% of airline social media users.

Table 25: Sufficiency Analysis for (Outcome Variable: CRE)

	C1	C2	C3	C4	C5
INT		●	○	○	●
TRE	●	●	●		○
INFT	●			●	○
REM		●	○	●	○
RES			○	●	○
Consistency	0.96	0.97	0.97	0.99	0.95
Raw coverage	0.84	0.57	0.27	0.25	0.16

Unique coverage	0.21	0.01	0.01	0.00	0.01
Solution coverage	0.87				
Solution consistency	0.95				
<i>Note: "The black circle indicates the presence of a condition; the empty circle indicates the absence. Frequency cut-off: 1 Consistency cut-off:0.95."</i>					

Source: Developed by the researcher

On the other hand, table 26 indicates that the model from c1 to c2 for negative brand credibility also achieves the minimum recommended consistency threshold of 0.75 (Ragin, 2000) to draw conclusions. As table 26 shows, the solution consistency is 0.84, and the model explains 51 percent of the cases of negative brand credibility. Solution 1 indicates that the existence of interaction and the non-existence of trendiness, infotainment, remuneration, and responsiveness lead to negative brand credibility. Solution 1 explains 48% of airline social media users. Besides, solution 2 shows that (the non-existence of interaction and trendiness) and (the existence of infotainment, remuneration, and responsiveness) lead to negative brand credibility and it explains 43% of airline social media users.

Table 26: Sufficiency Analysis for (Outcome Variable: ~CRE)

	C1	C2
INT	●	○
TRE	○	○
INFT	○	●
REM	○	●
RES	○	●
Consistency	0.87	0.86
Raw coverage	0.48	0.43
Unique coverage	0.07	0.03
Solution coverage	0.51	
Solution consistency	0.84	
<i>Note: "The black circle indicates the presence of a condition; the empty circle indicates the absence. Frequency cut-off: 1 Consistency cut-off:0.95."</i>		

Source: Developed by the researcher

Additionally, necessity and sufficiency analyses through fsQCA were also done to show which SMMAAs are necessary to lead to positive or negative purchase intention. Findings give similar results with credibility. As shown in Table 27, trendiness (TRE) with a consistency value (0.898) and infotainment (INFT) with a consistency value (0.866) exceeding 0.80 revealed that trendiness and infotainment are almost always necessary conditions for positive purchase intention. In addition, INT (Interaction), RES (Responsiveness) and REM (Remuneration) are usually necessary conditions since their consistency value exceed 0.65 (INT: 0.799, RES: 0.732, REM: 0,658). However, responsiveness and remuneration do not meet the recommended threshold (0.75). In short, respectively; trendiness, infotainment, and interaction activities except responsiveness and remuneration are significant enabling conditions of positive purchase intention. In contrast, remuneration and responsiveness activities do not seem to be enabling conditions of positive purchase intention (RES:0.732, REM: 0.658).

Table 27: Necessary Conditions (Outcome variable: PI)

	Consistency	Coverage
INT	0.799064*	0.916889
~INT	0.399474	0.803016
TRE	0.897715*	0.872739
~TRE	0.257705	0.757185
INFT	0.866159*	0.909305
~INFT	0.326966	0.785197
REM	0.658417	0.95043
~REM	0.546502	0.80819
RES	0.73197	0.931542
~RES	0.470358	0.806512
Note: “~Indicates the absence of a condition; *meets 0.75 consistency benchmark”		

Source: Developed by the researcher

On the other hand, as in credibility, the non-existence of interaction, infotainment, remuneration and responsiveness is necessary for causing negative purchase intention since they exceed the consistency threshold (0.75) which can be seen in table 28. In other words, SMMAAs without remuneration, responsiveness, interaction, and infotainment will lead to low levels of purchase intention. Especially, the non-existence of remuneration with a consistency value (0.907) exceeding 0.90 is always necessary to lead to negative purchase intention while the non-existence of responsiveness (0.854), and interaction (0.804) with the consistency value exceeding 0.80 are almost always necessary to lead to negative

purchase intention. Besides, the non-existence of infotainment with the consistency value (0.766), and trendiness with the consistency value (0.737) exceeding 0.65 are usually necessary to lead to a low level of purchase intention. However, trendiness is not considered significant since it does not meet the consistency threshold (0.75). As a result, it is important to avoid the non-existence of remuneration, responsiveness, interaction, and infotainment regarding consistency value as shown in table 28 since the non-existence of these variables leads to negative purchase intention. Moreover, presence of trendiness (0.776), and the presence of infotainment (0.758) meet the consistency threshold but these only explains 27.8% and 29.3% of social media users.

Table 28: Necessary Conditions (Outcome variable: ~PI)

	Consistency	Coverage
INT	0.734408	0.310925
~INT	0.80369*	0.596083
TRE	0.776019	0.278356
~TRE	0.645214	0.699463
INFT	0.757572	0.293439
~INFT	0.765853*	0.678585
REM	0.648463	0.345372
~REM	0.906928*	0.494854
RES	0.694161	0.325951
~RES	0.854208*	0.540417
Note: “~Indicates the absence of a condition; *meets 0.75 consistency benchmark”		

Source: Developed by the researcher

Table 29 and Table 30 below indicate combinations that allow us to identify particular sample cases that will produce a high or low level of purchase intention through SMMAs. For a high level of purchase intention, fsQCA analysis revealed the same configurations with the result of positive credibility sufficiency analysis. Table 29 indicates that models from c1 to c5 for positive purchase intention achieve the minimum consistency threshold (0.75). As table 29 below shows, for purchase intention, the solution consistency is 0.91, and the model explains 87 percent of the cases of positive purchase intention. Most importantly, solution 1 and solution 2 explain 83% and 59% of the airline’s social media users, respectively. To explain the solutions in more detail, solution 1 and solution 2 show that a high level of purchase intention exists when airline brands provide a high level of trendiness and infotainment or a high level of trendiness, infotainment, and remuneration. In addition, solution 3 shows a high level

of purchase intention exists when airline brands provide a high level of trendiness and a low level of interaction, remuneration, and responsiveness. Solution 3 explains 27% of the airline’s social media users. Moreover, solution 4 indicates that a high level of purchase intention is achieved when airline brands provide a high level of infotainment, remuneration, and responsiveness and the solution explains 26% of airline social media users. Finally, solution 5 demonstrates that a high level of purchase intention is achieved when there is a high level of interaction and a low level of the rest of the SMMAAs investigated in the study and the solution explains 17% of airline social media users.

Table 29: Sufficiency Analysis for (Outcome Variable: PI)

	C1	C2	C3	C4	C5
INT		●	○	○	●
TRE	●	●	●		○
INFT	●			●	○
REM		●	○	●	○
RES			○	●	○
Consistency	0.91	0.96	0.95	0.98	0.95
Raw coverage	0.83	0.59	0.27	0.26	0.17
Unique coverage	0.19	0.01	0.01	0.00	0.01
Solution coverage	0.87				
Solution consistency	0.91				
<i>Note: “The black circle indicates the presence of a condition; the empty circle indicates the absence. Frequency cut-off: 1 Consistency cut-off:0.95.”</i>					

Source: Developed by the researcher

On the other hand, Table 30 indicates that models from c1 to c4 for negative purchase intention achieve the minimum recommended consistency threshold of 0.75. As table 30 shows, the solution consistency is 0.75, and the model explains 58 percent of the cases of negative purchase intention. Solution 1 indicates that the existence of interaction and non-existence of trendiness, infotainment, remuneration, and responsiveness leads to negative purchase intention. Solution 1 explains 42% of airline social media users. Besides, solution 2 shows existence of trendiness and non-existence of interaction, infotainment, remuneration, and responsiveness leads to negative purchase intention and it explains 50% of airline social media users. Solution 3 shows that (the non-existence of infotainment and responsiveness) and

(the existence of interaction, trendiness, and remuneration) lead to negative brand purchase intention and it explains 46% of airline social media users. Solution 4 indicates that (the non-existence of interaction and trendiness) and (the existence of infotainment, remuneration, and responsiveness) lead to negative purchase intention and it explains 39% of airline social media users.

Table 30: Sufficiency Analysis for (Outcome Variable: ~PI)

	C1	C2	C3	C4
INT	●	○	●	○
TRE	○	●	●	○
INFT	○	○	○	●
REM	○	○	●	●
RES	○	○	○	●
Consistency	0.87	0.80	0.80	0.87
Raw coverage	0.42	0.50	0.46	0.39
Unique coverage	0.23	0.48	0.23	0.14
Solution coverage	0.58			
Solution consistency	0.75			
<p>Note: "The black circle indicates the presence of a condition; the empty circle indicates the absence. Frequency cut-off: 1 Consistency cut-off:0.80."</p>				

Source: Developed by the researcher

5.4 Summary of Hypothesis

Table 31 below represents whether the hypotheses are supported or not according to the results of our study.

Table 31: Summary of Hypothesis

	Hypothesis	Supported	Not Supported
H1.	Airline brand credibility positively affects customer purchase intention.	X	
H2.	Airline social media marketing activities (a. infotainment, b. interaction, c. trendiness, d. responsiveness e. remuneration) positively affect brand credibility.	X	
H2a	Infotainment is necessary for positive brand credibility.	X	
H2b.	Interaction is necessary for positive brand credibility.	X	
H2c	Trendiness is necessary for positive brand credibility.	X	
H2d	Responsiveness is necessary for positive brand credibility.		X
H2e	Remuneration is necessary for positive brand credibility.		X
H3.	Airline social media marketing activities (a. infotainment, b. interaction, c. trendiness, d. responsiveness e. remuneration) positively affect purchase intention.	X	
H3a	Infotainment is necessary for positive purchase intention.	X	
H3b.	Interaction is necessary for positive purchase intention.	X	
H3c	Trendiness is necessary for positive purchase intention.	X	
H3d	Responsiveness is necessary for positive purchase intention.		X
H3e	Remuneration is necessary for positive purchase intention.		X
H4.	Credibility mediates the relationship between airline social media marketing activities and purchase intention.	X	

6. DISCUSSION AND IMPLICATIONS

The discussion part, theoretical implications, and managerial implications will be stated in the following sections.

6.1 Discussion

The discussion part will explain the research findings and compares the findings with previous research stated in the literature part. The path model developed in this study aims to reveal the relationships among SMMAAs, brand credibility, and purchase intention based on signaling theory. The results of PLS-PM revealed that SMMAAs have an impact on brand credibility and purchase intention. Furthermore, brand credibility has a significant impact on purchase intention and acts as a partial mediator between SMMAAs and purchase intentions. Accordingly, fsQCA was used to illustrate the impact of each SMMAA independently and with its different combinations on brand credibility, which emerged as a critical factor to be achieved on airline social media platforms for positive customer behavior outcomes. It is important to note that there is no previous research investigating the impact of SMMAAs independently and with their different combinations on brand credibility in airline studies in Turkey.

The significance of credibility towards airline brands is critical. Studies found that airline brand credibility increases consumer purchase intention (Jeng 2016; Kao, Wang, and Farquhar 2020). Our study also revealed that brand credibility has a significant impact on purchase intention and acts as a partial mediator between SMMAAs and purchase intentions. According to Erdem and Swait (2004), brand credibility influences brand consideration and choice, which is consistent with this study. In addition, brand credibility has the potential to be the most significant of all brand attributes in affecting consumer choice (Spry, Pappu, Cornwell 2011). “The intention to purchase is also strongly correlated with trust” (Kim, Ko 2010), “which is a substantial element of brand credibility” (Keller 2013).

Our study confirmed that brand credibility needs to be attained in the airline industry. Sweeney and Swait (2008) underlined that brand credibility can be evaluated through marketing activities. Hence, a brand with strong credibility is able to diminish any obstacle pertaining to purchase intention by supplying clear and accessible information through social media and thus it enhances purchase intention (Consuegra et al. 2018). On the other hand, a customer can immediately share a favorable or negative experience with an airline brand on social media. This can potentially reach numerous social media users or followers and affect the public's perception of the company. To state it more clearly, any bad news about airline brands such as plane crashes, healthy issues, or passenger complaints could directly

influence sales of these brands negatively (Seo, Park 2018) because customers could avoid preferring to purchase services of these airlines due to lack of credibility which can spring from increased risk. Accordingly, in terms of credibility and adoption behavior, perception of risk is essential (Han et al., 2019). It is also important to emphasize that the perception of increased risk may originate from the extensive media attention given to accidents or crises related to airlines, such as the risk of technical malfunctions or health issues. To sum up, as the perception of risk increases, consumers can become less favorable toward the object (Harmon, Corney 1982). Similarly, lower risks associated with credible brands can increase consumer evaluations of brands (Aaker, 1991). Furthermore, it is important to highlight that a highly credible communicator facilitates the acceptance of the message (Harmon, Corney 1982). Therefore, airline brands should act proactively and benefit from SMMA in order to increase brand credibility and protect it from the impact of negative consumer-created content.

The appealing features and advantages of social media for airline brands and customers have led many researchers to investigate social media. There are considerable studies focusing on SMMA of airline brands (Seo, Park, Choi 2020; Lee, Park 2020; Seo, Park 2018) in the recent literature. Seo, Park, and Choi (2020) explored that personality characteristics, social characteristics, and information characteristics enhance the brand equity of airlines through e-WOM and trust. Lee and Park (2020) also found that the airline's successful networking marketing directly influences the airline's brand image and airline's brand attitude, and a good brand image forms a positive brand attitude for consumers which leads to purchase intention. Seo and Park (2018) discovered that SMMA have significant effects on brand awareness and brand image. They also found that brand awareness significantly affects commitment while brand image significantly influences e-WOM and commitment.

Taking these previous studies into account, our study also examined numerous SMMA in the airline industry. The findings of our study revealed that SMMA have an impact on brand credibility and purchase intention partially mediated by brand credibility as mentioned previously according to the result of PLS-PM analysis. Several studies also found that SMMA in general have an impact on purchase intention (Moslehpour et al. 2020; Laksamana 2018; Gautam, Sharma 2017; Kim, Ko 2010).

Furthermore, in addition to the existing literature, the impact of SMMA on brand credibility and purchase intention was examined independently through fsQCA in our study. Although hypotheses were developed regarding the presence of SMMA, with the help of fsQCA, the results also revealed what would happen in the case of the absence of each SMMA. It is important to note that analyzing the absence of SMMA may result in different outcomes, which will contribute to future studies, and this study illustrates how the presence and absence of the conditions should affect outcomes differently. The results revealed that while the presence of trendiness, infotainment, and interaction is necessary to build

positive brand credibility and positive purchase intention, the absence of remuneration, responsiveness, interaction, and infotainment is necessary to lead to negative brand credibility and negative purchase intention.

Firstly, the impact of trendiness is highest on brand credibility and purchase intention among SMMAs. Ebrahim (2019) also found that trendiness as a social media activity has a significant impact on brand trust, which is an important component of brand credibility as stated previously, in the telecommunications industry. Numerous studies also revealed that trendiness has a significant impact on brand equity (Kim, Ko 2012; Godey et al. 2016; Yadav, Rahman 2017; Seo, Park 2018). Additionally, the impact of trendiness on CBE (consumer-brand engagement) is significant in the smartphone industry (Cheung, Pires, Rosenberger 2020). Liu, Shin, and Burns (2021) also found that trendiness significantly increases customer engagement. Trendiness can improve credibility gradually as it might be perceived as a sign of relevance or popularity (Godey et al. 2016). This is based on the fact that being trendy can be linked to being up-to-date which can be regarded as a key aspect of trendiness. Yet, the non-existence of trendiness does not create a negative evaluation of brand credibility and purchase intention, and shows that there is an asymmetrical relationship. Even if an airline's social media account does not share trendy content, it can still be considered credible if it manages to create interaction among users, entertain and inform them, and act responsive to their queries.

Secondly, infotainment covering entertainment and informativeness has a significant effect on brand credibility and purchase intention. Furthermore, the non-existence of infotainment also leads to negative brand credibility and negative purchase intention. Thus, this indicates that there is a symmetric relationship, and both the presence and absence of this variable matter. In line with the result of the study, Lee and Park (2020) also found that entertainment has a positive effect on airline brand image and attitude in the airline industry. Arli (2017) demonstrated that entertainment has the strongest impact on consumers' attitudes toward a brand's social media. Besides, as stated previously, numerous studies also found that entertainment is one of the significant elements of social media and has a significant impact on brand equity (Kim, Ko 2012; Godey et al. 2016; Seo, Park 2018). Moreover, Arli (2017) found that informativeness has a significant impact on attitudes toward a brand's social media. In addition, Yadav and Rahman (2017) found that informativeness has a significant impact on brand equity and intention in the e-commerce industry. Another study revealed that the informational strengths of social media have a substantial impact on e-WOM in the airline industry and the more favorable e-WOM the airline brand has, the more trustworthy it becomes (Seo, Park, Choi 2020). In addition, influencers' credibility, along with their postings' informative and entertaining value, have a favorable impact on followers' trust in influencer-generated branded content (Lou, Yuan 2019).

On the other hand, it is important to note that presence of trendiness (0.776) and the presence of infotainment (0.758) meet the consistency threshold for negative purchase intention but these only explain 27.8% and 29.3% of social media users. Thus, trendiness and infotainment may not always be a solid predictor of purchase intention. This can be because of the fact that the activities taken intensely by brands could be perceived by some customers as only promotional campaigns. Sometimes a service or notion becomes trendy not because it is useful yet because it is being actively advertised or promoted. Wijayaa et al. (2021) found that trendiness has insignificant effects on purchase intentions in the smartphone industry. On the other hand, there are also some studies that found insignificance of entertainment and informativeness on brand engagement. Cheung, Pires, and Rosenberger (2020) found that the impact of entertainment on consumer-brand engagement (CBE) is negative and not significant in the smartphone industry. In addition, Wang, Cao, and Park (2019) also found that the entertainment experience is not significant on brand community commitment. Another study by Wang, Cao, and Park (2019) also revealed that information experience is not significant in brand community commitment.

Interaction is another significant activity among SMMAs that leads to positive brand credibility and purchase intention. Moreover, the absence of interaction also leads to negative brand credibility and negative purchase intention. These results illustrate that a symmetric relationship exists which means both the presence and absence of this variable matter. Numerous studies revealed that interaction has significant impacts on brand equity (Kim, Ko 2012; Godey et al. 2016; Yadav, Rahman 2017; Seo, Park 2018), and airline brand image and intention to purchase (Lee and Park 2020). These studies support our findings. However, there are also some studies that demonstrate the insignificant impact of interaction on consumer behavior. For instance, Yee et al. (2021) found that interaction is not a significant dimension among social media marketing elements on brand loyalty, brand trust, and attitude in the cinema industry. In addition, interactivity on social media is not significant for commitment, intimacy, and satisfaction but significant for partner quality (Karampela, 2020). Furthermore, interaction has no significant effect on purchase intentions in the smartphone industry (Wijayaa et al. 2021).

Responsiveness does not have an impact on brand credibility and purchase intention according to the results of the study. Nevertheless, it is important to highlight that the absence of responsiveness highly leads to negative brand credibility and negative purchase intention. These outcomes show that there is an asymmetrical relationship. Besides, these outcomes can be clarified by the fact that airline followers might hold the belief that responsiveness must be already provided by airline brands through social media. Karampela (2020) found that responsiveness is significant for commitment while not significant for intimacy, satisfaction, and partner quality. On the other hand, Agnihotri et al. (2016) found that a salesperson's responsiveness to customers will positively influence customers' satisfaction with the

salesperson. Another study by Yang et al. (2016) revealed that responsiveness as a social media element increases click-through rate and conversion rate. Besides, it is important to emphasize that some studies found that responsiveness has a significant impact on brand trust (Esmailpour, Sayadi, Mirzaei 2017; Zehir et al. 2011) and trust is a significant component of brand credibility as stated previously. To prevent consumers from further building mistrust or adverse attitudes toward the brand, organizations should consistently respond to negative feedback or comments as opposed to simply eliminating rumors (Zhang et al. 2018).

Finally, remuneration does not have an impact on brand credibility and purchase intention according to the result of fsQCA. Nevertheless, the non-existence of remuneration is the most adversely affecting variable that leads to negative brand credibility and negative purchase intention among SMMAAs although its presence does not have an impact on credibility and intention. Therefore, an asymmetrical relationship exists. It is known that airline brands usually provide followers with remunerative content. To exemplify, as observed through their social media accounts while Turkish Airlines generally provides their followers with content pertaining to the advantages of Miles&Smiles and its campaigns, Pegasus generally introduces its discounts concerning their flights or its gift card. Thus, remunerative content is taken for granted in the airline industry and if an airline does not provide incentives or campaigns, the customers may think that the brand does not fulfill its expected promise and feel that it is not credible. Moreover, Piehler et al. (2019) revealed that remuneration does not influence consumer behavior but influences contributing and creating behaviors. On the other hand, Irshad et al. (2020) discovered that remuneration motive affects both trust and intention to purchase.

Apart from these, the outcomes also demonstrate sufficient conditions that can influence both positive and negative assessments of brand credibility. Airline studies should consider a combination of variables that enable or damage the positive evaluation of airline brand credibility and purchase intention. The study proposed five configurations for positive brand credibility and purchase intention. One of these configurations suggested a combination of the presence of infotainment and trendiness while the other one suggested the presence of trendiness, infotainment, and remuneration. The third one suggested the presence of trendiness and the absence of interaction, remuneration, and responsiveness while the fourth one suggested the presence of infotainment, remuneration, and responsiveness. Finally, the last one suggested the presence of interaction and the absence of the rest of the SMMAAs. On the other hand, the study proposed two configurations for negative brand credibility and four configurations for negative purchase intention.

The most important outcome of sufficiency analysis is that while the presence of trendiness and infotainment explains 84% of airline social media users, the presence of trendiness, infotainment, and

remuneration explains 57% of airline social media users, for positive brand credibility. Furthermore, in terms of purchase intention, the presence of trendiness and infotainment explains 83% of airline social media users and also the presence of trendiness, infotainment, and remuneration explains 59% of airline social media users. The proportion of these combinations highlights the importance of these variables because they represent the coverage of the best option. Therefore, trendiness and infotainment especially play a highly significant role in establishing brand credibility and leading to purchase intention.

6.2 Theoretical Implications

Our results showed that SMMAAs have a significant impact on brand credibility and purchase intention, and brand credibility also partially mediates the relationship between SMMAAs and purchase intentions based on signaling theory. The significance and contribution of the results of the study to theory are multiple. First, the results prove that the signaling theory can be effectively applied in social media marketing studies, supporting its use in social media marketing literature. The impact of SMMAAs on airline brand credibility was highly significant, and SMMAAs played the role of signals in this relationship. These results added to the extant literature on the outcomes of SMMAAs in the airline industry, by highlighting their importance on credibility. Furthermore, the impact of SMMAAs analyzed through fsQCA addressed the gap in the airline SMMAAs literature by examining how the absence and presence of social media activities independently influence brand credibility and intention to purchase and what casual patterns of factors lead to negative credibility and negative purchase intention through SMMAAs. Finally, the results also contributed to the general social media marketing literature by providing insights from the airline industry.

6.3 Managerial Implications

Brand credibility plays a significant role to build purchase intention and partially mediates the relationship between purchase intention and SMMAAs. On the other hand, with the advanced development of social media, brands have been effectively using social media platforms benefiting from different SMMAAs to reach potential followers in order to build strong relationships and brand credibility. As a result of our study, trendiness, infotainment (covering the concepts of entertainment and informativeness) and interaction play a significant role to build positive brand credibility and purchase intention in the airline industry. Therefore, airline brands should pay attention to providing customers with trendy, entertaining, and informative social media content and give importance to interaction to build positive brand credibility and intention to purchase. Customers always look for trendy content and the newest information. Providing trendy content or the newest information makes

customers find the brand more credible and customers can feel more engaged with the brand as it makes customers feel that the brand is highly interested in its social media accounts and followers. To make followers engage in trendy content, industry trends and hot topics should be followed by brands so they may take advantage of them to share relevant content. For example, in recent years, airline brands started to give magnificent air views or unique viewpoints of destinations that are trendy at the time. Furthermore, customers also seek informative content to know more about services that they would like to buy and while seeking informative content, they would like to have fun through entertaining themes. It is important to emphasize that infotainment is an important concept that should not be underestimated by organizations. In today's world, just giving information does not attract the attention of users on social media. For this reason, organizations ensure to design informational content with entertaining themes and present it to the users. Besides, providing informative content with fun makes customers more willing to develop credibility towards brands. To achieve this, they can implement many activities or strategies. For instance, airline brands can share photos and videos of their services being offered on a flight such as meals or beverages services as well as the moments that pilots and cabin crews preparing for a trip since social media users could enjoy seeing inside the operations of an airline brand which can be also considered as a trendy content. They can also share other aspects or benefits of the airline traveling such as travel tips and pleasing destination suggestions to illustrate that they are in the business of assisting people in traveling. In addition, airline social media accounts can share posts or stories showing new routes that they are adding to their schedules in an entertaining and informative way such as uploading attractive reels through Instagram which is also trendy in recent years. This is because of the fact that passengers wishing to discover particular cities and desire to know whether their favorite airline provides passengers with those flights may find this type of content to be quite practical and useful. By doing such activities, they can illustrate that they can provide information in an entertaining and intriguing way. Furthermore, another type of informative content that could be successful for an airline company on social media is information about the company's safety and health protocols. A previous study by Garaus and Hudakova (2022) indicates that measures taken to minimize passenger risk perception need to be communicated to increase purchase intention mediated by trust. During the Covid-19 pandemic time, many travelers have been looking for information about what measures airlines are taking to protect passengers from the spread of the virus. Although the severe impacts of the pandemic crisis on the airline industry have been diminishing, future health-related problems could arise and affect the airline industry negatively. Therefore, an airline can use social media to share information about its cleaning and sanitization procedures, as well as any policies it has put in place to make sure that passengers feel safe and not to be affected as in the Covid-19 pandemic.

Besides, airline brands can use hashtags while posting social media videos or pictures in order to make it accessible for followers to discover their content and interact through comments or responses below posts. An airline can establish credibility and foster public trust by transparently communicating with customers on social media and allowing them to interact with one another. Airline brands can also share customer stories and recommendations which can be a great way to engage their social media users since consumers like hearing about other people's experiences. Moreover, influencers who have traveled on their airline or had exceptionally remarkable experiences might be the subjects of their stories or reels because influencers reach millions of people who may wish to experience airline brands to discover the world. In conclusion, interaction between customers and brands can foster a sense of belonging and can help them come off as more approachable and credible.

On the other hand, customers are impatient about their requests or complaints and expect a quick response to their questions or solution to their complaints, especially in the airline industry. To meet this increasing demand from customers, brands should be responsive as much as possible to not to lead negative brand credibility and negative purchase intention. An airline can show the public that it values its customers and is positioned to address any problems by responding to complaints made by followers on social media. Consequently, it can undermine an airline's credibility if it is indifferent to or dismissive of customer complaints on social media.

In addition, remunerative activities are taken for granted in the airline industry as is responsiveness. Airline brands should not hesitate to provide incentives or campaigns in order not to lead to negative brand credibility and negative purchase intention since customers may feel that the brand does not fulfill its expected promise. The airline could use social media to offer promotions or discounts. This could include limited-time offers on tickets or special deals for travelers who book a certain number of flights or flights to multiple destinations. An airline could present a loyalty program or any other benefits it offers to frequent flyers through social media. Airline brands could also run an online contest to win a free trip or other prizes, or offer small gifts to their followers on a regular basis. These can be great ways to meet customers' expectations.

7. CONCLUSION

Our study reveals the importance of building strong credibility with consumers through airline social media marketing. SMMAAs have a significant impact on airline brand credibility and have an impact on purchase intention. Moreover, brand credibility is significant and acts as a partial mediator between SMMAAs and purchase intention in the airline industry in Turkey. To conclude, SMMAAs should be utilized to improve airline brand credibility and purchase intention.

Furthermore, although hypotheses were developed regarding the presence of SMMAAs, it is important to highlight that analyzing the absence of SMMAAs may result in different outcomes and this study illustrates how the presence and absence of the conditions affect outcomes differently. According to fsQCA findings, the presence of trendiness, infotainment, and interaction leads to positive brand credibility and positive purchase intention whereas the absence of remuneration, responsiveness, interaction, and infotainment leads to negative brand credibility and negative purchase intention.

To sum up, our study brings out a solid understanding of the relationship between SMMAAs, brand credibility, and purchase intention.

8. LIMITATIONS & FUTURE STUDIES

The study has its limitations. The study only focused on SMMAAs of airline brands and was conducted in Turkey. Since it only focuses on airline brands, the results may differ in other fields. Also, respondents answer questions taking Turkish brands into account especially focusing on Turkish Airlines as most of the respondents follow Turkish Airlines. This means that since the usage strategies of SMMAAs of brands might differ from other brands in the world, the outcomes may differ. To exemplify, while a brand highly focuses on providing remunerative content through its account, another brand may find providing remunerative content is not a good strategy for their brand depending on their marketing, image, and pricing strategies. One brand may focus on high-end customers with exclusive costs, one may focus on low-end customers with low-cost strategies. Therefore, different locations and strategies of brands might cause different results.

Furthermore, there is no limitation to the age groups in the research. The study might have given different results if there were limitations regarding age groups.

Besides, this study merely focuses on social media dimensions from customer-to-business perspectives but not focusing on customer-to-customer perspectives. For this reason, one important social media marketing dimension, which is e-WOM, was not analyzed in this study. Future studies can also investigate e-WOM in addition to other social media marketing dimensions. Additionally, responsiveness and remuneration activities can be examined more thoroughly considering other fields and dimensions to comprehend widely how it affects the credibility of brands and customers' inclination towards brands.

To sum up, future studies taking these limitations into account can provide useful information for airlines as well as marketers in other fields looking for solutions for their social media marketing strategy and decision-making.

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10. APPENDIX

Appendix 1 - Questionnaire

Havayolu Sektöründe Sosyal Medya Pazarlama Aktivitelerinin, Marka Güvenilirliği ve Müşterilerin Satın Alma Niyetine Etkisi

Sayın Katılımcı,

Bu anket formu, havayolu sektöründe sosyal medya pazarlama aktivitelerinin; marka güvenilirliği ve satın alma niyetine etkisini ölçmek amacıyla hazırlanılmıştır. Çalışma, “Marmara Üniversitesi Sosyal Bilimler Enstitüsü, Üretim Yönetimi ve Pazarlama Bölümü” tez çalışmasıdır. Aşağıdaki soruları, takip ettiğiniz bir havayolu markasının sosyal medya pazarlama aktivitelerini göz önünde bulundurarak cevaplayınız.

Soruların hiçbirinin doğru cevabı bulunmamaktadır. Yanıtlarınız, anonim olarak yalnızca bilimsel çalışma amacıyla kullanılacaktır. Sonuçların geçerliliği, soruları ve yanıtları dikkatlice okuyup, size en uygun gelen yanıtı vermenize bağlıdır.

Zaman ayırdığınız ve katkı sağladığınız için teşekkür ederim.

The Effects of Social Media Marketing Activities on Brand Credibility and Purchase Intention in The Airline Industry

Dear Participant,

This questionnaire was prepared to measure the impact of airline social media marketing activities on brand credibility and purchase intention. The study is the thesis of “Marmara University Institute of Social Sciences, Production Management and Marketing Department”. Please, answer the following questions by considering the social media marketing activities of an airline brand you follow. None of the questions have a correct answer. Your answers will be used anonymously for only scientific study purposes. The validity of the results depends on your careful reading of the questions and the answer that suits you best.

Thank you for your time and contribution.

1. Sosyal medya hesabınız var mı? (Do you have a social media account?) (Instagram, Facebook, Twitter, YouTube, LinkedIn)

- Evet (Yes)
- Hayır (No)

2. Sosyal medya üzerinden havayolu şirketlerini takip ediyor musunuz? (Do you follow airline brands through social media?)

- Evet (Yes)
- Hayır (No)

3. Ne kadar yıldır sosyal medyada yer alıyorsunuz? (How many years have you been on social media?)

4. Hangi sosyal medya uygulamalarını kullanıyorsunuz? (Which social media applications do you use?)

- Instagram
- Facebook
- Twitter
- YouTube
- LinkedIn
- Snapchat
- Pinterest
- TikTok
- Tumblr
- Diğer (Other): _____

5. Hangi sosyal medya uygulamalarından havayolu markalarını takip ediyorsunuz? (Which social media applications do you follow airline brands through?)

- Instagram
- Facebook
- Twitter
- YouTube
- LinkedIn
- Diğer (Other): _____

6. Sosyal medya üzerinden hangi havayolu şirketini veya şirketlerini takip * ediyorsunuz? (Which airline brands do you follow through social media?)

7. Daha önce belirttiğiniz ve sosyal medyada takip ettiğiniz havayolu şirketlerinden birini seçerek, aşağıda belirtiniz. (Choose one of the airline companies you have mentioned before and follow on social media, and specify it below.)

8. Aşağıda yer alan ifadelere katılma derecenizi seçtiğiniz havayolu markasını göz önünde bulundurarak ve size en yakın gelen seçeneğe göre cevaplandırınız. (Please answer the level of your agreement with the statements below, considering the airline brand you have chosen and according to the option that is closest to you.)

	Kesinlikle Katılmıyorum (Strongly Disagree)	Katılmıyorum (Disagree)	Ne Katılıyorum Ne Katılmıyorum (Neither Agree nor Disagree)	Katılıyorum (Agree)	Kesinlikle Katılıyorum (Strongly Agree)
Bu markanın sosyal medya hesabında diğer kişilerle bilgi alışverişinde bulunmak mümkündür.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya hesabı, başkalarıyla sohbet etmeme veya fikir alışverişinde bulunmama olanak sağlar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya hesabı aracılığıyla görüşlerimi kolaylıkla paylaşırım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bu markanın sosyal medya içeriği, güncel bilgiler içerir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya hesabını takip etmek/kullanmak çok modadır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya hesabını takip etmek/kullanmak eğlencelidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya içeriği, ilgi çekicidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya hesabı, iyi bir ürün bilgi kaynağıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın sosyal medya hesabı, amaca uygun bilgiler sağlar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bu markanın sosyal medya hesabı, şirketin hizmetleri hakkında bilgilendiricidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, sosyal medya hesabı üzerinden indirim veya kupon gibi teşvik edici hediyeler sağlar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, sosyal medya hesabı üzerinden ödülleri verir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, sosyal medya hesabı üzerinden diğer markaların sunmadığı avantajları sunar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, sosyal medya hesabı üzerinden özel taleplere cevap vermek için her zaman müsaittir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sosyal medya üzerinden her zaman markaya ulaşılabilir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, sosyal medya üzerinden yapılan gönderilere veya yorumlara her zaman cevap verir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, bana yetkin ve ne yaptığını bilen bir marka izlenimi verir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, vaat ettiklerini yerine getirir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markanın hizmetleriyle ilgili iddiaları inandırıcıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zaman içinde bu markayla deneyimlerim,verdiği sözü tam olarak yerine getireceğini düşünmemi sağladı.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bu marka, güvenilir bir isimdir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu marka, olmadığı bir markaymış gibi davranmaz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markadan yakın zamanda kesinlikle hizmet satın alacağım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markadan yakın zamanda hizmet satın alma niyetindeyim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markadan yakın zamanda hizmet satın alma ihtimalim yüksektir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bu markadan yakın zamanda hizmet satın almayı düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

English translations of items and original items with sources can be found through Appendix 2.

9) Kaç yaşındasınız? (How old are you?)

10) Cinsiyetiniz nedir? (What is your gender?)

- Kadın
- Erkek
- Diğer
- Belirtmek İstemiyorum

11) Medeni durumunuz nedir? (What is your marital status?)

- Bekar
- Evli

12) Eğitim durumunuz nedir? (What is your education level?)

- İlköğretim
- Lise
- Lisans Öğrencisi
- Lisans Mezunu
- Yüksek Lisans Öğrencisi
- Yüksek Lisans Mezunu
- Doktora Öğrencisi
- Doktora Mezunu

13) Çalışma durumunuz nedir? (What is your working status?)

- Çalışıyorum (Employed)
- Çalışmıyorum (Unemployed)
- Öğrenci (Student)

Emekli (Retired)

Appendix 2 - Table of Items

Variables	Items(Turkish)	Retranslate	Original Items	Source
Interaction	Bu markanın sosyal medya hesabında diğer kişilerle bilgi alışverişinde bulunmak mümkündür.	Information-sharing with others is possible on the social media account of this brand.	“X brand's social media enables information-sharing with others.”	(Kim, Ko 2012)
Interaction	Bu markanın sosyal medya hesabı, başkalarıyla sohbet etmeme veya fikir alışverişinde bulunmama olanak sağlar.	It is possible to have a conversation or exchange opinions with others through the social media account of this brand.	“Conversation or opinion exchange with others is possible through X brand's social media.”	(Kim, Ko 2012)
Interaction	Bu markanın sosyal medya hesabı aracılığıyla görüşlerimi kolaylıkla paylaşıyorum.	It is easy to share my opinion through this brand's social media.	“It is easy to provide my opinion through X brand's social media.”	(Kim, Ko 2012)
Trendiness	Bu markanın sosyal medya içeriği, güncel bilgiler içerir.	Content of this brand' social media includes the newest information.	“Content of X brand's social media is the newest information.”	(Kim, Ko 2012)
Trendiness	Bu markanın sosyal medya hesabını takip etmek/kullanmak çok modadır.	Following or using this brand's social media account is very trendy.	“Using X brand's social media is very trendy.”	(Kim, Ko 2012)
Infotainment (Entertainment)	Bu markanın sosyal medya hesabını takip	Using or following this brand's social	“Using X brand's social media is fun.”	(Kim, Ko 2012)

	etmek/kullanmak eğlencelidir.	media account is fun.		
Infotainment (Entertainment)	Bu markanın sosyal medya içeriği, ilgi çekicidir.	Content of this brand's social media is interesting.	“Content of X brand's social media seems interesting.”	(Kim, Ko 2012)
Infotainment (Informativeness)	Bu markanın sosyal medya hesabı, iyi bir ürün bilgi kaynağıdır.	Social media account of this brand is a good source of product information.	“Social media are good sources of product information.”	(Arli 2017)
Infotainment (Informativeness)	Bu markanın sosyal medya hesabı, amaca uygun bilgiler sağlar.	Social media account of this brand supplies relevant information.	“Social media supplies relevant information.”	(Arli 2017)
Infotainment (Informativeness)	Bu markanın sosyal medya hesabı, şirketin hizmetleri hakkında bilgilendiricidir.	Social media account of this brand is informative about its services.	“Social media are informative about the company’s products.”	(Arli 2017)
Remuneration	Bu marka, sosyal medya hesabı üzerinden indirim veya kupon gibi teşvik edici hediyeler sağlar.	This brand provides incentives such as (coupons or discounts) through its social media account.	“I receive incentives (e.g. vouchers, coupons, discounts) from the brand page of [BRAND].”	(Piehler et al. 2019)
Remuneration	Bu marka, sosyal medya hesabı üzerinden ödülleri verir.	This brand gives rewards through its social media account.	“I receive a reward from the brand page of [BRAND].”	(Piehler et al. 2019)
Remuneration	Bu marka, sosyal medya hesabı üzerinden diğer markaların sunmadığı avantajları sunar.	This brand offers advantages that other brands do not offer through its social media account.	“The brand page of [BRAND] offers me advantages that others do not have.”	(Piehler et al. 2019)



Responsiveness	Bu marka, sosyal medya hesabı üzerinden özel taleplere cevap vermek için her zaman müsaittir.	This brand is always available to respond to special requests through its social media account.	“Supplier X is never too busy to respond to special requests on social media.”	(Agnihotri et al. 2016)
Responsiveness	Sosyal medya üzerinden her zaman markaya ulaşılabilir.	The brand can be always accessible through social media.	“If I need something important, I am always able to reach supplier X on social media.”	(Agnihotri et al. 2016)
Responsiveness	Bu marka, sosyal medya üzerinden yapılan gönderilere veya yorumlara her zaman cevap verir.	This brand always responds to posts or comments on social media.	“Supplier X always responds to social media posts/messages promptly, if originally not available.”	(Agnihotri et al. 2016)
Brand Credibility	Bu marka, bana yetkin ve ne yaptığını bilen bir marka izlenimi verir.	This brand reminds me of some brand who is competent and knows what they are doing.	“This brand reminds me of some brand who is competent and knows what they are doing.”	(Erdem, Swait 2004)
Brand Credibility	Bu marka, vaat ettiklerini yerine getirir.	This brand delivers what it promises.	“This brand delivers what it promises.”	(Erdem, Swait 2004)
Brand Credibility	Bu markanın hizmetleriyle ilgili iddiaları inandırıcıdır.	This brand’s service claims are believable.	“This brand’s product claims are believable.”	(Erdem, Swait 2004)

Brand Credibility	Zaman içinde bu markayla deneyimlerim,verdiği sözü tam olarak yerine getireceğini düşünmemi sağladı.	Over time, my experiences with this brand have led me to expect it to keep its promises fully.	“Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less.”	(Erdem, Swait 2004)
Brand Credibility	Bu marka, güvenilir bir isimdir.	This brand has a name you can trust.	“This brand has a name you can trust.”	(Erdem, Swait 2004)
Brand Credibility	Bu marka, olmadığı bir markaymış gibi davranmaz.	This brand doesn't pretend to be something it isn't.	“This brand doesn't pretend to be something it isn't.”	(Erdem, Swait 2004)
Purchase Intention	Bu markadan yakın zamanda kesinlikle hizmet satın alacağım.	I will definitely buy services from this brand in the near future.	“I will definitely buy products from this company in the near future.”	(Arli 2017)
Purchase Intention	Bu markadan yakın zamanda hizmet satın alma niyetindeyim.	I intend to buy services from this brand in the near future.	“I intend to purchase products from this company in the near future.”	(Arli 2017)
Purchase Intention	Bu markadan yakın zamanda hizmet satın alma ihtimalim yüksektir.	It is likely that I will buy services from this brand in the near future.	“It is likely that I will purchase products from this company in the near future.”	(Arli 2017)
Purchase Intention	Bu markadan yakın zamanda hizmet satın almayı düşünüyorum.	I expect to buy services from this brand in the near future.	“I expect to purchase products from this company in the near future.”	(Arli 2017)