

The Role of Brand Attitude in Relationship Between Consumer Perceptions Towards Social Media Ads and E-Loyalty

Özgür KAYAPINAR

Namık Kemal University
Saray Vocational School
Tekirdağ, Turkey

orcid.org/0000-0002-2003-5863
okayapinar@nku.edu.tr

Pınar YÜRÜK KAYAPINAR

Namık Kemal University
Saray Vocational School
Tekirdağ, Turkey

orcid.org/0000-0002-7460-6465
pyuruk@nku.edu.tr

Özlem TAN

Namık Kemal University
Saray Vocational School
Tekirdağ, Turkey

orcid.org/0000-0002-6292-1054
otan@nku.edu.tr

Extensive Summary

Introduction

It's only been 25 years since Tim Berners-Lee made the 'World Wide Web' available to the public, but in that time, the internet has already become an integral part of everyday life for most of the world's population (wearesocial.com). With the widespread use of the Internet and the rapid development of digital technologies in our lives, the habits of individuals to communicate, connect with other people or businesses have changed. This has resulted in differentiation of consumers' preferences and purchasing patterns, making social media, one of the new communication technologies, more widely available. Social media are online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content. They take a variety of forms, including weblogs, social blogs, microblogging, wikis, podcasts, pictures, video, rating and social bookmarking (Kim and Ko, 2012).

The growing needs of consumers have led them to use social media more actively as their changing preferences have led to the use of social media by businesses that have noticed this and have searched for ways to present business products and services through social media. Social media is the new buzz area in marketing that consumers and businesses are utilizing to engage, communicate, and build relationships with each other. (Dateling and Bick, 2013). Businesses that have started to use social media as an advertising medium have started to bring their products and services to consumers through social media.

Consumers have to get instant access to products and services, purchase products or services effortlessly, exchange ideas more frequently with their environment through social media, get instant feedback from consumers via social media and increase the usage rate of social media by using instant communication with consumers. Consumers use social media and make purchases through social media to create perceptions of businesses that produce their products and services. This perception of both the business and the products and services offered by the businesses affects and shapes the future behavior of consumers. For this reason, the perception and image that the enterprises leave through the social media is very important. Recently, the use of social media by businesses and consumers has increased the amount of research and studies on this subject. Therefore, this study examines consumer perceptions of social media ads, investigates whether these perceptions have an impact on e-loyalty, and if there is any impact on this situation what role they play in attitude toward the brand.

Methodology

In this study, the relationship between consumer perceptions towards social media ads and e-loyalty was measured, the role of brand attitude has been examined this relationship. For this aim, consumer perceptions towards social media ads (information seeking, entertainment, credibility, economy and value corruption) scale of Wang et al. (2009) with 15 items, brand attitude scale of Wu et al. (2008) with 3 items and e-loyalty scale of Anderson and Srinivasan (2003) with 7 items were used to create this scale. The questionnaire is composed of two sections. In the first section, there are questions regarding to participants' demographic characteristics; in the second section scale items related to dependent and independent variables are presented. The data was collected by using the face-to-face questionnaire. The sample for this study was 876 consumer in Tekirdağ. The questionnaire items were scored on a five point Likert-type scale from 1: Strongly Disagree to 5: Strongly Agree.

Research Model and Hypotheses

H₁: Consumer perceptions towards social media ads have a direct effect on brand attitude.

H_{1a}: Entertainment has a direct effect on brand attitude.

H_{1b}: Information seeking has a direct effect on brand attitude.

H_{1c}: Credibility has a direct effect on brand attitude.

H₂: Consumer perceptions towards social media ads have a direct effect on e-loyalty.

H_{2a}: Entertainment has a direct effect on e-loyalty.

H_{2b}: Information seeking has a direct effect on e-loyalty.

H_{2c}: Credibility has a direct effect on e-loyalty.

H₃: Brand attitude has a direct effect on e-loyalty.

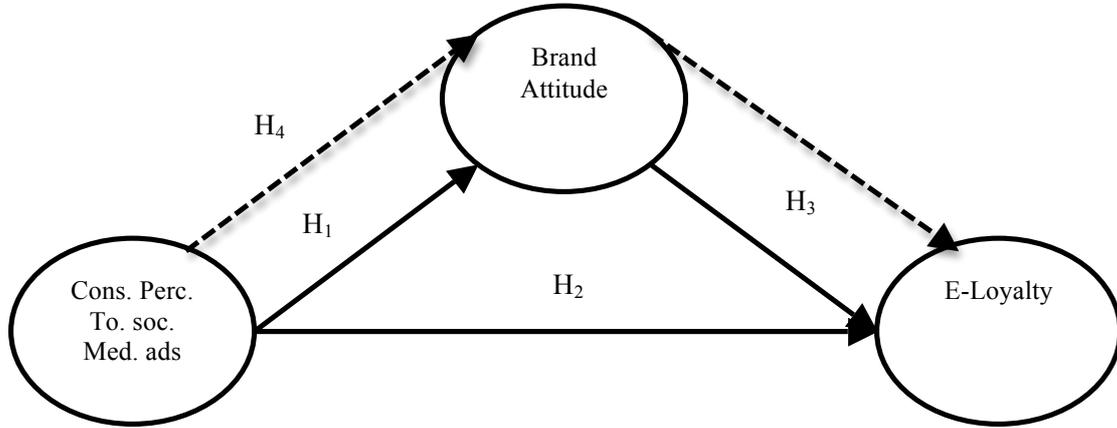
H₄: Consumer perceptions towards social media ads have an indirect effect on e-loyalty through brand attitude.

H_{4a}: Entertainment has an indirect effect on e-loyalty through brand attitude.

H_{4b}: Information seeking has an indirect effect on e-loyalty through brand attitude.

H_{4c}: Credibility has an indirect effect on e-loyalty through brand attitude.

Based on the hypotheses drawn for the purpose of the study, a model was created as in Fig. 1.



Findings

The questionnaire results were assessed in light of the information obtained from the literature, and the statistical analyses were realized by using SPSS 23.0 and LISREL 9.30 packaged software. Before testing the proposed relationships between factors, the data set is used to derive factor model by EFA (Exploratory Factor Analysis) and subsequently test this model by CFA (Confirmatory Factor Analysis). According to EFA, which measures consumers perceptions towards social media ads, scale that was previously measured under five dimensions, in Turkey they are collected three dimensions (entertainment, information seeking and credibility). Factor loading, eigenvalue, AVE (Average Variance Extracted), validity and reliability values, goodness of fit indexes, skewness and kurtosis values are measured. All values are between desired values. So, all of these values are displayed at desired values mean that the research model is ready for Structural Equation Modelling (SEM).

In order to be significant for the t values and to accepted the hypotheses in YEM, values should not be within ± 1.96 at the significance level of 0.05. (Schumacker and Lomax, 2010). When t values are examined, it seen that all values are found to be outside of ± 1.96 at the significance level of 0.05, the great majority of hypotheses are accepted.

Entertaninment and information seeking have a direct effects on brand attitude. But credibility has not. Entertaninment, information seeking and credibility have a direct effects on e-loyalty. Entertaninment and information seeking have an indirect effects on e-loyalty through brand attitude. But, credibility has not.

Conclusion

Social media, which is increasingly used together with today's developing technology, making to easier for individuals to move from where they are to the consumer and changed the lifestyles of them. The changes in the way individuals

communicate, the increase in the time spent by consumers in the social media, has caused the businesses to conduct social media reviews, ensuring that individuals go through social media to become consumers. The increase in the importance of social media to businesses and consumers, has provided and enhanced the work on this issue.

According to the results, no matter how much entertainment and information seeking the consumers find on social media, they have a positive attitude towards the brand of the product or service being advertised. Even if consumers find social media ads safe or do not find it, this does not affect the attitude towards the brand in any way. The attitude developed for a brand of product in social media affects consumer behavior on that product. If the attitude toward the brand is positive, consumers will be involved in the behavior of buying the product again in the future.

The results obtained from the research are valid for the universe of the this study. For this reason, if the study is carry out at different times, different universe and consumers with different socio-demographic characteristics, the results will be also different. This situation will also provide the development of the subject. The use of social media and its rapid dissemination, it also encourages research on this issue using different variables. These studies for social media ads are a guide to how businesses should behave in social media ads. For this reason should be given correct information at social media ads, they should entertain the consumers and they must build trust for them. So, social media ads will change and shape consumer behavior directly. In addition to the previous work on this subject, it is thought that this work will be a source for future studies and will support the literature.