

The Effect of Consumer Beliefs and Attitudes towards Social Media and Television Advertising on Purchase Intentions: A Comparative Analysis

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Abstract

The purposes of this study are to determine the consumer beliefs of social media and television advertising, to examine the effect of these beliefs on attitudes and the effect of attitudes on purchase intentions and to compare the resulting effects. Convenience sampling method was used and a total of 401 people were reached. In the analysis descriptive analysis, reliability analysis, confirmatory factor analysis, and structural equation modeling were used. As a result of the data analysis, it was found that consumer beliefs of both social media advertising and television advertising partially affected attitudes and that attitudes also affected purchase intention. The credibility dimension constituting consumer beliefs affected attitudes towards television advertising but did not affect attitudes towards social media advertising; Similarly, the information dimension affected attitudes towards social media advertising but did not affect attitudes towards television advertising. When the effects of the three dimensions (entertainment, economy, value corruption) that create common beliefs for both social media and television advertising were examined, it was seen that the belief dimensions for social media advertising affect attitudes more than the belief dimensions for television advertising. The degree of influence of attitudes towards social media and television advertising on purchase intentions also changed.

Keywords: Social Media Advertising, Television Advertising, Consumer Beliefs, Attitude, Purchase Intentions.

Sosyal Medya ve Televizyon Reklamlarına Yönelik Tüketici İnanç ve Tutumlarının Satın Alma Niyetine Etkisi: Karşılaştırmalı Bir Analiz

Özet

Reklamlara yönelik tüketici inançlarının tespit edilmesi, bu inançların tutuma etkisi, tutumun da satın alma niyetine etkisini incelemek ve ortaya çıkan etkileri karşılaştırmak çalışmanın

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amacıdır. Sosyal medya platformlarını aktif bir şekilde kullanan ve televizyon izleyen kişileri temsil etmesi için kolayda örnekleme yöntemi tercih edilmiş ve toplamda 401 kişiye ulaşılmıştır. Yapılan analizlerde betimleyici analizler, güvenilirlik analizleri, doğrulayıcı faktör analizi ve yapısal eşitlik modellemesi kullanılmıştır. Verilerin analizi sonucunda, hem sosyal medya reklamlarına hem de televizyon reklamlarına yönelik tüketici inançlarının tutumları kısmen etkilediği, tutumların da satın alma niyetine etki ettiği ortaya çıkmıştır. Tüketici inançlarını oluşturan güvenilirlik boyutu televizyon reklamlarına yönelik tutumları etkilerken sosyal medya reklamlarına yönelik tutumlara etki etmemiştir; aynı şekilde bilgi vericilik boyutu sosyal medya reklamlarına yönelik tutumları etkilerken televizyon reklamlarına yönelik tutumlara etki etmemiştir. Hem sosyal medya hem de televizyon reklamlarına yönelik ortak inançları oluşturan üç boyutun (eğlence, ekonomiye fayda, değer yozlaşması) etki derecelerine bakıldığında, sosyal medya reklamlarına yönelik boyutların televizyon reklamlarına yönelik inançları oluşturan boyutlara göre tutumları daha fazla etkilediği ortaya çıkmıştır. Sosyal medya reklamlarına ve televizyon reklamlarına yönelik tutumların satın alma niyetine etki dereceleri de farklılık göstermektedir.

Anahtar kelimeler: Sosyal Medya Reklamları, Televizyon Reklamları, Tutum, Tüketici İnançları, Satın Alma Niyeti.

Introduction

When brands advertise on television, they often carry out the same campaign on social media. Thus, they get more recall and visibility. “It’s much easier to remember an ad you’ve seen ten times than one you’ve only seen once” (Tortorice, 2016). The main purpose of the brands is to transform the product, service or thought into the buying behavior in the consumer mind. In order for the purchasing behavior to occur, firstly, brands should create a positive perception on their target audiences and these perceptions should also cause a positive attitude towards the advertisement. These positive attitudes can also provide the intention to purchase. The target audience, with its factors such as thought, lifestyle, age, education, culture, socio-cultural environment, takes a certain attitude towards the advertisements it sees in both traditional media and social media. In other words, each individual reacts differently to the advertisements he/she sees, whether in traditional or digital channels. This attitude towards advertising is defined as a learned trend to respond positively or negatively to advertising (MacKenzie & Lutz, 1989, p. 49). The target audience displays a positive or negative attitude towards advertising with the shaping of its social and cultural environment and what they learn from this environment. These attitudes also contribute to the formation of purchase intentions. In the digital age we are in, where the technological developments are rapidly progressing and changing, the needs, expectations and consumption habits of the target audience are also constantly changing. Parallel to this, the belief of consumption has changed with the new market environments and purchasing patterns, and as a result, the behavior of the target audience has entered an inevitable change process

(Kadıoğlu, 2012, p. 156). Thus, the direction of the target audience's beliefs and attitudes towards advertisements has been the subject of curiosity. How these attitudes affect the purchase intention is important for brands because brands create advertising strategies according to the beliefs and attitudes of the target audience. The first target of the brands is to create the intention to purchase and to transform this intention into purchasing behavior. In this study, the effects of consumers' beliefs on television and social media advertisements on their attitudes were examined, and how the emerging attitudes affect their purchase intentions was investigated. As a result, the emerging effects between television and social media advertising were compared.

Beliefs about Advertising

Each individual may interpret events occurring in his/her environment, objects he/she sees, or things he/she has been told, in a different way. This is because individuals' past and present experiences, levels of knowledge level and areas of interest differ from each other. During the process of belief, stimulants can be interpreted in various ways, by different people. Moreover, the same individual may even interpret the same stimulant in a different way, because of different perspectives. According to Okanlı (2019, pp. 2-6), "past experiences, state of mind, expectations, education, culture, environment, interests and needs are the factors that determine individuals' beliefs, perceptions and senses". One cannot ignore the fact that these factors play a crucial role in individuals' beliefs, interpretations and formation of their behaviours. Just as individuals perceive things in a different way, and do not react to the same thing in a similar way, this same logic applies to advertisements, as well. One should not expect the individuals, that consist the target population, to react to the same advertisement in the same way; actually people may interpret the same advertisement in different ways. As an outcome of deriving the benefits and the costs from advertisements, consumer beliefs towards the advertising serve as a cognitive precursor for the attitudes towards the advertising (Wang and Sun, 2010, p. 89).

The five belief factors that are information, credibility, entertainment, economy, value corruption (Wang, Sun, Lei ve Toncar, 2009), which are assumed to influence consumer attitudes (Brackett and Carr, 2001; Ducoffe, 1996; Pollay and Mittal, 1993), are summarized as follows.

Information

During buying decision process, consumers primarily prefer to gather sufficient level of information about the product or service they want to purchase. Wang et. al (2009, p. 63), suggest that information factor is a positive predictor on shaping consumers' attitudes towards

online advertisement. In a similar manner, Karson, McCloy and Bonner (2006, p. 79) claim that inquiring information is a very critical step during the decision process of the consumer, however marketing experts rule out the claim that consumers are always into inquiring information, despite this fact. From consumer's point of view, an advertisement has to inform the target population about product specifications and alternatives, in order to maximize the consumer satisfaction (Ducoffe, 1996, p. 22). Consumers always wish to reach the content they need and seek, as fast as possible. It is also possible to make ways for the consumers to reach the information automatically (Kaasinen, 2003, p. 74).

Considering social media platforms are interactive environments, all information related to the advertised product, service or person should be given to the target population in such a way that no question mark is left. Herein, web based advertising applications are designed in order to answer the consumer demands on online information inquiries (Wang, Zhang, Choi and D'Eredita, 2002, p. 1145). Therefore, satisfying individuals' information demands is the basic function of online advertising (Wang et. al, 2009, p. 63).

Credibility

Advertising credibility is related to the level of trustworthiness and factualness perceived by the consumer, from the brand's claims in the advertisement (MacKenzie and Lutz, 1989, p. 51). Nevertheless, advertisements have the capacity of sending misleading, confusing and contradictory messages to the consumer, in order to influence the cognitive behaviours of the consumer (Natarajan et al., 2013, p. 700). Inherently, target population go through the information given in the advertisement, to find out the accuracy level of the information. Varey (2002) suggests that advertising credibility consists of two components: First, whether the company holds sufficient expertise in the eyes of the consumer, and second, how strong the company is perceived as a reliable information source. Advertising credibility is evaluated by the content and the messages of the advertisements (Liu, Sinkovics, Pezderka and Haghirian, 2012, p. 24). Target population is influenced by their friends, colleagues or family members in terms of both advertiser's credibility and advertising credibility (Okazaki, 2004, p. 436). Therefore, the brands should draw a reassuring image of themselves for the advertisement they are going to broadcast, the images and persons they are going to use, and their institutional perception in the eyes of the consumers, in order to reach their expected advertising targets.

Entertainment

One of the reasons that people use television and social media in their intense daily lives is entertainment (Whiting and Williams, 2013; Safdar et al.,2015). The advertisements

on these types of media are expected to entertain the target population, in addition to informing them.

Entertainment is a critical factor that affects the purpose of the advertising, by linking up an emotional connection between the target population and the message of the brand. An advertisement has to make a big positive impact to create a difference, because too many catchy advertisement messages cover all types of media, from conventional to digital. For this reason, the advertisement needs to be creative, extraordinary and entertaining. Entertainment is also interlocked with information in today's knowledge-based society. Online advertising is an example of this information-pleasure in the new technological world (Wang and Sun, 2010, p. 102). Online advertising is making new grounds, with the help of beautiful, motivational and entertaining designs. Thus, advertisers need to use consumer-motivating designs that influence consumer attitudes in a positive way (Wolin, Korgaonkar and Lund, 2015, p. 107).

The advantages of technological advances and target population's pursuit of entertainment lead to changes in brands' advertising strategies. Nowadays, advertisers prefer an approach in which target population enjoy interacting with advertisements (Natarajan et. al, 2013, p. 699).

Economy

Economy plays an important role on consumer attitudes related to online advertising. Main foresight of the advertisement supporters is that advertising is the center of trade (Amjad, Javed and Jaskani, 2015, p. 468). Online advertising facilitates the promotion of new products and services, and also helps consumers to save time, by paving the way to them to make buying decisions from their homes or offices (Wolin et. al, 2015, p. 92). As a result, online advertising offers an advantage to the target population about saving time, money and effort, in addition to presenting them products and sales. Similar characteristics also apply to social media advertising (Natarajan et. al, 2013, p. 699).

Wang and Sun (2010, p. 102) claim that economy factor plays the most crucial role in predicting consumer attitudes, among all factors explaining consumer attitudes related to online advertising. Individuals who believe that online advertising has a positive effect on the economy, also influence consumer attitudes towards online advertising in a positive way. By courtesy of social media advertisements, consumers learn about promotions and special offers, and make their purchases wherever and whenever they want. On the other hand, firms have the chance to reach their target populations easier. To summarize, considering the

economic side of online advertising, one can easily see that it has benefits for both consumers and firms, and it also adds a positive value to the economy.

Value Corruption

Value corruption is an important negative determinant on the consumer attitudes towards advertisement (Wang et. al, 2009, p. 63). For this reason, target population's economic and social structure should be taken into account while running an advertising campaign for masses, no matter if it is a conventional or online advertising campaign. Online advertising has the potential of both determining and corrupting consumers' values (Wolin et. al, 2015, p. 93). In addition to this, online advertising has strong negative effects on social justice and moral values (Wang et. al, 2009, p. 59). Because of the value corruption factor, which shapes consumers' attitudes towards advertising, brands should analyze target population's characteristics, moreover they have to be careful about the messages to be perceived correctly and preventing a possible negative reaction, while designing a campaign (Akkaya, 2013, p. 110). Applying all these subjects successfully facilitates maintaining brand value in the eyes of the consumer, and reaching the advertising campaign's goals.

Attitudes towards Advertising

We have positive or negative attitudes towards each object, person, situation and incident in our environment. According to Odabaşı and Barış (2011, p. 157), "Attitude is a positive or negative reaction of the person towards objects, opinions or environments". Attitude is a tendency to reacting to the matters (either tangible or intangible) happening around people. An individual does not have to have any experience with the subject to evolve an attitude towards it, the individual may also evolve the attitude by learning from others' experiences (Baysal, 1981, pp. 121-122). Considering all these points, it is impossible not to evolve an attitude towards things happening in our environments, and behave based on these attitudes.

As we have attitudes towards the matters in our environment and we behave based on them, we have also attitudes towards advertising. No matter his/her age or characteristics are, every individual is a potential consumer. Therefore, it is inevitable for the target population to have different attitudes towards different advertisements. For example, a target population's attitudes may differ between conventional and online advertisements.

Attitude towards advertising can be defined as a learned inclination to respond advertising in a positive or negative way (MacKenzie and Lutz, 1989, p. 49). Consumer beliefs and attitudes towards advertising are important indicators for advertisement efficacy (Mehta, 2000, p. 67). Academic literature on attitudes towards advertising split into two

streams. Researchers examine attitudes towards particular advertising stimulants as a first step, and then analyze how these attitudes influence brand preferences and purchasing behaviours (Gong and Maddox, 2003, p. 34).

Advertisers and advertising agencies put their efforts to get positive attitudes towards their advertising campaigns, no matter where they will be aired, conventional or online. Target consumers' reactions and behaviours about the advertising is critical for the advertiser. The functions of the attitudes, which are aimed to be influenced by advertisements, are explained as follows (Odabaşı and Barış, 2011, p. 166-169):

- **Function of Being Beneficial:** Emphasizing the benefits of the products and services shown in the advertisements.
- **Function of Ego Protection:** Advertisements of cosmetic and personal care products are good examples of this function. This type of advertisements forms attitudes that satisfy egos of the target population.
- **Function of Value Expression:** Target population does not decide to buy a product or service only for their benefits. They also pay for the product or service's meaning to them. A good example for this case is the advertisements of Mercedes. According to these advertisements, Mercedes is not selling a car, but it is selling prestige instead.
- **Function of Information:** Consumers need information about the product or service they demand. As they gather this information about the product or service, attitudes are evolved.

To summarize, there are various factors influencing the target population's attitudes towards advertising. Common goal of advertisers and advertising agencies is influencing the formation of positive attitudes towards the advertising.

Purchase Intentions

It is generally assumed that buying decision process and purchase intentions are very similar concepts. However, consumers may give up the idea of buying the product they intend, and may prefer another product instead. Internal and external factors arising in unexpected situations may prevent the purchase intention turning into a buying decision. Risks that show up during the buying process may lead the consumer to abandon his/her buying decision and turn back to the first step of buying decision process (Sağlam, 2014, p. 79-80). A number of different factors, such as sales efficiency, behaviours of salesman, the quality of the product or service, customer satisfaction, relationship between salesman and client effect purchase intention, positively or negatively (Kozak and Doğan, 2014, p. 66).

Intention means desiring and planning priorly to put something into practice, and it is an indicator of a will to actualize a behaviour (Mutlu, Çeviker and Çirkin, 2011, p. 55). Purchase intentions of a consumer is defined as consumer's perceived level of persuasion that he/she evolved towards buying a product or service. The essence of purchase intention consists probability and expectations (Bergeron, 2004, p. 117). In other words, purchase intention can be described as consumer's tendency to buy a product or service (Kozak and Doğan, 2014, p. 65). Purchase intention is a stage that needs to be emphasized by marketers and advertisers. Purchase intention is used for predicting the level of sales. Firms run their market research in line with their target population's purchase intentions. They develop their strategies based on this market research data (Carter, 2009, p. 5).

To conclude, determinants, such as decision of target population, whether to give up the idea of buying, inclining towards different products and brands, or repeating buying behaviour are all critical for purchasing intention stage. Marketing and advertising strategies should be evaluated based on consumers' decisions during this process.

Research Method

This study is a descriptive research study, because it's aim is to define the variables and the relationships between the variables (Dulock, 1993). The study focuses on the effects of consumer beliefs and attitudes towards social media and television advertising on purchase intentions. In this context, quantitative research method is the suitable method for this research.

Purpose and Importance

The purposes of the study are as follows:

- Measuring the effect of consumer beliefs towards social media advertising on attitudes.
- Analyzing the effect of attitudes towards social media advertising on purchase intentions.
- Measuring the effect of consumer beliefs towards television advertising on attitudes.
- Analyzing the effect of attitudes towards television advertising on purchase intentions.
- Comparing the effects of consumer beliefs towards social media advertising and consumer beliefs towards television advertising on attitudes.
- Comparing the effects of attitudes towards social media advertising and attitudes towards television advertising on purchase intentions.

Although there are studies examining beliefs, attitudes and purchase intentions towards social media advertising in existing literature, we have failed to find any study comparing these effects with the effect of television advertising. For this reason, this is the first study using this approach in the literature. The study is also crucial in terms of examining the effects and the differences of advertisements in conventional media and advertisements in digital media, which are both indispensable to the marketing strategies of the brands.

Research Model

Research model, shown in Figure 1, is consisted of Wang et. al's (2009) dimensions of beliefs towards advertising, a scale of attitudes towards advertising that is developed by Wang and Sun (2010), and Spears and Singh (2012)'s purchase intentions scale. The model assumes that factors, information, credibility, entertainment, economy, value corruption, which form consumers' beliefs towards social media and television advertising, effect consumers' attitudes towards social media and television advertising. Model also claims that these attitudes towards advertising effect purchase intentions towards social media and television advertising. The research model, derived in Figure 1, is valid for both social media advertising and television advertising.

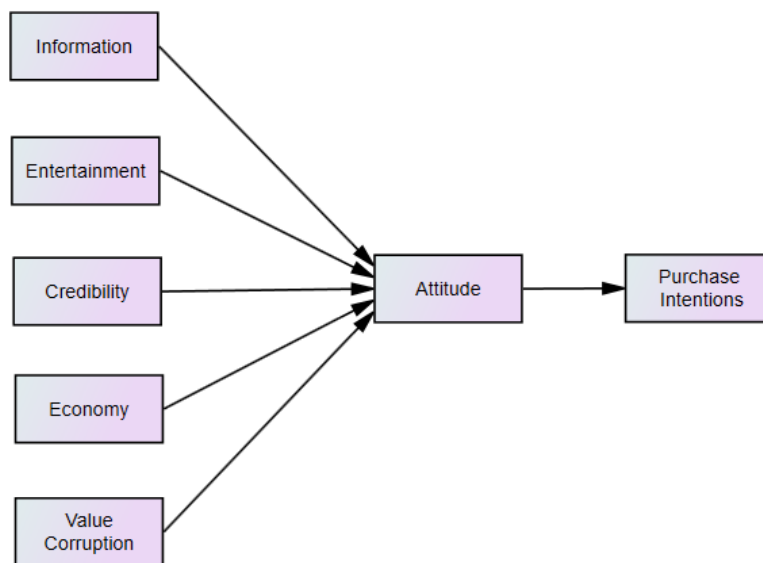


Figure 1. Research Model for Television and Social Media Advertising

Research Hypotheses

The hypotheses determined based on the research model are as follows:

- **H1:** *Beliefs towards social media advertising affect attitude toward social media advertising.*

- *H1a: Information belief affects attitude towards social media advertising.*
- *H1b: Entertainment belief affects attitude towards social media advertising.*
- *H1c: Credibility belief affects attitude towards social media advertising.*
- *H1d: Economy belief affects attitude towards social media advertising.*
- *H1e: Value corruption belief affects attitude towards social media advertising.*
- *H2: Attitudes towards social media advertising affect consumers' purchase intentions.*
- *H3: Beliefs about television advertising affect attitude toward television advertising.*
- *H3a: Information belief affects attitude towards television advertising.*
- *H3b: Entertainment belief affects attitude towards television advertising.*
- *H3c: Credibility belief affects attitude towards television advertising.*
- *H3d: Economy belief affects attitude towards television advertising.*
- *H3e: Value corruption belief affects attitude towards television advertising.*
- *H4: Attitudes towards television advertising affect consumers' purchase intentions.*
- *H5: The effect of consumers' beliefs on their attitudes is different according to advertising type (social media and television advertising) .*
- *H6: The effect of consumers' attitudes on their purchase intentions is different according to advertising type (social media and television advertising) .*

Sampling Selection

The sampling population of the research consists of individuals, who have an account in a social media platform (Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn etc.), are active users of these platforms, have knowledge about social media and also watch television or have watched television. The number of social media users in Turkey is 52 million (We Are Social, 2019). and television viewers in Turkey is unknown, but it is assumed that the size of population must be over 1.000.000. As a result, sample size is set to 384, which is enough to represent a population between 1-100 million with a 5% standard error (Yazıcıoğlu and Erdoğan, 2014, p. 50).

In order to reach 384 people, convenience sampling method, a type of non-probability sampling, is chosen. Convenience sampling method is usually preferred for internet-based research. Moreover, convenience sampling method facilitates saving time and money. However, the possibility of a person being included more than one in sample raises doubts about the reliability of the information and creates a limitation in terms of the representation of the universe. (Ural and Kılıç, 2013, p. 42). In this study, we collected the data online via Google Forms. 405 people agreed to respond the survey.

Limitations of the Study

The limitations of the study are as follows:

- The research is limited to only social media advertising among online advertising channels and television among the traditional advertising channels.
- Measuring general social media advertising perceptions, although there are various social media platforms (Facebook, YouTube, Instagram, Pinterest, Twitter, LinkedIn etc.).
- The fact that 96.3% of the research sample has a university, master and doctorate education level prevents the general dissemination of the research results.

Field Research and Analysis

The study's data collection instrument is questionnaire. Because it is easier to reach social media users through internet, data gathering process of the sample is conducted online.

Questionnaire form of the study consisted of four parts. In the first part, individuals' beliefs towards social media and television advertising were measured. Second part covered a scale to measure attitudes towards social media and television advertising. Third part involved a scale to measure purchase intentions towards social media and television advertising. In the fourth part, there were questions regarding gender, age, education level, average time spent on social media and duration of watching television. Questionnaire were carried out for social media and television advertising separately. The study refers to advertisements in social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, YouTube etc., as social media advertisements.

A scale containing 15 questions, developed by Wang et. al (2009), was used to measure consumer beliefs towards advertising. For measuring consumers' attitudes towards advertising, a four question scale developed by Wang and Sun (2010) was applied. A five question semantic differences scale, developed by Spears and Singh (2012), was used in order to measure consumers' purchase intentions towards advertising. Beliefs towards advertising scale consisted of five dimensions, which were information, credibility, entertainment, economy and value corruption. Attitudes towards advertising and purchase intentions scales did not contain any dimensions.

Original versions of scales developed by Wang et. al (2009), Wang and Sun (2010) and Spears and Singh (2012) were built on different languages and cultures, thus linguistic and cultural adaption had to be applied. Consequently, each scale has been translated to Turkish by linguistic professionals, using back translation method (Brislin, 1970; Behr, 2016).

After translation process, translated questions have been examined by experts, specialized in perceptions and attitudes towards advertisement and purchasing intentions, and corrected if needed. Moreover, a pilot test has been applied to 70 people. No misunderstandings have been observed during the pilot test.

For the beliefs scale, responses are given on a 5 point Likert scale (1-Strongly disagree, 2-Disagree, 3-Neither disagree nor agree, 4-Agree, 5-Strongly agree), using the same approach with the original studies about the beliefs scale. Attitudes scale is constructed using a 5 point Likert scale, as well. Bipolar questions have been asked for the purchase intentions scale. These questions are formed as never/definitely; I definitely have an intention to purchase/I definitely do not have any intention to purchase; very low purchase intention/very high purchase intention; I definitely do not buy/I definitely buy; I probably do not buy/I probably buy.

Findings

Reliability and Validity

In order to detect reliability values of the three scales, Cronbach's alpha score is tested. Table 1 and 2 show that each factor used in this study has higher values than the critical level of 0,70 (Sipahi, Yurtkoru and Çinko, 2008; Yıldız and Uzunsakal, 2018). These values prove that scales are reliable.

Table 1 and 2 also show that skewness and kurtosis values of each factor are in between +1.0 and -1.0. These findings indicate that data is normally distributed (George and Mallery, 2010; Tabachnick and Fidell, 2013; Hair et al., 2014). Indication of normal distribution shows that application of parametric tests is suitable method for this study.

Table 1. Item Factor Loadings, Averages, Standard Deviations, Normal Distribution and Reliability Results of Beliefs, Attitudes and Purchase Intention Scales for Social Media Advertising

Beliefs Scale for Social Media Advertising	Item Factor Loadings	\bar{x}	Std. Deviation	Skewness	Kurtosis	Cronbach Alpha (α)
Information Belief						
Social media advertising [. . .]	,849	3,27	1,205	-,750	-,197	,906
1. Is a good source of product/service information						
2. Supplies relevant information	,915	3,47	1,084			
3. Provides timely information	,869	3,51	1,181			
Entertainment Belief						
4. Is entertaining	,836	2,84	1,207	-,007	-,780	,933
5. Is enjoyable	,871	2,72	1,170			
6. Is pleasing	,897	2,62	1,117			
7. Is interesting	,854	3,06	1,206			
Credibility Belief						
8. Is credible	,840	2,53	1,029	,177	-,185	,928
9. Is trustworthy	,921	2,37	,913			

10. Is believable	,953	2,46	,943			
Economy Belief						
11. Has positive effects on the economy	,737	2,91	1,189	,166	-,614	,823
12. Raises our standard of living	,811	2,30	1,043			
13. Results in better products for the public	,809	2,66	1,112			
Value Corruption Belief						
14. Promotes undesirable values in our society	,857	2,59	1,087	,203	-,765	,791
15. Distorts the values of youth	,771	2,59	1,184			
Attitudes Scale for Social Media Advertising						
16. Overall, I consider social media advertising a good thing	,890	2,83	1,082	,087	-,871	,926
17. Overall, I like social media advertising	,915	2,65	1,148			
18. I consider social media advertising very essential	,830	2,57	1,138			
19. I would describe my overall attitude toward social media advertising very favorably	,821	2,59	1,110			
Purchase Intentions Scale for Social Media Advertising						
20. Never/definitely	,849	3,72	1,4948	-,257	-,424	,936
21. Definitely do not intend to buy/definitely intend	,848	3,67	1,5128			
22. Very low/high purchase interest	,844	3,54	1,5759			
23. Definitely not buy/definitely buy it	,881	3,60	1,4454			
24. Probably not/probably buy it	,876	3,55	1,6131			

Table 2. Item Factor Loadings, Averages, Standard Deviations, Normal Distribution and Reliability Results of Beliefs, Attitudes and Purchase Intention Scales for Television Advertising

Beliefs Scale for Television Advertising	Item Factor Loadings	\bar{x}	Std. Deviation	Skewness	Kurtosis	Cronbach Alpha (α)
Information Belief						
Television advertising [. . .]	,849	3,02	1,142	-,699	-,405	,884
1. Is a good source of product/service information						
2. Supplies relevant information	,928	3,28	1,084			
3. Provides timely information	,785	3,29	1,085			
Entertainment Belief						
4. Is entertaining	,930	2,91	1,144	-,269	-,827	,938
5. Is enjoyable	,962	2,83	1,142			
6. Is pleasing	,882	2,69	1,067			
7. Is interesting	,791	3,00	1,129			
Credibility Belief						
8. Is credible	,865	2,58	1,026	,153	-,680	,935
9. Is trustworthy	,911	2,52	1,025			

10. Is believable	,954	2,56	1,047			
Economy Belief						
11. Has positive effects on the economy	,743	3,03	1,158			
12. Raises our standard of living	,842	2,36	1,021	-,037	-,546	,842
13. Results in better products for the public	,836	2,69	1,082			
Value Corruption Belief						
14. Promotes undesirable values in our society	,908	2,58	1,069	,116	-,594	,876
15. Distorts the values of youth	,861	2,59	1,097			
Attitudes Scale for Television Advertising						
16. Overall, I consider television advertising a good thing	,916	2,71	1,077			
17. Overall, I like television advertising	,864	2,66	1,157			
18. I consider television advertising very essential	,850	2,55	1,119	,048	-,776	,930
19. I would describe my overall attitude toward television advertising very favorably	,914	2,55	1,099			
Purchase Intentions Scale for Television Advertising						
20. Never/definitely	,828	3,86	1,371			
21. Definitely do not intend to buy/definitely intend	,938	3,82	1,363	-,446	-,190	,943
22. Very low/high purchase interest	,847	3,71	1,435			
23. Definitely not buy/definitely buy it	,884	3,72	1,329			
24. Probably not/probably buy it	,921	3,74	1,536			

In order to analyze the validity levels of the study, confirmatory factor analysis is run on the three scales used both for social media and television advertisements. Confirmatory factor analysis tests the compatibility of the gathered data with the original structure (developed and applied in previous studies) (Meydan and Şeşen, 2015, p. 57). By using AMOS, results of the confirmatory factor analysis show that all questions in each scale have significant contributions to the factors, and item factor loading values are higher than the minimum factor loading value.

Table 3. Confirmatory Factor Analysis Results of the Belief, Attitude and Purchase Intention Scales for Social Media Advertising

Fit Indexes	Good Fit Values	Acceptable Values	Fit	Belief	Attitude	Purchase Intention
X ² /sd	≤3	≤4-5		3,093	3,268	3,041

RMSEA	≤0,05	0,06-0,08	,072	,075	,071
NFI	≥0,95	0,94-0,90	,951	,997	,993
NNFI=TLI	≥0,95	0,94-0,90	,955	,989	,988
CFI	≥0,97	≥0,95	,966	,998	,995
GFI	≥0,90	0,89-0,85	,924	,996	,988
AGFI	≥0,90	0,89-0,85	,887	,959	,955
IFI	≥0,95	0,94-0,90	,966	,998	,995
RMR	≤0,05	0,06-0,08	,061	,008	,027

Source: (Meydan ve Şeşen, 2015, p. 37).

Interpreting confirmatory factor analysis results on Table 3, it is seen that results satisfy both “acceptable” and “good” fit values. In order to improve goodness of fit values, covariance are set between first and second questions of beliefs towards social media advertising scale’s entertainment factor, between third and fourth questions of attitudes towards social media advertising scale, between first and second questions of purchase intentions towards social media advertising scale (see table 1 for questions). After these improvements, the improved goodness of fit values show us that all scales regarding social media advertising –beliefs, attitudes, purchase intentions- are valid measuring tools.

Table 4. Confirmatory Factor Analysis Results of the Belief, Attitude and Purchase Intention Scales for Television Advertising

Fit Indexes	Good Fit Values	Acceptable Values	Fit	Belief	Attitude	Purchase Intention
X ² /sd	≤3	≤4-5		2,655	4,039	3,313
RMSEA	≤0,05	0,06-0,08		,064	,087	,076
NFI	≥0,95	0,94-0,90		,958	,997	,993
NNFI=TLI	≥0,95	0,94-0,90		,965	,986	,988
CFI	≥0,97	≥0,95		,973	,998	,995
GFI	≥0,90	0,89-0,85		,932	,995	,987
AGFI	≥0,90	0,89-0,85		,899	,950	,952
IFI	≥0,95	0,94-0,90		,973	,998	,995
RMR	≤0,05	0,06-0,08		,054	,010	,024

Source: (Meydan ve Şeşen, 2015, p. 37).

Results of confirmatory factor analysis on Table 4 show that the model satisfies both “acceptable” and “good” fit values. In order to improve goodness of fit values, covariance are set between first and fourth questions of attitudes towards television advertising scale, between second and fifth questions of purchase intentions towards television advertising scale (see table 2 for questions). After these improvements, the improved goodness of fit values show us that all scales regarding television advertising –beliefs, attitudes, purchase intentions- are valid measuring tools.

Demographic Profile of the Participants

In this section of the study, demographic findings of the sample group are discussed.

Table 5. Demographic Profile of the Participants

	Frequency	Percent (%)		Frequency	Percent (%)
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	(F)			(F)	
Gender			Education Level		
Women	267	66,6	Primary-Secondary School	4	1
Men	134	33,4	High School	11	2,7
Total	401	100	Bachelor	206	51,4
			Masters-Doctorate	180	44,9
			Total	401	100
Average time spent on social media per day			Average television viewing time per day		
0-2 hours	173	43,1	0-2 hours	247	61,6
3-4 hours	147	36,7	3-4 hours	52	13
5-6 hours	54	13,5	5-6 hours	10	2,5
7 hours or more	21	5,2	7 hours or more	3	0,7
None	6	1,5	None	89	22,2
Total	401	100	Total	401	100
Age					
24 years old and under	110	27,4			
25 years old and above	291	72,6			
Total	401	100			

As shown on Table 5, 66,6% of the sample group are women, and 33,4% are men. In terms of education level, 180 individuals have masters or doctorate degree, 206 individuals have bachelor degree, which make a total of 96,3% of the sample size. Because of the high percentage level of the individuals with high educational degree in the sample group, research findings can not be generalized. Thus, the findings of the study are valid only for classes with high educational degree. Most frequent average time spent on social media is 0-2 hours a day (43,1%). Also, most frequent average time spent on television is 0-2 hours a day (61,6%).

Findings of Structural Equation Modeling

In this section, the effects of beliefs and attitudes towards social media advertising on purchase intentions, the effects of beliefs and attitudes towards television advertising on purchase intentions and comparison of structural equation models on social media advertising and television advertising have been analyzed.

Findings About The Effects of Beliefs and Attitudes towards Social Media Advertising on Purchase Intentions

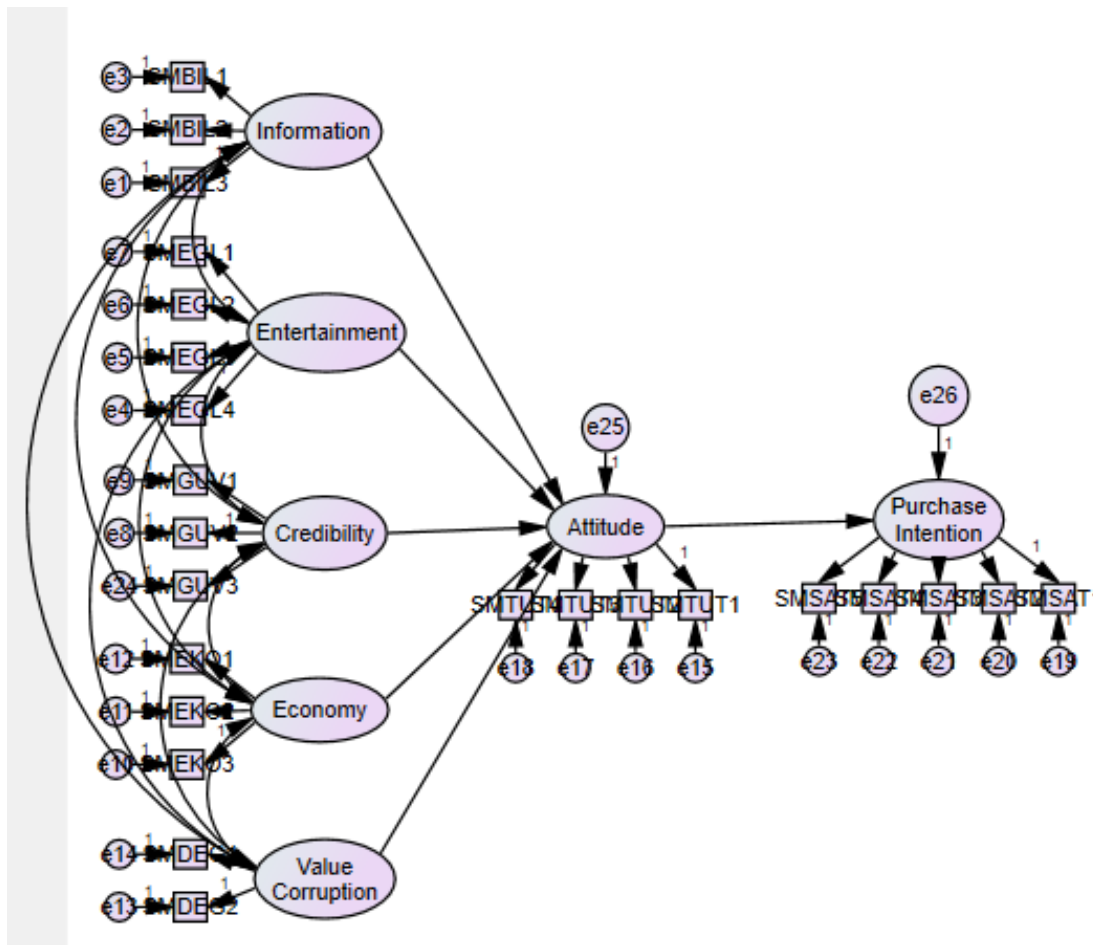


Figure 2. Proposed Structural Equation Model for the Effect of Beliefs and Attitudes Towards Social Media Advertising on Purchase Intention

Structural equation model for the effect of beliefs and attitudes towards social media advertising on purchase intentions is demonstrated in Figure 2. Path analysis shows that effect of information, entertainment, economy, value corruption dimensions on attitudes are statistically significant ($p < 0,05$), whereas the effect of credibility dimension is statistically insignificant ($p = 0,361 > 0,05$). Moreover, attitudes' effect on purchase intentions is also statistically significant ($p < 0,01$). As a result, credibility dimension, which is statistically insignificant, is dropped from the structural equation model.

Table 6. Goodness of Fit Values for Social Media Advertising Model

Fit Indexes	Good Fit Values	Acceptable Fit Values	Goodness of Fit Values for Social Media Advertising
X ² /sd	≤3	≤4-5	2,758
RMSEA	≤0,05	0,06-0,08	,066
NFI	≥0,95	0,94-0,90	,933
NNFI=TLI	≥0,95	0,94-0,90	,948
CFI	≥0,97	≥0,95	,956
GFI	≥0,90	0,89-0,85	,894
AGFI	≥0,90	0,89-0,85	,863
IFI	≥0,95	0,94-0,90	,956
RMR	≤0,05	0,06-0,08	,075

Source: (Meydan ve Şeşen, 2015, p. 37).

After dropping the credibility dimension, the model is rerun. In this new model, the effect of information, credibility, entertainment, economy, value corruption dimensions on attitudes are statistically significant, and the effect of attitudes on purchase intention is statistically significant, again ($p < 0,05$). The goodness of fit levels of the model are also analyzed, in order to check whether the model runs smoothly. Goodness of fit values on Table 6 show us that they satisfy both “acceptable” and “good” criteria.

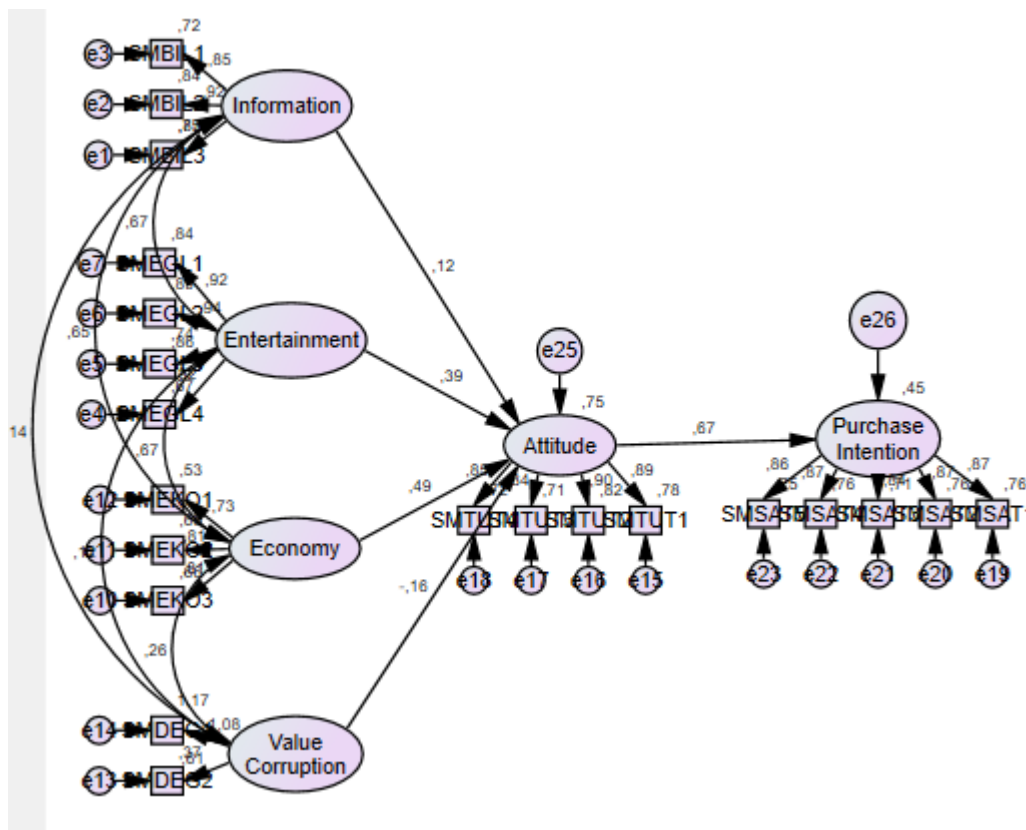


Figure 3. Final Model as a Result of Removing Insignificant Paths from the Model

New model, after dropping insignificant paths, analysis of the new model and direct effects are demonstrated in Figure 3. Estimation of standardized regression weights of the direct effects give us that four beliefs dimensions, information ($\beta=0,116, p < 0,05$), entertainment ($\beta=0,389, p < 0,01$), economy ($\beta=0,485, p < 0,01$) and value corruption ($\beta=-0,160,$

$p<0,01$) effect attitudes. Information positively effects attitudes and the level of effect is low, however value corruption negatively effects attitudes and also the level of effect is low. Entertainment and economy positively effect attitudes and the levels of effect are medium. Attitude positively effects purchase intention and effects in medium level ($\beta=0,673, p<0,01$).

Findings About The Effects of Beliefs and Attitudes towards Television Advertising on Purchase Intentions

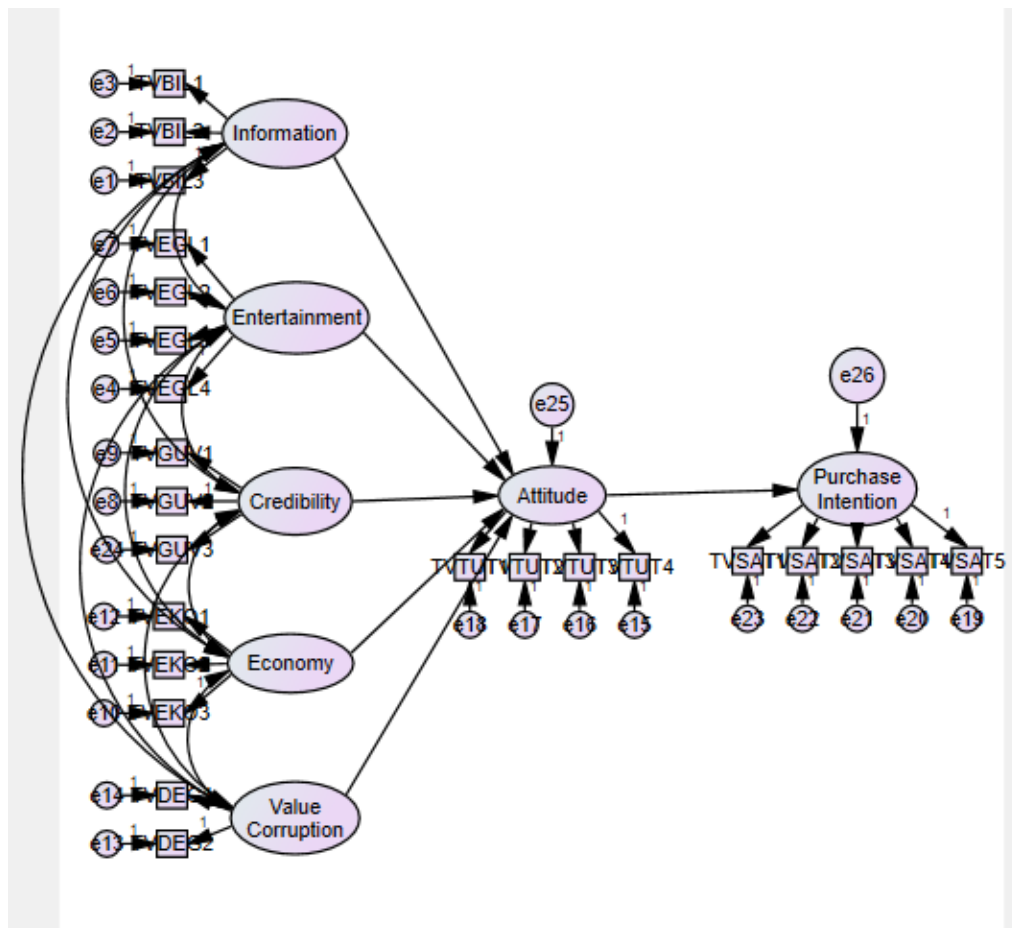


Figure 4. Proposed Structural Equation Model for the Effect of Beliefs and Attitudes Towards Television Advertising on Purchase Intention

Structural equation model of beliefs and attitudes towards television advertising on purchase intention is demonstrated in Figure 4. Path analysis shows that the effect of entertainment, credibility, economy, value corruption dimensions on attitudes are statistically significant ($p<0,05$), whereas the effect of information dimension is statistically insignificant ($p=0,318>0,05$). It is also shown that attitudes effect purchase intentions significantly ($p<0,01$). As a consequence, statistically insignificant information dimension is dropped out of the structural equation model.

Table 7. Goodness of Fit Values for Television Advertising Model

Fit Indexes	Good Fit Values	Acceptable Fit Values	Goodness of Fit Values for Television Advertising
X ² /sd	≤3	≤4-5	2,048
RMSEA	≤0,05	0,06-0,08	,051
NFI	≥0,95	0,94-0,90	,955
NNFI=TLI	≥0,95	0,94-0,90	,972
CFI	≥0,97	≥0,95	,976
GFI	≥0,90	0,89-0,85	,923
AGFI	≥0,90	0,89-0,85	,900
IFI	≥0,95	0,94-0,90	,976
RMR	≤0,05	0,06-0,08	,050

Source: (Meydan ve Şeşen, 2015, p. 37).

The model is rerun, after dropping out the information dimension. Analysis of the new model shows that entertainment, credibility, economy, value corruption dimensions’ effects on attitudes, and attitudes’ effect on purchase intentions are statistically significant ($p < 0,01$). The goodness of fit levels of the model are also analyzed, in order to check whether the model runs smoothly. Goodness of fit values on Table 7 show us that they satisfy both “acceptable” and “good” criteria.

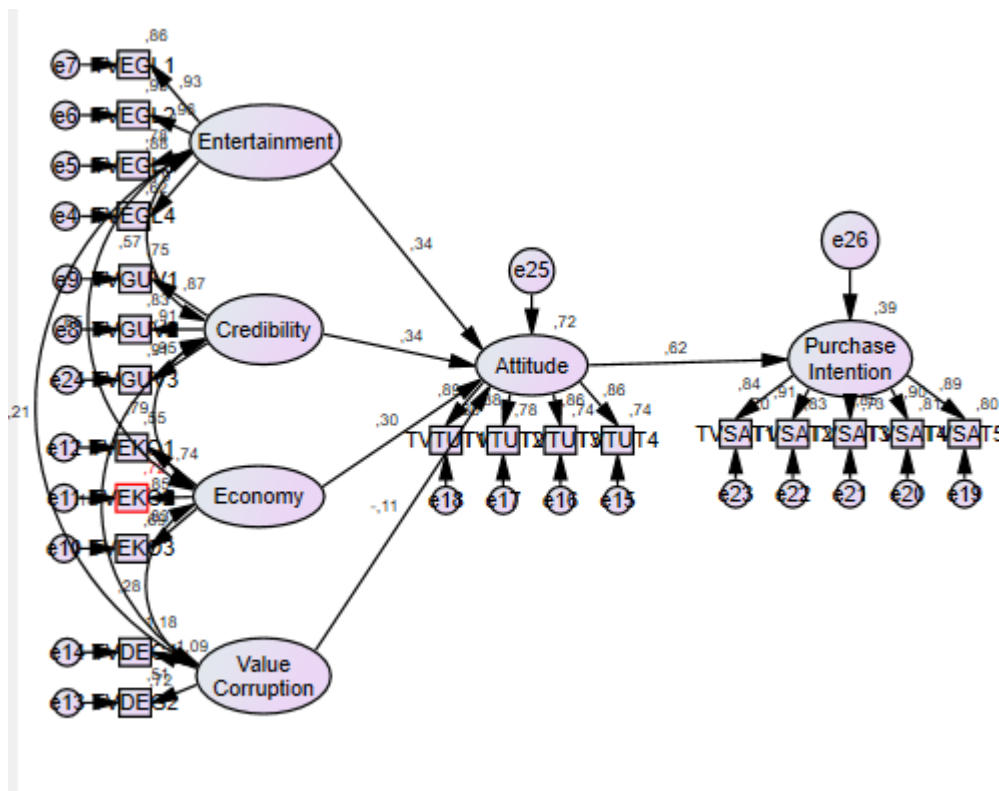


Figure 5. Final Model as a Result of Removing Insignificant Paths from the Model

After dropping insignificant paths, the new model, its analysis and the direct effects are shown in Figure 5. Estimation of standardized regression weights of the direct effects tell us that four belief dimensions, entertainment ($\beta = 0,343$, $p < 0,01$), credibility ($\beta = 0,341$, $p < 0,01$), economy ($\beta = 0,302$, $p < 0,01$) and value corruption ($\beta = -0,107$, $p < 0,01$) effect

attitudes. Value corruption negatively effects attitudes and its level of effect is low. Entertainment, credibility and good for the economy positively effect attitudes and the levels of effect are medium. Attitude positively effects purchase intentions and effects in medium level ($\beta=0,622, p<0,01$).

Comparison of Structural Equation Models on Social Media Advertising and Television Advertising

Findings of the analysis show that beliefs towards social media advertising effect on attitudes is partial, beliefs towards television advertising effect on attitudes is also partial. Entertainment, value corruption and economy dimensions effect attitudes in terms of beliefs towards both social media and television. Four belief dimensions towards social media advertising, information ($\beta=0,116, p<0,05$), entertainment ($\beta=0,389, p<0,01$), economy ($\beta=0,485, p<0,01$) and value corruption ($\beta=-0,160, p<0,01$) effect attitudes, whereas credibility dimension does not effect attitudes ($p>0,05$). In terms of perceptions towards television advertising, four perception dimensions, entertainment($\beta=0,343, p<0,01$), credibility ($\beta=0,341, p<0,01$), good for the economy ($\beta=0,302, p<0,01$) and value corruption ($\beta=-0,107, p<0,01$) effect attitudes. However information dimension does not effect attitudes ($p>0,05$). The three belief dimensions, entertainment, economy, value corruption, which effect both social media and television advertising, have a stronger effect towards attitudes through social media advertising than television advertising. As a consequence, Hypothesis 5, “The effect of consumers' beliefs on their attitudes is different according to advertising type (social media and television advertising).” is supported.

Another finding of structural equation modeling analyses is that the effect of attitudes towards social media advertising on purchase intentions ($\beta=0,673, p<0,01$) is stronger than the effect of attitudes towards television advertising on purchase intentions ($\beta=0,622, p<0,01$). Thus, Hypothesis 6, “The effect of consumers' attitudes on their purchase intentions is different according to advertising type (social media and television advertising).” is supported.

Testing Hypotheses

In this part of the study, it is examined whether the hypotheses are supported

Table 8. Results of Hypotheses of Research Model

Hypotheses	Result
H1: Beliefs about social media advertising affect attitude toward social media advertising.	Partially Supported
H1a: Information belief affects attitude towards social media advertising.	Supported

H1b: Entertainment belief affects attitude towards social media advertising.	Supported
H1c: Credibility belief affects attitude towards social media advertising.	Rejected
H1d: Economy belief affects attitude towards social media advertising.	Supported
H1e: Value corruption belief affects attitude towards social media advertising.	Supported
H2: Attitudes towards social media advertising affect consumers' purchase intentions.	Supported
H3: Beliefs about television advertising affect attitude toward television advertising.	Partially Supported
H3a: Information belief affects attitude towards television advertising.	Rejected
H3b: Entertainment belief affects attitude towards television advertising.	Supported
H3c: Credibility belief affects attitude towards television advertising.	Supported
H3d: Economy belief affects attitude towards television advertising.	Supported
H3e: Value corruption belief affects attitude towards television advertising.	Supported
H4: Attitudes towards television advertising affect consumers' purchase intentions.	Supported
H5: The effect of consumers' beliefs on their attitudes is different according to advertising type (social media and television advertising)	Supported
H6: The effect of consumers' attitudes on their purchase intentions is different according to advertising type (social media and television advertising)	Supported

Discussion and Conclusion

The results of structural equation modeling analyses on the effects of beliefs towards social media advertising on attitudes, and the attitudes' effects on purchase intentions show us that information, entertainment, economy and value corruption dimensions effect attitudes; whereas credibility dimension does not have any significant effect on that. We can also see that attitudes have a significant effect on purchase intentions ($p < 0,01$). Consequently, credibility dimension has been dropped out of the structural equation model. Hence, the hypothesis, "Beliefs towards social media advertising affect attitudes", is partially supported. In existing literature, Akkaya (2013) studies the effect of consumer beliefs towards social media advertising on attitudes, behaviors, and purchase intentions, and the study similarly finds that consumer beliefs effect attitudes, behaviors, and purchase intentions. Moreover, it is found that attitudes towards social media advertising effect purchase intentions positively. In a study done among youngsters and adults about the differences of attitudes towards mobile advertising in Erzurum province, Ünal, Erciş and Keser (2011) show that credibility, information and entertainment dimensions positively effect the attitudes towards mobile advertising. Ling, Piew and Chai (2010) also show that credibility, information and economy dimensions positively effect attitudes towards advertising, in their research conducted among

263 students from a private university in Malaysia. Unlike the findings in the literature, credibility dimension, one of the belief factors towards social media advertising dimensions, is found to have an insignificant effect on attitudes in this study. This result can be explained by the fact that social media advertising have some disadvantages, such as ad pollution and online trust issues (Çakın, 2015). The cost advantages of social media advertising, compared to conventional media costs, make social media a more preferable option for brands. Thus, the demand for advertising on these channels increases, leading to an ad pollution. For this reason, target population keeps its cautious approach. Another disadvantage of social media advertising is trust issues, or fear of fraud.

The results of structural equation modeling analyses on the effects of belief towards television advertising on attitudes, and the attitudes' effects on purchase intentions show us that credibility, entertainment, economy and value corruption dimensions effect attitudes ($p < 0,05$), whereas information dimension does not have any significant effect on that ($p = 0,318 > 0,05$). We can also see that attitudes have a significant effect on purchase intentions ($p < 0,01$). Consequently, information dimension has been dropped out of the structural equation model. Hence, the hypothesis, "Beliefs towards television advertising affect attitudes", is partially supported.

In the relevant literature, Wang et. al (2009) suggest that information dimension is a positive estimator of attitudes towards online advertising. Ducoffe (1996) finds that there is a strong relationship between information and online advertising value. Wolin et. al (2015) claim that internet users' beliefs and attitudes towards internet advertising are related. Six factors out of seven, information factor, social and personal beliefs, hedonic pleasure, social role and image, effect internet users' attitudes towards internet advertising positively. Results of the mentioned study show us that information dimension has the strongest effect. And while previous studies suggest that information dimension effect attitudes, in this study there is no significant effect of information dimension, which is one of the dimensions determining beliefs towards television advertising, on attitudes. Small amount of texts in television advertisements effect the information dimension (Clow and Baack, 2016, p. 199). Television advertisements have to present both audio and video in the same limited period. In television advertising, given information is limited and transmitted through fast flowing subtitles, thus restraining the target population to reach all information they demand. Advertising channels, sample group, and the differences of Turkish culture are also instrumental on differing results from existing literature.

Analysis of the three dimensions (entertainment, value corruption and economy), which consist both beliefs towards social media and television advertising, show us that in social media advertising, these three dimensions effect attitudes more, compared to the effect in television advertising. As a result, the hypothesis of “The effect of consumers' beliefs on their attitudes is different according to advertising type (social media and television advertising) .” is supported. Wang et. al's (2009) study on the comparison of consumers' beliefs towards different advertising also supports this hypothesis. The study observes that online advertising present more opportunities and talent, compared to conventional advertisements. Findings of the study show that online based advertisements support consumers' cause better.

This study's findings are generally in line with the existing literature. A brief summary of the relevant literature can be found below. Wang et. al (2009) suggest that consumers' beliefs towards online advertising are positively correlated with attitudes towards online advertising. By forming three attitude groups – professional, hesitant, critical – based on consumers' beliefs towards online advertising, Karson et. al (2006) show that critical group are less inclined to use internet for searching information, and they are more inclined to consider internet as utilitarian and hedonist, compared to the other two groups. At the same time, supporting the findings of the study, Wang et. al (2009) claim that people who think online advertising supports economic development, also have more positive attitudes towards advertising. Online advertising is associated with creating jobs and helping new firms entering the market. For this reason, advertising promotes competition and contributes to economic development. Belch and Belch (2008) argue that economy factor is a positive estimator of attitudes towards advertising. Advertisements provide information about products and services, and play a role in increasing consumers' life standards. Wang et. al (2009) also finds that value corruption dimension is a negative estimator of attitudes towards online advertising. Wolin et. al (2015) suggest that value corruption dimension plays the most dominant role among negative belief factors of attitudes towards online advertising. Korgaonkar and Wolin (2002) observe that internet users, who have positive attitudes towards online advertising, are more likely to do online shopping. Mehta (2000) examines the relationship between attitudes towards advertisement, consumer responses, brand recall and purchase intentions, and finds that attitudes towards advertising have an effect on attitudes towards a certain advertisement. Also, consumers having positive attitudes towards advertising, are more likely to remember the brand and be persuaded. Stevenson, Bruner and Kumar (2000) suggest that consumers with weak attitudes towards online advertising, also have weak purchase intentions. Besides,

they show that there is a positive correlation between attitudes towards advertising and purchase intentions. Petrovici, Marinova, Marinov and Lee (2007) conduct a research to compare attitudes towards advertising between Romania and Bulgaria. The findings show that there is a difference in attitudes towards advertising, between Romanian and Bulgarian participants. While Bulgarian participants are more skeptical against advertisements, Romanian participants have more positive attitudes towards advertisements.

To conclude, the findings of the study reveal that beliefs towards both social media advertising and television advertising effect attitudes, and attitudes effect consumers' purchase intentions. The effect of belief dimensions towards social media advertising on consumers' attitudes is stronger than the effect of belief dimensions towards television advertising. Also, attitudes towards social media advertising have a stronger effect on participants' purchase intentions, than attitudes towards television advertising do. As a result, it can be suggested that the brands with young and highly educated target population should allocate their advertising budgets into social media platforms, rather than conventional platforms like television, in order to get optimized results.

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