Factors Affecting the Ticket Purchase Decision of Passengers Traveling Between Germany and Turkey

Mira BAŞARAN[1] [iD] Ebru GÖZEN[2] [iD]

[1] Akdeniz University, Antalya, Turkey, mira.basaran@gmx.net

ORCID: 0000-0001-7769-0992

[2] Asst. Prof., Akdeniz University, Antalya, Turkey, ebrugozen@akdeniz.edu.tr

ORCID: 0000-0002-3476-5023

Abstract

Turkey is among the countries that German tourists travel to the most for years. The ease of entering the country without a visa or even with an identity card has increased the interest in the country and increased the frequency of travel. This situation has been noticed by airline companies and has increased the intense interest in the German market. In today's fiercely competitive market, airlines have to explore all possible ways and tactics that can attract customers and differentiate them from other competitors in the market. For this reason, being able to make a difference in matters such as service quality, price and various marketing activities constitutes an important issue. The online travel market has increased in recent years, online shopping has become widespread, and the influence of airline companies on their online channels has increased considerably. For this reason, the aim of the research is to reveal the effects of airline companies' digital marketing, price and service quality factors on the ticket purchase decision of the passengers. A survey was conducted on 382 passengers traveling between Germany and Turkey at Antalya International Terminal between May 2021 and March 2022. According to the logistic regression analysis results, it was determined that the variables of price and service quality had an effect on the ticket purchase decision of the passengers. However, it has been observed that digital marketing does not have a significant effect on the purchase decision. In addition, it was concluded that there is a strong relationship between "price and service quality" and "purchase decision" variables, and an increase in price and service quality variables increases the probability of making a decision. At the conclusion of the investigation, suggestions were made in light of the findings.

Keywords: Airline, Service Quality, Price, Digital Marketing, Purchase Decision

Jel Codes: M31, G10

Introduction

As a tourism destination, Turkey is preferred by most foreign tourists. Turkey is among the countries that German tourists travel to the most for years. The holiday resorts in the Antalya region are particularly popular (Turhan, 2020). The hospitality of Turkish people, the quality of tourism products and services, and the attractiveness of prices play an important role in the return of tourists to the country (Turizmgüncel, 2019). Traveling by plane, which provides comfort, speed and ease of transportation between countries, has been the most preferred means of transportation with a rate of 58% (UNWTO, 2018). In 2019, 46.8 million flights were made worldwide and more than 4.5 billion passengers flew safely (IATA, 2020). After the global crisis experienced in 2020, it is estimated that the airline industry will recover considerably. While the number of international passengers in 2021 represents 27% of 2019 levels, it is expected to increase to 69% in 2022, 82% in 2023, 92% in 2024 and 101% in 2025 (IATA, 2022). Germany ranks first among the most travelled European countries (UNWTO, 2018). According to 2019 data of World Tourism Organization, approximately 70.1 million Germans travelled. The ease of entry of German tourists to Turkey without a visa or even only with an identity card (mfa.gov.tr) has increased the interest in the country and increased the frequency of travel. While 7.4 million passengers were transported by air from Germany to Turkey in 2018, this number reached 8.2 million with an increase of 10.4% in 2019 (DESTATIS, 2021). Despite the pandemic conditions, 2.4 million tourists in 2020 and 4.8 million tourists in 2021 travelled from Germany to Turkey by plane (statista, 2022). This situation has been noticed by airline companies and has increased the intense interest in the German market.

With the rapid growth of the aviation industry, new domestic and foreign companies have emerged in the sector. With the increase in supply in the market, air ticket prices decreased and the war to grab passengers has begun.

Low-cost airline companies, which see the air ticket price as an impressive factor, try to stay ahead of their competitors with their radical price policy (Knoblich et al., 2017). This has made it difficult for companies to survive. It is extremely important to review and develop sales promotion strategies, as well as to understand airline consumer behaviour, in order to retain permanent customers and gain new customers. In addition to ticket pricing, service quality is one of the most important triggers in airline selection (Balcombe, Fraser, & Harris, 2009). "In the airline industry, due to the intense competition that airline companies are in, it becomes necessary to differentiate their companies through service quality or price" (Kim & Lee, 2011: 235). Competing with a low-price strategy can lead to deterioration in service quality and affect flight safety (Chou et al., 2011). Previous studies have shown that airline companies are looking for ways to stand out with good service quality in order to survive, to be superior to their competitors in the market and to make a difference (Firdausy & Idawati, 2017; Yılmaz, 2019; Savaş, & Duran, 2020; Akdeniz, 2021). Many airlines focus on factors such as flight schedule, on-time departure-arrival and price in order to provide good service (Tiernan et al., 2008; Gnanlet & Yayla-Kullu 2013). There are important factors such as perceived price and corporate image, which influence passengers' assessment of service quality, while providing a good service quality is considered a fundamental element in assessing passenger satisfaction and behaviour. Therefore, it is important to consider these variables when measuring airline service quality (Park et al., 2006).

Another factor that airline companies focus on is digital marketing. The Internet plays a huge role in reaching customers, improving communication with them, and expanding sales channels. Digital marketing includes the most important promotional activities in increasing brand loyalty and awareness (Kotler & Bliemel, 2001). Digital marketing allows businesses to get to know their customers better and to learn and meet their desires and needs (Akar & Kayahan, 2007). There are many opportunities to use social media efficiently in the airline industry, such as increasing sales, informing passengers about flight ticket campaigns, rewarding the passengers who use a particular airline the most. Social media provides a platform where companies develop their relationships with customers (Muruganandam, 2016). Various promotions are carried out through the Internet, which is the easiest and cheapest way to reach customers in the IT world. These activities include website marketing, social media marketing, mobile marketing, search engine optimization, blogs, affiliate marketing and online advertising (Parkin, 2009).

Consumer behaviour includes a complex, timing, and dynamic process that varies according to individuals (Odabaşı & Barış, 2002). It is of great importance for this study to show how airline consumers are influenced by the company's services, the company's pricing policy and the different advertising strategies on the Internet when buying airline tickets and how this effect is reflected in their airline preference. The aim of the study is therefore to show to what extent the elements of digital marketing, price and service quality of airlines influence the purchasing decision of passengers. In this way it wants to contribute to both literature and the aviation sector. German tourists, digital marketing, price and service quality were examined in the conceptual framework of passengers' ticket purchasing decisions when traveling between Germany and Turkey.

Conceptual Framework

German Tourists

2019 has been the most productive year for all tourism professionals. Turkey hosted 51.8 million tourists from abroad, of which 44.7 million are foreign tourists and 7.1 million are citizens (TÜROFED, 2019). According to the Tourism Data Bank (2019) data, most of the tourists come to Turkey for vacation. German and Russian tourists take the first place among the tourists who choose Turkey as a holiday destination.

The average length of stay of German tourists is 12.3 days, their total travel costs amount to 73.1 billion euros and the average travel costs per person are around 1,030 euros. Relaxation, finding peace and leaving everyday life behind are among the holiday destinations of Germans who love to travel. City trips, mountain hikes, bike trips, boat trips and beach holidays are the most popular forms of vacation

for German tourists. In addition, visiting cultural and historical sites and being in nature are among their favourite holiday activities (Graefe, 2020).

Due to the great interest of German tourists in tourism services and products, it is considered an important market for all stakeholders in the tourism industry. Antalya is the most popular holiday destination in Turkey (Turhan, 2020). According to a study by the Ministry of Culture and Tourism, hospitality, hotel and service quality and price factors are among the reasons why German tourists prefer Turkey. Destinations for German tourists include Antalya, Istanbul, Muğla and Cappadocia (Turizmgüncel, 2019).

According to a study from 2014, 34 million (63%) of people living in Germany do their travel shopping online. Out of 34 million, 18 million bought their plane tickets online, while 13 million took a package tour (Krösmann, 2014). According to 2019 statistics, 29% of those who traveled from Germany to Antalya in 2018 bought their package tour (flight plus hotel) via the internet, and this rate increased to 31.3% in 2019 (Graefe, 2021). Although the online travel market is growing very fast, it is gaining importance in the tourism industry day by day. The online tourism market has reached 590 billion US-dollar worldwide. In 2020, the market size is expected to exceed 800 billion US-dollar. The influence of airlines, accommodation providers, tour operators and other similar companies is gradually increasing in online channels (Turizm & Yatırım, 2017).

Digital marketing

Digital marketing plays an active role in meeting the needs of airline customers and building strong communication (Karaağaoğlu, 2020). Digitization is a collective term for the "digital transformation" of society and economy (Çalışkan, 2020: 1). Digitization has changed the relationships and behaviour of people in social and professional life. In addition, it has turned institutions' marketing channels into an important power (Alan et al., 2018).

Digital marketing is about influencing customers' opinions about the brand as well as their purchasing behaviour. With digital marketing methods, it is aimed to develop positive attitudes towards the brand and to create brand loyalty (Batı, 2019). Companies take part in their interactive platforms and carry out their commercial activities in order to support and promote their brand and corporate image (Altındal, 2013). Marketing communication includes many different communication activities such as advertising, public relations, sales development, and direct marketing and is seen as an effective tool in reaching the target audience of companies (Erdoğan, 2019). Thanks to advertisements, companies achieve certain goals such as creating reputation, creating brand awareness, and getting enough space in the minds of consumers. In this sense, marketing communication has a wide range of marketing mix that includes all communication processes (Tosyalı & Sütçü, 2018). In order to stand out, many marketers aim to make ads entertaining and people watch in order to break the clutter and reach consumers with more engaging messages (Kotler & Armstrong, 2012).

Digital marketing channels such as email marketing, social media marketing, online advertising and mobile marketing can improve the consumer spending experience at the purchase level by making it easier for customers to order, purchase and pay for products to save time (Qazzafi, 2019). Products or services are brought together with customers through digital channels (Chaffey & Ellis-Chadwick, 2016). The main channels used in digital marketing are Website Marketing, Social Media Marketing, Email Marketing, Online Marketing, Search Engine Marketing, Affiliate Marketing and Pay Per Click Advertising (Samarasinghe et al., 2021).

Websites are one of the most important platforms for digital marketing communication. These digital platforms can be used to make a product or service more attractive, to make the buying process more effortless, to reach different products and services with one click, etc. They represent an important marketing tool with their functions (Nielsen, 2000). Websites include functions such as searching and gathering information, navigating websites (ease of accessing and locating desired information), content (functionality of text and images), and accessibility (ease of access, processing time, and speed of the website) (Kaplanidou and Vogt, 2006).

Social media marketing is the totality of real-time communication activities with a company's customers and target audience using social media platforms (Şengül, 2020). Social media is fundamentally changing the way customers communicate, collaborate, consume and create (Aral et al., 2013). Companies communicate interactively, i.e. bidirectionally, with their target group. Social media users are becoming more active and becoming people who both consume and produce content (Öztürk, 2013). In this context, the word prosumer appeared. The definition of prosumer is derived from the combination of the words producer and consumer (Akkuş, 2019). Marketing communication has a big place in the virtual world where potential customers are accepted as users.

In e-mail marketing, one-to-one communication with the customer can be established, which enables a proactive customer approach. Messages on interesting topics are sent to customers. Information about new products, new services and new content is constantly transmitted (Uydacı, 2004). The "right" email communication strategy means that it must first deliver timely and relevant messages to each customer (Chaffey & Ellis-Chadwick, 2016).

Mobile marketing is communication between companies and their customers, promoting products or services, providing information about campaigns and using mobile devices and mobile applications for this (Armağan & Gider, 2014). As shopper marketing quickly became a core application for marketers, mobile apps began to play an important role in shopper marketing, leading to the emergence of mobile shopper marketing (Shankar et al., 2016). Customers can very quickly research the product/service they are interested in, compare content and price with alternative products and evaluate the purchase. This is an indicator of rational, i.e. conscious, buying behaviour (Leblebicioğlu & Bilgen, 2019).

In affiliate marketing, a publisher (affiliate) signs up for an affiliate program offered by a retailer (advertiser) to promote and sell their products through a commission-based payment model (Edelman & Brandi, 2015). The publisher promotes products or services using a unique link that sends traffic to the company's website. If the prospect buys the product, the publisher gets a percentage of the sale (Gedik, 2020). From a business perspective, it can be seen as a way to expand the marketing team by recruiting people through third-party companies that only get paid on successful sales (Sharp, 2019).

SEO is made up of the first letters of the English words "Search Engine Optimization". It includes studies that make websites or pages more noticeable by ranking higher when crawled on the search engine. The main purpose of SEO is to rank high in search engines like Google. The purpose here is to enable different services, information or sales on websites to reach a more specific audience (Batı, 2019). In search engine advertising, or in other words pay-per-click advertising, the ad offers an opportunity to be at the top of the search results, and here it prices the advertising through a special auction mechanism (Aksoy, 2017).

Many researchers say that digital marketing activities influence purchasing decisions (Al-Azzam & Al-Mızeed, 2021; Karaağaoğlu & Ülger, 2020; Alola et al., 2020; Oumayma, 2020; Abdelhady et al., 2019; Rasty, Chou & Feiz, 2013; Huang et al., 2010). Furthermore, researchers (Özdemir, 2020; Hwang et al., 2018) have found that digital marketing methods increase customer satisfaction and brand loyalty, which plays a big role in purchase intent. The purchasing decision and purchasing intention of consumers is influenced by various factors. One of the factors that significantly affects the purchasing decision is the ticket price.

Price

Price, which is one of the elements of the marketing mix, is defined as the amount of money paid for the benefit or value derived from owning or using a product and other costs incurred (Kotler & Armstrong, 2012). Price plays an important role for product or service producers and consumers (Zhang & Round, 2011). Bulut (2012) argues that product prices should be at a level where manufacturers can cover their costs and make a profit, and the price consumers pay for a product/service should be at a reasonable level. The price may vary depending on supply and demand. Peter and Olson (2002) and Lovelock and Wright (2002) define price as the amount of money, time, and effort that customers expend in purchasing and using services.

Pricing is the only tool in the marketing mix that generates direct revenue (McAfee, 2002). A pricing strategy takes into account market conditions, segments, solvency, competitor movements, margins and input costs. A target group-oriented price structure that is advantageous compared to the competition is carried out (Lamb, 2009). One of the most common pricing strategies in the airline industry is demand-based pricing (Knorr & Zigova, 2004). Airfare prices are often highest during holiday periods or other periods of high demand, and the same tickets sell for much lower prices in the off-season. Airlines want to get to know their customers better with loyalty programs, registered users, and cookie tracking to offer them personalized prices (businesswire, 2019).

With a complex pricing structure, full-service airlines offer a variety of pre- and inflight services in different classes of service (Loureiro & Fialho, 2016). Full-service airlines in particular have fare classes such as economy, business and first class. Each fare class is assigned a specific number of seats. When a class is exhausted, the fare is resold in the next higher class, the more expensive class. Full-service customers of traditional airlines are less price-sensitive (Shen & Yahya, 2021). On the other hand, low-cost airlines aim to save on operating costs and bring more passengers to the company at lower prices (Schlumberger & Weisskopf, 2014).

Low-cost airlines have a significantly different pricing strategy. Passengers who buy their plane ticket months in advance are charged lower prices, while passengers who buy their ticket a few days before the flight are charged much higher prices. Compared to classic full-service carriers, the distribution of fees is lower. In addition, low-cost airlines benefit from lower airfare advantages for early morning, midnight and weekday flights (Knorr & Zigova, 2004). Low-cost airlines offer many services for sale for an additional fee like seat reservations, in-flight catering, entertainment, additional baggage etc. in order to reduce their costs to the maximum (Acar & Karabulak, 2015). The fact that the flight tickets of low-cost airlines are cheaper compared to full-service airlines is due to customer demand. Therefore, air ticket price is an important factor that passengers consider when choosing an airline (Vlachos & Lin, 2014). The right price decision gives airlines a competitive advantage and enables them to secure market share. When determining the price of a product/service, cost information should be reliable, accurate and truthful (Tutkavul & Elmacı, 2016).

Many researchers (Ryan & Birks, 2005; Dolnicar, Grabler, Grün, & Kulnig, 2011; Koklic, Kukar-Kinney, & Vegelj, 2017; Haddad, 2019) agree that price is an important deciding factor when choosing a low-cost or full-service airline. However, this does not provide complete customer satisfaction (Forgas et al., 2010; cited by Koklic, Kukar-Kinney, & Vegelj, 2017). Customer satisfaction is an element that cannot be achieved only with a fee. Customer satisfaction is also directly related to the company's service quality (Gürses, 2006).

Service Quality

Quality is viewed as a multi-faceted concept that is a combination of various variables that contribute significantly to improving passenger perceptions during their service experience, as well as their satisfaction and loyalty (An & Noh, 2009; Baker, 2013; Fageda et al., 2014; cited in Kalemba et al. Campa-Planas, 2016). Service quality is a very important factor in distinguishing the service offered and gaining a competitive advantage in the service sector (Laws, 2005; cited in Haddad, 2019). Service quality is the overall subjective judgment and evaluation of a service provider's quality based on consumer experiences that can evoke different types of emotions (Roy, 2015).

There are two key points in developing service marketing and service management models. First, to find out what customers are really looking for in the market, and second, to understand what the service companies value in their customer relationships. To this end, various studies have been conducted to understand customer-centric service quality and various models such as GRÖNROOS, SERVQUAL, SERVPERF and AIRQUAL have been developed to measure customer expectations and performance perception of the service provided (Grönroos, 1982; Parasuraman, Zeithaml & Berry, 1988; Cronin and Taylor, 1992; Bari et al., 2001).

Expectations of the service quality model perceived by Gronroos; It is a function of traditional marketing activities and external influences (traditions and customs, ideology, word of mouth). Experience here is a product of technical and functional quality filtered through the image (Grönroos, 1982). According to Lien and Kao (2008), technical quality refers to what service is provided, while functional quality refers to how the service is provided. Technical quality is about the outcome of buyer-seller interaction (Akoğlan-Kozak & Aydın, 2018). Functional quality corresponds to the impressive performance of a service. Grönroos sees functional quality as a crucial dimension of perceived service. It underscores the need to improve functional quality to maintain successful service management. It is necessary to manage the buyer-seller interaction and thus create a good functional quality in order to offer a powerful marketing function (interactive marketing) that is more important than traditional marketing activities (Grönroos, 1982).

The SERVQUAL model is a multifactorial scale that helps assess consumers' perceptions of service quality (Parasuraman et al., 1988). The basic idea of SERVQUAL is the difference between a customer's expectations of a service to be used and his perception of the service received (Parasuraman et al., 1988). This difference is called a "gap". The purpose of the model is to first identify gaps and inconsistencies and then close the identified gaps so that customer service can be improved (Bhattacharjee & Chetty, 2019). These spaces are customer gap, communication gap, information gap, policy gap and delivery gap. These five gaps are considered very important for businesses to attract more sales in online shopping. When gaps are reduced, companies can have a profitable and healthy market share (Wang et al., 2015).

Parasuraman et al. (1985) analysed the SERVQUAL model in ten dimensions based on the 'Gap Model' and these dimensions are competence, access, courtesy, communication, credibility, reliability, assurance/safety, responsiveness, physical appearance/tangibles, understanding the customer/ counted as recognition. Later, they reduced service quality to five dimensions, and these dimensions are:

- Physical appearance/ tangible features (e.g., appearance of employees, equipment used, service environment/ service facility),

- Reliability (e.g., companies' ability to provide accurate and reliable services),

- Responsiveness (e.g., employee enthusiasm and willingness to assist customers, prompt action),

- Reassurance (e.g., safe behaviour by employees, making customers feel safe and comfortable around the company); and

- Empathy (e.g., the readiness of companies to provide personalized service to each customer) (Haddad, 2019).

If the perceived service performance exceeds customer expectations, it leads to satisfaction and vice versa, if it does not, it leads to disappointment (Crotts & Magnini, 2011). Bitner and Hubbert (1994) stated that a better service quality will increase customer satisfaction and this relationship is intuitive. Satisfied customers are loyal to their service providers, generate positive word-of-mouth, and are willing to pay higher prices for quality service received (Kim & Lee, 2011).

Research on service quality helps airline companies determine their domestic and foreign competitive advantages over their competitors. It serves as a guide for airlines to provide appropriate levels of service in response to customers' needs. Providing superior service quality is a strategic tool for customer satisfaction. As service quality increases, satisfaction level increases, customers use and recommend the service again. Many studies in the literature (Chang & Yeh, 2002; Kim & Lee, 2011; Aydın & Yıldırım, 2012; Çelikkol, Tekin & Uçkun, 2012; Korkmaz, Giritlioğlu & Avcıkurt, 2015; Sandada & Matibiri, 2016; Firdausy & Idawati, 2017); Yaylalı and Dilek, 2017; Yılmaz, 2019; Savaş & Duran, 2020; Karaağaoğlu, 2020; Yeter, 2020; Akdeniz, 2021) have shown that service quality significantly affects the airline consumer's choice and purchasing decision. The right purchase decision leads to satisfaction.

As can be seen, no studies on the travel behaviour of German tourists were found in the literature in which all three variables of digital marketing, price, and service quality were considered together. For this purpose, this study was started.

Methodology

In this study, the survey method, a type of quantitative research, was used to collect data. In order to measure the service quality perceptions of passengers, Parasuraman et al. (1988), five dimensions of the SERVQUAL scale: tangible/physical characteristics, reliability, responsiveness/enthusiasm, trust, and empathy were used. The Airline Consumer Purchasing Decision Factors Scale developed by Yalçın (2020) was used to measure the price sensitivity of passengers and their purchase decision. The Digital Marketing Scale developed by Bodugöz (2019) was used to measure the impact of digital marketing activities on the airline company preference of the passengers. Permission to use the relevant scales was obtained from the authors. The scale consists of 32 statements in total. Statements were rated using a 5-point Likert-type scale (1-Strongly Disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5-Strongly Agree).

Data collection was conducted by researchers at Antalya International Terminal between May 2021 and March 2022. Passengers, selected by a simple random sampling method, were asked to answer the prepared questionnaire. The research universe consists of tourists traveling by plane between Germany and Turkey. Due to the large population, tourists flying with Turkish Airlines, Corendon, Sunexpress, Pegasus between May 2021 and March 2022 from Antalya to Dusseldorf, Cologne, Munich, Hamburg, Frankfurt and Berlin were selected. A total of 382 usable questionnaires were received.
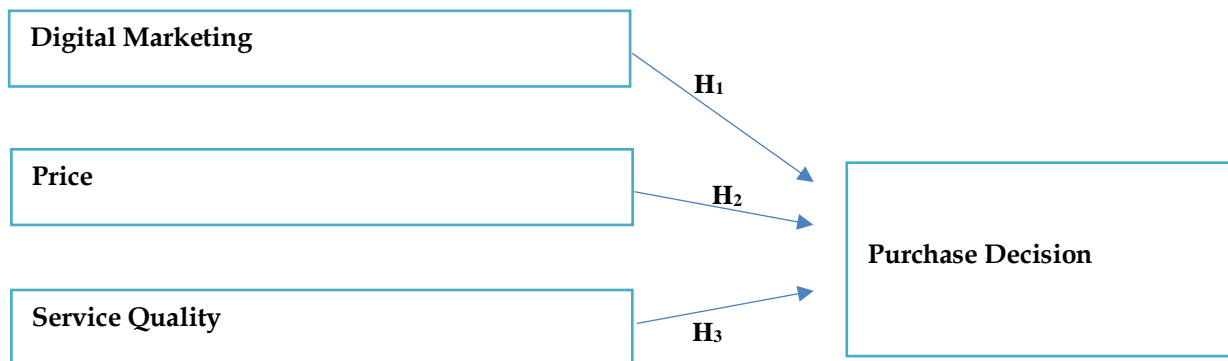

Figure 1: Conceptual Model with Independent and Dependent Variables

The following hypotheses have been developed in the study in order to determine the effect of digital marketing activities, price, service quality on the ticket purchase decision of the passengers.

H1: Digital marketing activities have a significant impact on the passenger's ticket purchase decision.

H2: The price has a significant impact on the passenger's ticket purchase decision.

H3: The service provided by the airline companies has a significant effect on the ticket purchase decision of the passengers.

Analysis

Factor analysis was applied on the scale consisting of 32 items. Table 1 presents the results of Reliability and Factor Analysis of the scale.

Table 1: Reliability and Factor Analysis Results of the Scale

Factor name	Item name	Factor loading	Eigenvalue	Explained variance (%)	Cronbach α coefficient
SERVICE QUALITY	SQ1	.531	3.488	10.774	.85
	SQ2	.705			
	SQ3	.688			
	SQ 4	.586			
	SQ 5	.685			
	SQ6	.617			
	SQ7	.643			
	SQ8	.587			
	SQ9	.616			
	SQ10	.620			
	SQ11	.574			
	SQ12	.511			
	SQ13	.567			
	SQ14	.512			
	SQ15	.538			
PRICE	Price1	.655	1.667	5.242	.717
	Price2	.493			
	Price3	.562			
	Price4	.590			
	Price5	.514			
DIGITAL MARKETING	DM1	.540	7.441	23.454	.771
	DM2	.511			
	DM3	.777			
	DM4	.670			
	DM5	.746			
	DMl6	.775			
	DMl7	.545			
	DMl8	.500			
PURCHASE DECISION	PD1	.730	2.06	6.437	.882
	PD2	.758			
	PD3	.724			
	PD4	.749			
Total Explained Variance					45.707
Kaiser-Meyer-Olkin Measure of Sample Adequacy					.845
Bartlett's Test of Sphericity					
Chi-Square: 5001.055		**df: 496**		**Sig.: .000**	

In the analysis, it is seen that all expressions are gathered under four different dimensions, and it is seen that their validity and reliability are high in terms of factor loads and measure values (Factor load> 0.50; Kaiser-Meyer-Olkin measure of sample adequacy (KMO) > 0.70; Cronbach Alpha> 0.70; p=0.000). The scale, which consists of four dimensions, explains 45.7% of the total variance. Cronbach's Alpha values were calculated to test the reliability of the statements. It is seen that the service quality dimension (0.850), price dimension (0.717), digital marketing dimension (0.771), and purchasing decision dimension (0.882) have high reliability. In general, the alpha coefficient obtained for all items shows the total reliability of the applied questionnaire. A value of 0.70 and above for the relevant coefficient is considered good. As the coefficient increases, the level of reliability also increases (Kılıç, 2016).

Logistic regression analysis was used to examine the relationships between independent variables and dependent variables. Logistic regression analysis is an analysis that examines the probability of a person taking action under the influence of a certain factor(s) (Kleinbaum 1994: 5). It is a method to explain the cause-and-effect relationships between one or more independent variables and a dependent variable that takes a nominal value (Washington et al., 2003: 263; Hosmer et al., 2013: 35).

Results

In this part of the research, the demographic information of the sample group and the findings that emerged as a result of the analysis of the obtained data with the appropriate statistical method and comments on these findings are included.

Table 2: Distribution of Participants' Demographic Variables

Variables	Group	Frequency	%
Gender	female	216	56.5
	male	166	43.5
Age	16-21	23	6
	22-40	199	52.1
	41-56	125	32.7
	57-75	35	9.2
Education	Primary school graduate	6	1.6
	Middle School (Hauptschule/ Realschule)	44	11.5
	High school (Gymnasium)	65	17
	Vocational school graduate	64	16.8
	University graduate	203	53.1
Employment status	employed	327	85.6
	unemployed/student	34	8.9
	retired	21	5.5
Total		**382**	**100**

The table 2 shows that 56.5% of the participants were female and 43.5% were male. A wide majority of respondents were between 22-40 years of age (52.1%) %) and between 41-56 years of age (32.7%). 53.1% of the respondents are university graduate while 17% are from high school graduate. Finally, 85.6% of the participants are working, 8.9% are not working and 5.5% are retired.

Findings Regarding Travel Information and Purchasing Behaviours of Passengers

Table 3: Frequency and Percentage Distribution by Flight-Related Items

Variables	Group	Frequency	%
Frequency of Flying	Once in a month	63	16.5
	2-3 times a year	230	60.2
	less than once a year	84	22
	never	5	1.3
Buying airline tickets by advertisement	yes	152	39.8
	no	230	60.2
Air ticket purchase time	a couple days before	57	14.9
	one week before	74	19.4
	one month before	98	25.7
	2-3 months before	113	29.6
	6 months before	38	9.9
	one year before	2	0.5
Total		**382**	**100**

60.2% of the participants stated that they fly 2-3 times a year, 22% less than once a year, and 16.5% once a month. 60.2% of the participants stated that they did not buy flight tickets according to the advertisement given by the airline, while 39.8% stated that they did. 29.6% of the respondents buy their flight ticket 2-3 months before, 25.7% 1 month before, 19.4% one week before, and 14.9% a few days before departure.

Table 4: Frequency and Percentage Distribution by Airline Company-Related Variables

Variables	Group	Frequency	%
How did you first notice the airline?	Social media	152	19.4
	TV advertisement	51	6.5
	Internet advertisement	145	18.5
	Family/ friends	134	17.1
	Magazine/ newspaper	54	6.9
	Banner/ poster	34	4.3
	Travel Blogs	61	7.8
	Travel agency	119	15.2
	Internet Search Engine	35	4.5
Which airline do you prefer to travel from Germany to Turkey?	Corendon	216	21.3
	Sunexpress	223	22.0
	Condor	96	9.5
	Turkish Airlines	176	17.4
	Others	39	3.9
	Pegasus	124	12.3
	Lufthansa	97	9.6
	TUIFLY	41	4.1
What are your reasons for choosing an airline company?	cheap prices	247	21.0
	good service quality	196	16.6
	company image and reliability	169	14.3
	appropriate flight hours/ sufficient flight frequency	169	14.3
	appropriate flight hours/ sufficient flight frequency	69	5.9
	past positive experiences	141	12.0
	family/friends' advice	43	3.7
	courtesy/helpfulness of airline staff	84	7.1
	variety of additional services	22	1.9
	frequent flyer bonus program	23	2.0
	social media posts	15	1.3

19.4% of respondents heard about the airline for the first time on social media, 18.5% in web ads and 17.1% through their family/friends. TV advertising and magazines/newspapers did not play a major role in initial airline recognition. Hence, it can be said that social media and internet advertising are the two most important factors when choosing an airline.

22% of respondents preferred Sunexpress, while 21.3% of respondents chose Corendon when traveling from Germany to Turkey. German airlines such as Lufthansa (9.6%), Condor (9.5%) and TUIFLY (4.1%) were less preferred.

Cheap price (21%) and good quality of service (16.6%) were cited as the top two reasons for choosing an airline, while social media shares (1.3%) and variety of ancillary services (1.9%) were considered less important.

Findings Regarding Factors Affecting the Ticket Purchase Decision of Passengers

The effect of the service quality, price, and digital marketing scores of the participants on the purchasing decision was examined by logistic regression (table 5).

Table 5: Logistic Regression Table (Purchase Decision)

Variables	B	Standard error	Wald	p	Odds Ratio	%95 Confidence Interval	
service quality	.461	0.21	4.806	**.028**	1.586	1.050	2.397
price	1.044	0.174	35.814	**.000**	2.84	2.018	3.997
digital marketing	.114	0.185	0.376	.54	1.12	.779	1.612
constant	-5.912	0.851	48.249	**.000**	.003		
R²= .202(Cox ve Snell)	χ²(3)= 86.309						
R²= .270 (Nagelkare)	Sig.= .000						

The logistic regression model established regarding the effect of service quality, price and digital marketing scores on the purchasing decision of the participants is significant (χ2(3)=86,309, p<.05). The Cox & Snall R square and Nagelkerke R square values indicate how much of the variability in the dependent variable is explained by the independent variables, and these values are the minimum and maximum values (Pallant, 2007). Between 20.2% and 27% of the variability in the purchasing decision of the participants is explained by the variables in the model. 71.5% of the participants were correctly classified.

The effect of service quality (B=0.461, Wald=4.806, p<.05) and price (B=1.044, Wald=35.814, p<.05) scores on the purchasing probability of the participants is significant. In both variables, the B coefficient was obtained as positive, so the increase in the scores of these two variables increases the purchasing probability of the participants. One unit increase in service quality and price points increases the purchasing probability of the participants by 1.586 and 2.84 times, respectively. The effect of digital marketing scores on the purchasing probability of the participants is not significant (B=0.114, Wald=0.54, p>.05).

Conclusion and Discussion

This study examined research and statistics on the travel behaviour of Germans, who most often travel to European countries, as well as citizens living in Germany, and their online flight ticket purchasing behaviour. Research has shown that this target group holds an important place in the Turkish tourism market.

The concept of digital marketing, which has become indispensable in the technology age, is explained. Information on digital marketing activities in the airline industry was presented. Many researchers found that digital marketing activities influence purchasing decisions (Al-Azzam & Al-Mızeed, 2021; Karaağaoğlu & Ülger, 2020; Alola et al., 2020; Oumayma, 2020; Abdelhady et al., 2019; Rasty, Chou & Feiz, 2013; Huang et al., 2010). Furthermore, researchers (Özdemir, 2020; Hwang et al., 2018) have found that digital marketing methods increase customer satisfaction and brand loyalty, which plays a big role in purchase intent. The purchasing decision and purchasing intention of consumers is influenced by various factors. As a result of studying the research, it became clear that all kinds of advertising, sales promotions, sales development activities and interaction with users on the Internet influenced this decision. However, this study showed no significant impact of digital marketing activities on passengers' ticket purchase decisions.

German tourists usually buy their vacation in packages (flight, hotel and transfer) and mostly from tour operators and travel agencies. Tour operators are companies that combine travel services (accommodation and transportation) and sell tourism products to their customers and provide ground handling services to airlines and travel agencies. Airlines should pay attention to these sales channels, since the sale of seats for vacation packages on airplanes is handled through tour operators and travel agencies that offer passengers confidence and good service. In view of these results, it can be said that German tourists are not very active when it comes to buying vacation trips online.

Due to intense competition, airlines aim to strengthen and accelerate sales with price cuts, sales promotions and various promotions. Price, which is one of the marketing mix elements, is an effective decision element. Many of the studies achieved in the literature (Ryan & Birks, 2005; Anuwichanont,

2011; Dolnicar, Grabler, Grün & Kulnig, 2011; Zhang & Round, 2011; Martínez-Garcia, Ferrer-Rosell & Coenders, 2012; Chua et al., 2015; Han & Hyun, 2015; Firdausy & Idawati, 2017; Yaylalı & Dilek, 2017; Gülkanat, 2019; Henderson et al., 2019; Yılmaz, 2019; Savaş & Duran, 2020), price is an important factor in the Airline consumer purchasing decisions and airline preferences. In this study, the marketing mix component that had the greatest impact on participants' purchasing decisions was price. The results obtained in the literature and the results of the study show similarities. In addition, the results of the analysis showed that there is a strong correlation between the price and the purchasing decision variable. Increasing the price variable by one unit also increases the probability of a decision. Medina et al. (2020) argued that price in particular can motivate the consumer to buy and the slightest increase in the price of the product or service can negatively influence the consumer's purchasing decision. This finding means that passengers are price-conscious, rational decision-makers and that price has a dominant influence on their intention to fly again.

Airlines try to differentiate themselves through good service quality in order to survive, to be superior to their competitors in the market and to differentiate themselves from others. Service quality research helps airlines determine their competitive advantages over their domestic and international competitors. It serves as a guide for airlines to provide appropriate levels of service in response to customers' needs. Providing a superior quality of service is a strategic tool for customer satisfaction. When service quality improves, satisfaction increases, customers buy the service/ticket again and recommend the airline and its services to others. Many studies in the literature (Chang & Yeh, 2002; Kim & Lee, 2011; Aydın & Yıldırım, 2012; Çelikkol, Tekin & Uçkun, 2012; Korkmaz, Giritlioğlu & Avcıkurt, 2015; Sandada & Matibiri, 2016; Firdausy & Idawati, 2017; Yaylalı & Dilek, 2017; Yılmaz, 2019; Savaş & Duran, 2020; Karaağaoğlu, 2020; Yeter, 2020; Akdeniz, 2021) have shown that service quality has a significant impact on the choice and purchase decision of airline customers. These findings are consistent with the research results.

Factors influencing participants' purchasing decisions include airline discounts, promotions, and ticket eligibility in the study. In addition, low prices, good service quality, the company's image and reliability, the availability of suitable flight times and the availability of sufficient flight frequencies significantly influence the airline preference of passengers. Most passengers buy their airline tickets 2-3 months in advance and travel 2-3 times a year. Passengers first perceive airlines through social media, internet advertising, family and friends, and travel agents. In addition, it was observed that the majority of passengers fly with low-cost airlines such as Sunexpress (22%) and Corendon Airlines (21.3%).

Recommendations

Considering the importance of airlines in the tourism industry and the importance of promotional activities for marketing departments, the following suggestions can be made: Airlines can drive innovation by working closely with tour operators, travel agencies and ticketing outlets to expand their distribution channels; accordingly, they can develop their product/service content; They should increase their advertising efforts to attract the attention of new customers; They can create requests with pinpoint messages across different sales channels and move people to action; in particular, they may be more active on social media platforms, which play an important role in the initial perception of the company; They should offer different ticket classes for every budget in order not to scare off their customers and to ensure customer satisfaction. they can encourage customers to book a flight by offering them different types of discounts; They should prepare ads and promotions that are important to customers so that ticket sales can be increased by raising awareness among the target audience; They should present a good image considering their customers are planning a trip influenced by their family and friends, so they should work on viral marketing and word of mouth; They can increase consumer loyalty to the airline through loyalty discounts that make consumers feel special; They should work on a brand image that includes reliable promises and smooth communication.

Limitations

This research has some limitations. The study sample consists of passengers traveling between Germany and Turkey at Antalya International Terminal between May 2021 and March 2022. It is not possible to generalize the results of the study to Turkey as a whole, as the data was only collected from the Antalya International Terminal. The collection of data across Turkey for future studies will play an important role in achieving clearer results.

Future Research Recommendations

In the next studies, the researchers can comparatively analyse the ticket purchase decisions of foreign tourists with different demographics influenced by the digital marketing activities, service quality and price with different research techniques and data collection methods, and reveal the similarities and differences between them.

Implications

The results are theoretically significant primarily because they empirically underpin the connections between the factors mentioned and purchase decisions. There are also positive real-world implications for airlines. The results of this study may guide various future researches in this field and contribute to the literature in this sense. The results can help leaders gain better recognition and a sustainable competitive advantage. At the same time, the results serve the airlines as a guide for the application. There are also positive practical effects for the airlines. In addition, it can be said that determining consumer behaviour and the factors influencing this behaviour will positively contribute to airlines' marketing activities and sales efforts.

References

Abdelhady, R. M, Fayed, H. A. K., & Fawzy, N. M. (2019). The Influence of Airlines' Marketing Mix Elements on Passengers' Purchasing Decision Making: The Case of FSCs and LCC. *International Journal of Hospitality & Tourism Systems*, 12(2), 1-16.

Acar, Z. & Karabulak, S. (2015). Competition between Full-Service Network Carriers and Low-Cost Carriers in Turkish Airline Market. *Procedia Social and Behavioral Sciences*, 207, 642-651.

Akar, E. & Kayahan C. (2007). *Elektronik Ticaret ve Elektronik İş.* İstanbul: Nobel Yayın Dağıtım.

Akdeniz, E. (2021). Kabin İçi Hizmet Kalitesi Açısından Farklı Zaman Kesitlerine Yönelik Bir Karşılaştırma: En İyi Hava Yolu İşletmesinin Seçimi. *Elektronik Sosyal Bilimler Dergisi*, 20(17), 273-288.

Akkuş, T. (2019). *Üreten Tüketici (Prosumer)*.

Retrieved from https://www.tolgaakkus.com/2019/10/ureten-tuketici-prosumer/

Akoğlan-Kozak, M. & Aydın, B. (2018). Grönroos Hizmet Kalitesi Modeli: Otelcilik Alanyazını Üzerinden Bir Değerlendirme. *Anatolia: Turizm Araştırmaları Dergisi*, 29(2), 175-184.

Aksoy, İ. (2017). *Dijital Pazarlamada Gerçeğin Sıfır Anı Yaklaşımı Açısından Elektronik Ağızdan Ağıza İletişimin Tüketicilerin Satın Alma Davranışı ile İlişkisi ve Bir Araştırma.* Yayımlanmamış Yüksek Lisans Tezi. Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, İstanbul.

Al-Azzam, A. F. & Al-Mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan. *Journal of Asian Finance, Economics and Business*, 8(5), 455–463. doi:10.13106/jafeb.2021.vol8.no5.0455

Alan A. K., Kabadayı, E., & Erişke, T. (2018). İletişimin Yeni Yüzü: Dijital Pazarlama ve Sosyal Medya Pazarlaması. *Elektronik Sosyal Bilimler Dergisi*, 17(66), 493- 504.

Alola, U. V., Nange, R. Y., & Öztüren, A. (2020). Investigating the factors that trigger airline industry purchase intention. *Current Psychology*, 41, 1716–1727.

Altındal, M. (2013). *Dijital Pazarlamada Marka Yönetimi ve Sosyal Medyanın Etkileri.* Akademik Bilişim 2013 – Xv. Akademik Bilişim Konferansı Bildirileri, 23-25 Ocak 2013, Akdeniz Üniversitesi, Antalya, 1147-1151. https://ab.org.tr/ab13/kitap/altindal_AB13.pdf

An, M. & Noh, Y. (2009). Airline Customer Satisfaction and Loyalty: Impact of in Flight Service Quality. *Service Business*, 3(3), 293-307.

Anuwichanont, J. (2011). The Impact of Price Perception On Customer Loyalty In The Airline Context. Journal of Business Economics Research, 9, 37–50.

Aral, S. et al. (2013). Social Media and Business Transformation: A Framework for Research. *Information Systems Research*, 24(1), 3-13. doi:10.1287/isre.1120.0470

Armağan, E. & Gider, A. (2014). Mobil Pazarlama ve Üniversite Öğrencilerinin Mobil Pazarlama Algısı: Nazilli'deki Üniversite Öğrencilerine Yönelik Bir Araştırma. *Online Academic Journal Of Information Technology*, 5(17), 28-44.

Aydın, K. & Yıldırım, S. (2012). The Measurement of Service Quality with Servqual for Different Domestic Airline Firms in Turkey. *Serbian Journal of Management*, 7(2), 219-230.

Baker, D. M. (2013). Service Quality and Customer Satisfaction in the Airline Industry: A Comparison between Legacy Airlines and Low-cost Airlines. *American Journal of Tourism Research*, 2(1), 67-77.

Balcombe, K., Fraser, I., & Harris, L. (2009). Consumer Willingness to Pay for In-Flight Service and Comfort Levels: A Choice Experiment. *Journal of Air Transport Management*, 15(5), 221-226.

Bari, S., Bavik, A., Ekiz, H., Hussain, K. & Toner, S. (2001). AIRQUAL: A Multiple-Item Scale for Measuring Service Quality, Customer Satisfaction, and Repurchase Intention, HOS-414 Graduation Project (Thesis), Gazimagusa: Eastern Mediterranean University, School of Tourism and Hospitality Management.

Batı, U. (2019). Viral Marka Yönetimi ve Dijitalleşen Markalar. *Marka İletişimi Tasarımı ve Uygulamaları*. A. Z. Özgür (ed.). Anadolu Üniversitesi Yayını No: 3435, Eskişehir.

Bhattacharjee, J. & Chetty, P. (2019). *An overview of online consumer behavior theory and model*. ProjectGuru. Retrieved from https://www.projectguru.in/online-consumer-behaviour-theory-model/

Bitner, M. J. & Hubbert, A. R. (1994). Encounter satisfaction versus overall satisfaction versus quality: the customer's voice. *International Business Research*, 12 (6), 10-18. doi:10.5539/ibr.v3n4p72

Bodugöz, E. N. (2019). *Tüketici Satın Alma Kararında Dijital Pazarlama Etkisi: THY Örneği*. Yayımlanmamış Yüksek Lisans Tezi. Ankara Hacı Bayram Veli Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Ankara.

Bulut, E. (2012). *Pazarlama İletişiminde Yeni Yaklaşımlar Kapsamında Sosyal Medya Uygulamaları ve Etkili Kampanya Örnekleri.* Yayınlanmamış Yüksek Lisans Tezi, İstanbul Kültür Üniversitesi Sosyal Bilimler Enstitüsü, İletişim Sanatları Anabilim Dalı, İstanbul.

BusinessWire (2019). *Keeping up With the Competitive Pricing Strategies in the Aviation Industry.* Retrieved from https://www.businesswire.com/news/home/20191120005534/en/Keeping-up-With-the-Competitive-Pricing-Strategies-in-the-Aviation-Industry-Infiniti%E2%80%99s-Latest-Blog-Reveals-Some-of-the-Common-Pricing-Strategies-of-Airline-Companies

Chaffey, D. & Ellis-Chadwick, F. (2016). *Digital Marketing.* (6th ed.). Strategy, Implementation and Practice. United Kingdom: Pearson Press.

Chang, Y. H. & Yeh, C. H. (2002). A Survey Analysis of Service Quality for Domestic Airlines. *European Journal of Operational Research*, 139, 166–177.

Chou, C. et al. (2011). An evaluation of airline service quality using the fuzzy weighted SERVQUAL method. *Applied Soft Computing*, 11(2), 2117-2128. doi:10.1016/j.asoc.2010.07.010

Chua, B.L., Lee, S., Goh, B., & Han, H. (2015). Impacts of cruise service quality and price on vacationers cruise experience: moderating role of price sensitivity. *International Journal of Hospitality Management*, 44, 131-145. doi:10.1016/j.ijhm.2014.10.012.

Cronin, J. & Taylor, S. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56, 55-68.

Crotts, J. C. & Magnini, V. P. (2011). The customer delight construct: is surprise essential? Annals of Tourism Research, 38(2), 719–722.

Çalışkan, G. (2020). *Dijitalleşme / Dijital Dönüşüm Nedir?* Retrieved from https://binbiriz.com/blog/dijitallesme-dijital-donusum-nedir

Çelikkol, E. S. et al. (2012). Türkiye'de İç Hatlardaki Hava Yolu Taşımacılığında Müşteri Tercihi ve Memnuniyetini Etkileyen Faktörlere Yönelik Bir Araştırma. *İşletme Dergisi*, 4(3), 70-81.

DESTATIS (2021). *Luftverkehr auf allen Flugplätzen 2019.*

Retrieved from https://www.destatis.de/DE/Themen/Branchen-Unternehmen/Transport-Verkehr/Personenverkehr/_inhalt.html#sprg239702

Dolnicar, S., Grabler, K., Grün, B., & Kulnig, A. (2011). Key Drivers of Airline Loyalty. *Tourism Management*, 32, 1020-1026.

Edelman, B. & Brandi, W. (2015). Risk, Information, and Incentives in Online Affiliate Marketing. *Journal Of Marketing Research*, 52(10), 1-2.

Erdoğan, B. Z. (2019). *Pazarlama İletişimi.* Eskişehir: AÖF Anadolu Üniversitesi Yayınları.

Firdausy, C. M. & Idawati, R. (2017). Effects of Service Quality, Price and Promotion on Customers' Purchase Decision of Traveloka Online Airline Tickets in Jakarta, Indonesia. *International Journal of Management Science and Business Administration*, 3(2), 42-49. doi:10.18775/ijmsba.1849-5664-5419.2014.32.1004

Gedik, Y. (2020). Bağlı Kuruluş Pazarlaması: Kavramsal Bir Çerçeve. *Yorum-Yönetim-Yöntem Uluslararası Yönetim-Ekonomi ve Felsefe Dergisi*, 8(2), 95-110.

Gnanlet, A. & Yayla-Kullu, H. M. (2013). Impact of International Presence on Service Supply Chain Quality. *Int'l J Supply Chain Management*, 12 (3), 1-9.

Graefe, L. (2020). *Reiseverhalten der Deutschen.* Retrieved from https://de.statista.com/themen/1342/reiseverhalten-der-deutschen/

Graefe, L. (2021). *Online-Buchungen von Flug Pauschalreisen nach Zielflughafen bis 2019.* Retrieved from https://de.statista.com/statistik/daten/studie/154548/umfrage/top-zielflughaefen-bei-online-reisebuchungen/

Grönroos, C. (1982). *Strategic Management and Marketing in the Service Sector*. London: Chartwell-Bratt.

Gülkanat, M. (2019). *Hava Yolu Şirketlerinde Hizmet Kalitesi ve Yolcuların Satın Alma Kararları Üzerindeki Etkisi: Yerli Yolculara Yönelik bir Araştırma.* Yayımlanmamış Yüksek Lisans Tezi. İstanbul Okan Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, İstanbul.

Haddad, E. R. (2019). Exploring Service Quality of Low-Cost Airlines. *Services Marketing Quarterly*, 40(4), 301-315. doi:10.1080/15332969.2019.1665901

Han, W. (2021). Purchasing Decision-Making Process of Online Consumers Based on the Five-Stage Model of the Consumer Buying Process. *Advances in Social Science, Education and Humanities Research*, 586, 545-548.

Henderson, I. L., Tsui, K. H., Ngo, T., Gilbey, A. and Avis, M. (2019). Airline Brand Choice in a Duopolistic Market: The Case of New Zealand. *Transportation Research*, Part A, 121, 147-163.

Hosmer, D. W., Lemeshow, S. & Sturdivant, R. X. (2013). *Model-Building Strategies and Methods for Logistic Regression.* In: Hosmer DW, Lemeshow S, Sturdivant RX, editors. Applied Logistic Regression. 3rd ed. New York: Wiley, p. 89–151.

Huang, Y. K. (2010). The Effect of Airline Service Quality on Passengers' Behavioral Intentions Using SERVQUAL: A Taiwan Case Study. *Journal of the Eastern Asia Society for Transportation Studies*, 8, 2330-2343.

Hwang, J., Park, S., & Woo, M. (2018). Understanding user experiences of online travel review websites for hotel booking behaviours: An investigation of a dual motivation theory. *Asia Pacific Journal of Tourism Research*, 23(4), 359-372. doi:10.1080/10941665.2018.1444648

IATA. *Air Passenger Numbers to Recover in 2024.* Retrieved from https://www.iata.org/en/pressroom/2022-releases/2022-03-01-01/

IATA. *Economic Performance of the Airline Industry. International Air Transport Association.* Retrieved from https://www.iata.org/en/publications/economics/?Search=&EconomicsL1=149&EconomicsL2=150#searchForm

Kalemba, N. & Campa-Planas, F. (2016). An Overview of the Quality Concept in the Air Transportation Business: A Systematic Literature Review. *International Journal for Quality Research*, 11(1), 51–70. doi:10.18421/IJQR11.01-04.

Kalyoncuoğlu, Y. (2021). *Türkiye, salgın koşullarına rağmen 2020'de ve 2021'in ilk iki ayında 17 milyondan fazla turist ağırladı.* Retrieved from https://www.aa.com.tr/tr/turkiye/turkiye-salgin-kosullarina-ragmen-2020de-ve-2021in-ilk-iki-ayinda-17-milyondan-fazla-turist-agirladi/2213246

Kaplanidou, K. & Vogt, C. A. (2006). A Structural Analysis of Destination Travel Intentions as a Function of Web Site Features. *Journal of Travel Research*, 45(2), 204-216. doi:10.1177/0047287506291599

Karaağaoğlu, N. (2020). *Türkiye'de Havayolu Şirketlerinin Tanıtım Çalışmalarının Yolcuların Karar Verme Sürecine Etkisi*. Yayımlanmamış Doktora Tezi. İstanbul Maltepe Üniversitesi, Halkla İlişkiler ve Tanıtım Anabilim Dalı, İstanbul.

Kılıç, S. (2016). Cronbach'ın Alfa Güvenirlik Katsayısı. *Journal of Mood Disorders*, 6(1), 47-48.

Kim, Y. K. & Lee, H. R. (2011). Customer Satisfaction Using Low-Cost Carriers. *Tourism Management,* 32(2): 235-243. doi:10.1016/j.tourman.2009.12.008

Kleinbaum, D. G. (1994). *Logistic Regression: A Self-Learning Text*. New York: Springer-Verlag.

Knoblich, S., Martin, A., Nash, R., & Stansbie, P. (2017). Keys to Success in Social Media Marketing (SMM) – Prospects for the German Airline Industry. *Tourism and Hospitality Research*, 17(2), 147–164.

Knorr, A. & Zigova, S. (2004). *Competitive Advantage Through Innovative Pricing Strategies: The Case of the Airline Industry.* Berichte aus dem Weltwirtschaftlichem Colloquim der Universität Bremen, Institute for World Economics and International Management, 93.

Koklic, K. M., Kukar-Kinney, M., & Vegelj, S. (2017). An investigation of customer satisfaction with low-cost and full-service airline companies. *Journal of Business Research*, 80, 188–196. doi:10.1016/j.jbusres.2017.05.015

Korkmaz, S., Eser, Z., Öztürk, S. A., & Işın, B. (2009). *Pazarlama: Kavramlar-İlkeler-Kararlar.* Ankara: Siyasal Kitabevi.

Korkmaz, H., Gırıtlıoğlu, İ., & Avcıkurt, C. (2015). Havayolları İç Hatlarda Algılanan Hizmet Kalitesinin Müşteri Memnuniyeti ve Tekrar Satın Alma Davranışına Etkisi. *Karabük Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 5(2), 248-265.

Kotler, P. & Bliemel, F. (2001). *Marketing-Management.* Stuttgart: SchafferPoeschel Verlag.

Kotler, P. & Armstrong, G. (2012). *Principles of Marketing.* (14th ed.). London: Pearson College.

Krösmann, C. (2014). *34 Millionen Deutsche buchen ihre Reise im Internet.* Retrieved from https://www.bitkom.org/Presse/Presseinformation/34-Millionen-Deutsche-buchen-ihre-Reise-im-Internet.html

Lamb, C. W. (2009). *Marketing.* Toronto: Nelson Education Limited.

Leblebicioğlu, B. & Bilgen, İ. (2019). Tüketicilerin Fiyat Algılamalarının İndirim Marketlerinden Satın Alma Niyetleri Üzerindeki Etkisi. *İstanbul Gelişim Üniversitesi, Sosyal Bilimler Dergisi*, 6, 141-154. doi: http://dx.doi.org/10.17336/igusbd.609121

Lien, N. H., & Kao, S. L. (2008). The effects of service quality dimensions on customer satisfaction across different service types: Alternative differentiation as a moderator. *Advances in Consumer Research,* 35, 522–526.

Loureiro, S. M. C. & Fialho, A. F. (2016) The Role of Intrinsic In-Flight Cues in Relationship Quality and Behavioural Intentions: Segmentation in less Mindful and Mindful Passengers. *Journal of Travel & Tourism Marketing*, 1-15. doi:10.1080/10548408.2016.1251871

Lovelock, C. H. & Wright, L. (2002). *Principles of Service Marketing and Management*. (2nd ed.) New Jersey: Prentice Hall.

Martínez-Garcia, E., Ferrer-Rosell B., & Coenders, G. (2012). Trip Characteristics and Dimensions of Internet Use for Transportation, Accommodation, and Activities Undertaken at Destination. *Journal of Hospitality Marketing & Management*, 25(4), 498-511. doi:10.1080/19368623.2015.1034827

McAfee, R. P. (2002). *Competitive Solutions: The Strategist's Toolkit.* New Jersey: Princeton University Press.

Medina, C. A. et al. (2020). The Processing of Price During Purchase Decision Making: Are there Neural Differences among Prosocial and Non-Prosocial Consumers? *Journal of Cleaner Production*, 271(2), 122648. doi:10.1016/j.jclepro.2020.122648

MFA (Ministry of Foreign Affairs). *Yabancıların Tabi Olduğu Vize Rejimi.*

Retrieved from https://www.mfa.gov.tr/yabancilarin-tabi-oldugu-vize-rejimi.tr.mfa

Muruganandam, C. (2016). Social Media Monthly Active Users for 2016 [Infographic] - Business 2 Community. Retrieved from https://www. business2community.com/infographics/social-media-monthly-active-users2016-infographic-01437877

Nielsen, J. (2000). *Designing web usability*. Indianapolis: New Riders Publishing.

Odabaşı, Y. & Barış, G. (2002). *Tüketici Davranışı*. (2. Baskı). İstanbul: MediaCat Yayıncılık.

Oumayma, B. (2020). Social Media Made Me Buy It: The Impact of Social Media on Consumer Purchasing Behavior and on the Purchase Decision-Making Process. *In The Proceedings of the Third International Conference on Smart City Applications*, 230-243. doi:10.1007/978-3-030- 37629-1_18.

Özdemir, S. (2020). The Impact of Social Media on Brand Loyalty: Airline Industry in Turkey. *Erciyes İletişim Dergisi*, Temmuz, 7(2), 1549-1566. doi:10.17680/erciyesiletisim.722636

Öztürk, R. G. (2013). *Dijital Reklamcılık ve Gençlik*. İstanbul: Beta Yayınları.

Pallant, J. F. (2007). *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS for Windows Version 15.* 3rd ed. Maidenhead: Open University Press.

Parasuraman, A., Zeithaml, V. & Berry, L. (1988). SERVQUAL: A multi-item scale for measuring consumer perception of service quality. Journal of Retailing, 64, 2-40.

Parasuraman, A., Zeithaml, V. & Berry, L. (1985). A Conceptual Model of Service Quality and its Implication for Future Research. Journal of Marketing, 49, 41-51.

Park, J.W. et al. (2006). The effects of individual dimensions of airline service quality: findings from Australian domestic air passengers. *Journal of Hospitality and Tourism Management*, 13(2), 161-176. doi:10.1375/jhtm.13.2.161

Parkin, G. (2009). *Digital Marketing: Strategies for Online Success*. London: New Holland Publishers.

Peter, J. P. & Olson, J. C. (2005). *Consumer Behaviour and Marketing Strategy.* (6th ed). Boston: McGraw-Hill.

Qazzafi, S. (2019). Consumer Buying Decision Process Toward Products. *International Journal of Scientific Research and Engineering Development*, 2 (5), 130-134.

Rasty, F., Chou, C.-J., & Feiz, D. (2013). The Impact of Internet Travel Advertising Design, Tourists' Attitude, and Internet Travel Advertising Effect on Tourists' Purchase Intention: The Moderating Role of Involvement. *Journal of Travel & Tourism Marketing*, 30(5), 482–496. doi:10.1080/10548408.2013.803394

Roy, S.K. et al. (2015). Measuring Service Quality: A Systematic Review of Literature. *International Journal Services, Economics and Management*, 7(1): 24-52.

Ryan, C., & Birks, S. (2005). Passengers and low cost flights: Evidence from the trans-tasman routes. *Journal of Travel & Tourism Marketing*, 19(1), 15–27.

Samarasinghe, U. S. et al. (2021). The Impact of Social Media Marketing towards the Purchase Intention among Generation Y and Z with Reference to Franchise Fast Food Industry in Colombo District. *Global Journal of Management and Business Research: E Marketing*, 21(1), 19-37.

Sandada, M. & Matibiri, B. (2016). An Investigation into the Impact of Service Quality, Frequent Flier Programs and Safety Perception on Satisfaction and Customer Loyalty in the Airline Industry in Southern Africa. *South East European Journal of Economics and Business*, 11(1), 41-53. doi:10.1515/jeb-2016-0006

Savaş, H. & Duran, Z. (2020). Havayolu Pazarında Firma Seçimini Etkileyen Faktörlere Rekabetçi Bir Bakış. *Pamukkale Üniversitesi, İşletme Araştırmaları Dergisi*, 7(2), 45-58.

Schlumberger, C. E. & Weisskopf, N. (2014) *Ready for Takeoff? The Potential for Low-Cost Carriers in Developing Countries.* USA: World Bank Publications.

Shankar, V. et al. (2016). Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues. *Journal of Interactive Marketing*, 34, 37-48. doi:10.1016/j.intmar.2016.03.002

Sharp, E. (2019). *20 reasons your business should use affiliate marketing to grow your brand*. Retrieved from https://www.awin.com/us/how-to-use-awin/20-reasons-to-use-affiliate-marketing

Shen, C. & Yahya, Y. (2021). The Impact of Service Quality and Price on Passengers' Loyalty towards Low-Cost Airlines: The Southeast Asia Perspective. *Journal of Air Transport Management*, 91, 1-10. doi:10.1016/j.jairtraman.2020.101966

Statista (2022). *Anzahl der auf deutschen Flughäfen einsteigenden Flugpassagiere mit dem Streckenziel Türkei von 2004 bis 2021.*

Retrieved from https://de.statista.com/statistik/daten/studie/481689/umfrage/flugpassagiere-von-deutschland-in-die-tuerkei/

Şengül, O. (2020). *Digital Marketing*. İstanbul: Ceres Yayınları.

Tiernan, S., Rhoades, D.L., & Waguespack, B. (2008). Airline service quality: Exploratory analysis of consumer perceptions and operational performance in the USA and EU. *Managing Service Quality: An International Journal*, 18(3), 212-224. doi:10.1108/09604520810871847

Tosyalı, H. & Sütçü, C. S. (2018). *Pazarlama İletişiminde Dijital Dönüşüm: Etkileşimli Reklamcılık Uygulamaları Örnekleri*. Uluslararası Dijital Çağda İletişim Sempozyumu, Mersin, 18-19 Ekim 2018, 238-246.

Turhan, E. A. (2020) *Ruslardan sonra gözler Alman turistte*. Retrieved from https://www.haberturk.com/ruslardan-sonra-gozler-alman-turiste-2775298-ekonomi

TurizmGüncel (2019). *Bakanlık araştırdı: Hangi ülke turisti Türkiye'ye neden geliyor?* Retrieved from https://www.turizmguncel.com/haber/bakanlik-arastirdi-hangi-ulke-turisti-turkiyeye-neden-geliyor

Turizm & Yatırım (2017). *Online Seyahat Pazarı Hızla Büyüyor.* İşletme ve Endüstri Dergisi, 58, 6 (Ed.: Pınar Çoban) http://www.turizmyatirimdergisi.com.tr/images/dergi/58-58.pdf

Tutkavul, K. & Elmacı, O. (2016). Fiyatlandırma Kararlarında Geleneksel ve Çağdaş Maliyetleme Sistemlerinin Yeterliliklerinin Karşılaştırılmasına Yönelik Ampirik Bir Çalışma. *Muhasebe Bilim Dünyası Dergisi*, 18(3), 659-689.

TÜROFED (Türkiye Otelciler Federasyonu). *Turizm Raporu. Sayı:14.* Retrieved from https://www.turofed.org.tr//panel/upload_system/pages_file/f0d8ac64de76e795a84a98a188b926b1.pdf

UNWTO (Birleşmiş Milletlere bağlı Dünya Turizm Örgütü). *International Tourism Highlights. 2019 Edition.* Retrieved from https://www.e-unwto.org/doi/pdf/10.18111/9789284421152

Uydacı, M. (2004). Pazarlamada Elektronik Posta Kullanımı. *Ege Academic Review*, 4 (1), 79-84.

Vlachos, I. & Lin, Z. (2014). Drivers of Airline Loyalty: Evidence from the Business Travelers in China. *Transport Research Part E: Logistics and Transportation Review*, 71, 1–17. doi:10.1016/j.tre.2014.07.011

Wang, Y. L, Luor, T., Luarn, P., & Lu, H. P. (2015). Contribution and trend to quality research-A literature review of SERVQUAL model from 1998 to 2013. *Informatica Economică*, *19*(1), 34-45.

Washington, S. P. et al. (2007). *Statistical and Econometric Methods for Transportation Data Analysis*. 1ˢᵗ ed. New York: Chapman and Hall/CRC. doi:10.1201/9780203497111

Yalçın, D. (2020). Havayolu Tüketicisinin Satın Alma Davranışını Etkileyen Faktörlerin ve Algılanan Hizmet Kalitesinin Havayolu Seçimine Etkisi. Yayımlanmamış Doktora Tezi. İstanbul Okan Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, İstanbul.

Yaylalı, M. & Dilek, Ö. (2017). Hava Yolu Ulaşımında Tüketici Tercihlerine Etki Eden Faktörlerin Belirlenmesi. *Uluslararası Ekonomi, İşletme ve Politika Dergisi*, 1(2), 75-88.

Yeter, T. (2020). *Ulaşım ve Hava Yolu Firma Seçimi.* Yayımlanmamış Doktora Tezi. Anadolu Üniversitesi, Sosyal Bilimler Enstitüsü, Sivil Havacılık Yönetimi Anabilim Dalı, Eskişehir.

Yılmaz, M. K. (2019). Havayolu Müşterilerinin Memnuniyet – Beklenti Düzeylerinin ve Tercihlerini Etkileyen Faktörlerin Belirlenmesine Yönelik Bir Saha Araştırması. *Sosyal Bilimler Araştırmaları II.* Akademisyen Kitapevi, Ankara, 239-258.

Zhang, Y. & Round, D. K. (2011). Price Wars and Price Collusion in China's Airline Markets. *International Journal of Industrial Organization*, 29, 361-372.

Conflict of interest:

The authors have no conflict of interest to declare.

Grant / Financial Support:

The authors declare that this study has not received any financial support.

Ethics Committee Approval:

The required Ethics Committee approval for this study was obtained on 12/03/2021 from Akdeniz University under number E-55578142-050.01.04-234947.

As a result of the evaluation of the Scientific Research and Publication Ethics Committee members, it was decided that the study in question was in compliance with ethical principles.