THE EFFECT OF ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISEMENTS ON BRAND VALUE AND CONSUMER BEHAVIOR

Sosyal Medya Reklamlarına Yönelik Tutumun Marka Değeri ve Tüketici Davranışları Üzerine Etkisi

Abdullah BALLI[1]

[1] *Doç. Dr., Millî Savunma Bakanlığı, Ankara, abdullah.balli@ostimteknik.edu.tr,* orcid.org/0000-0003-2689-6610

ABSTRACT

As consumers begin to spend more time on social networks, social media platforms have become commercial marketing tools. Advertisements for any goods, services or brands, especially on social media platforms, have become effective. Social media advertisements have begun to be very effective on consumers' brand value perception and preferences, and this affects the consumer's thoughts in terms of awareness, loyalty and quality in the context of brand value. As a result, unplanned purchasing behavior has come to the fore. The aim of this study is to investigate the effect of consumers' attitudes towards social media advertisements on brand value and consumer behavior. The data obtained within the scope of the research was obtained by online survey method between 10 March and 30 April 2024. During the data analysis process, SPSS 25.0 and AMOS 26.0 package programs were used within the scope of the research. The results obtained reveal that the attitude of consumers towards social media advertisements has a positive and statistically significant effect on brand value and consumer behavior. In this context, it is seen that social media advertisements play a decisive role in the changes in consumers' perception and this effect indicates a positive relationship between brand value and consumer behavior.

ÖZ

Tüketicilerin sosyal ağlarda daha fazla vakit geçirmeye başlamasıyla birlikte sosyal medya platformları ticari pazarlama aracı haline gelmiştir. Özellikle sosyal medya platformlarında herhangi bir mal, hizmet veya markayla ilgili yapılan reklamlar etkili olmaya başlamıştır. Sosyal medya reklamları tüketicilerin marka değeri algısı ve tercihleri üzerinde oldukça etkili olmaya başlamış ve bu durum tüketicinin marka değeri bağlamında farkındalık, sadakat ve kalite anlamında düşüncelerini etkilemektedir. Bunun sonucunda plansız satın alma davranışı ön plana çıkmıştır. Bu çalışmanın amacı tüketicilerin sosyal medya reklamlarına yönelik tutumlarının marka değeri ve tüketici davranışları üzerindeki etkisini araştırmaktır. Araştırma kapsamında elde edilen veriler, 10 Mart-30 Nisan 2024 tarihleri arasında çevrimiçi anket yöntemiyle elde edilmiştir. Veri analizi sürecinde araştırma kapsamında SPSS 25.0 ve AMOS 26.0 paket programları kullanılmıştır. Elde edilen sonuçlar, tüketicilerin sosyal medya reklamlarına yönelik geliştirdikleri tutumun, marka değeri ve tüketici davranışları üzerinde pozitif ve istatistiksel olarak anlamlı bir etki oluşturduğunu ortaya koymaktadır. Bu bağlamda, sosyal medya reklamlarının tüketicilerin algısındaki değişimlerde belirleyici bir rol oynadığı ve bu etkinin marka değeri ile tüketici davranışları arasında olumlu bir ilişkiye işaret ettiği görülmektedir.

1. Introduction

Social media refers to communication and broadcast platforms where individuals create and maintain interpersonal interactions. Social media uses the "wisdom of crowds" to connect information in a collaborative manner. Social media can take many different forms, such as internet forums, message boards, weblogs, wikis, podcasts, pictures, videos, etc. (Neti, 2011: 2). It is an area that allows users to share content, views, ideas and improves interaction and communication. Businesses can use social media to strengthen interaction and communication with their customers (Mangold & Faulds, 2009: 359). As a result of the widespread use and popularity of social media, the online user base significantly affects consumers' purchasing decisions. Consumers who make purchasing decisions communicate on social media and can both access information about products and services themselves and gain information through online users sharing their experiences (Parker, 2010: 263). Social media has become an indispensable element of individuals' daily routines, ascending to eminence as the principal computer-supported communication platform (Lee and Hong, 2016; Wahab et al., 2022). Although social media provides many innovations and benefits for businesses, consumers and brands, it also brings with it a number of problems, opportunities and threats (Souiden et al., 2019). It is thought that social media and especially advertising contents have a significant impact on consumer preference and decision-making processes (Alalwan, 2018). It is stated that consumers develop positive attitudes towards positive content and shares and show this in their decisions (Boateng and Okoe, 2015). It is stated that social media advertisements have a decisive role in consumer preference and decision-making processes (Tsiotsou, 2022). It is also known that consumers' content and advertising preferences affect the tendency towards the brand or product (Aghhakhani et al., 2018). For this reason, social media advertisements not only affect consumers' preferences and purchasing behaviors in terms of motivation, but also serve as an important motivation tool.

It is thought that social media tools and social media advertisements have an important place in the development of digital marketing. As per the Digital Global Overview 2023 Report, a staggering 5.16 billion individuals globally are connected to the internet, with 4.76 billion actively engaged in social media (Wearesocial, 2023). The ubiquitous use of portable devices, encompassing mobile phones, computers, and tablets, has surpassed 5.44 billion users, reflecting a utilization rate of 64% among the world's population. Moreover, 59% of internet users access the internet through mobile devices. According to the latest reports, the user base of Facebook, which maintains its leading position in the social media field, is 2.934 billion, YouTube is 2.515 billion and WhatsApp is 2 billion. Instagram ranks fourth with 1.386 billion users, while Twitter ranks fifth with 544 million users (Kemp, 2023). During the period 2013-2023, an increase of approximately 300% in social media usage was observed. By 2023, a substantial 82% of individuals have explored a brand or product via social media platforms such as Facebook, Instagram, X, and TikTok. Moreover, at least 26% of users actively engage with social media channels with the explicit aim of making a purchase (Wearesocial, 2023). The prevalence of social media advertising within the digital landscape has also witnessed a substantial rise, with a 20% increase in the share of social media ads in digital ads (Statista, 2023). These empirical findings collectively highlight the ubiquitous incorporation of mobile devices and the active involvement in social media platforms across a broad spectrum of global user demographics.

According to the results of research, 93% of social media users interact with companies. In parallel, companies interact with their customers at a rate of 85% via social media (Michaelidou et al., 2011). Brands that want to gain an advantage regarding the wide use of social media are making efforts to establish a presence on social media, and therefore advertising practitioners and marketers are integrating social media into their digital strategies (Voorveld, 2019: 14). Social media allows brands to communicate effectively with their target audiences, contributing to the development of personal but professional relationships (Hackworth and Kunz, 2010: 56). An additional advantage conferred by social media is its capacity to extend interactions beyond the confines of the brand-consumer relationship. It not only engenders novel brand-customer engagements but also showcases these interactions to a wider audience. Customers are afforded the opportunity to participate in the brand-customer relationships of others, while simultaneously gaining insights into brands and businesses by observing these interactions (Gallaugher and Ransbotham, 2010: 199). In the realm of marketing and advertising, an essential consideration lies in comprehending the optimal amalgamation of various elements from a consumer brand knowledge perspective. This understanding is crucial for crafting the most fitting brand positioning within the minds of consumers (Keller, 2003: 599). Accordingly, prior to establishing a foothold

in the consumer's psyche, a brand must disseminate pertinent information and raise awareness through diverse associations.

Social media marketing emerges as a powerful tool in the sphere of digital transformation, offering substantial potential to stimulate economic expansion, especially for micro, small, and medium enterprises (SMEs) operating within an open market environment. From an economic perspective, the utilization of social media marketing furnishes businesses with an efficacious means of promoting and advertising novel products. In this framework, its primary objective lies in cultivating favorable relationships between business proprietors and clientele, thereby streamlining and enhancing the processes associated with product development (Wardi and Belgiawan, 2023:116-117). Social media advertising expenditures are projected to reach US$ 219.80 billion by 2024. While global advertising expenditures are expected to grow by 3.86% annually, social media advertising expenditures are estimated to reach US$ 255.80 billion by 2028. It is predicted that 83% of total advertising expenditures on social media ads will be realized on mobile platforms in 2028 (Statista, 2024). The escalating use and importance of social media platforms in the marketing landscape have brought about substantial transformations in the field of marketing and advertising. In the face of the increasing power of social media tools every day, businesses develop new content and shares and convey messages about their brands and products to consumers. The importance given to social media advertisements as a motivation tool on purchasing behavior has increased. Thanks to the effect created, it has been understood that research on social media advertisements is necessary in order to develop approaches related to brand value, brand image and brand loyalty. The purpose of this study is to examine the effect of consumer attitudes towards social media advertisements on brand value and purchasing behavior. In the second part of the study, social media advertisements, brand value and consumer behavior are explained in the conceptual framework with the support of literature. In the third part, the method, the purpose of the study, its importance, sample selection, research model, hypothesis tests are included. In the fourth part, the findings obtained from the analysis are included, and in the last part, the conclusion and suggestions are included.

2. Conceptual Framework

Social media advertisements have a different place in ensuring brand awareness of businesses and motivating consumer purchasing behavior. It is also stated that it offers important opportunities for brands to interact with their existing and potential customers and support brand reliability and brand loyalty. In this context, brands' effective and active use of social media, creating creative and sponsored content will enable brands to raise awareness among their target audiences and thus achieve their communication and sales goals (Kim & Ko, 2012: 1480).

2.1. Social Media Advertisements

In contemporary marketing strategies, digital ads have become an integral component. The proliferation of the Internet and technological advancements has revolutionized the means by which advertisers connect and engage with consumers (Mangold & Faulds, 2009: 358). As social media platforms change and diversify, the increase in the number of users has influenced businesses to use social media ads as a marketing tool. In this way, content and messages were delivered to consumers much faster and easier (Papasolomou & Melanthiou, 2012: 320). As a result, social media advertisements and contents have become an important marketing stimulus on consumer purchasing behavior. Users, by clicking on these ads, can access additional information, make purchases, or engage with the brand directly. The inherent interactivity of digital ads empowers consumers to interact with brands, offering a channel for feedback (Chung & Austria, 2010: 583). This interactivity plays a pivotal role in enhancing brand loyalty and fortifying customer relationships.

Social media ads, constituting a significant facet of digital advertising and marketing, encompass various digital marketing tools including website advertisements, social network advertisements, mobile advertisements, display advertising, electronic mail (e-mail) marketing, banners, banner advertisements, and advergaming (Turow, 2015: 21; Penpece, 2013; Chapelle et al., 2015; Ryan, 2016; Shankar and Balasubramanian, 2009: 118; Ilgın, 2013; Gökşin, 2018). Website Ads, also known as web advertising, represent a form of digital advertising centered around corporate websites. As elucidated by Ilgın (2013), the corporate websites of businesses constitute an essential facet of digital advertising tools. Social Network

Advertisements involve the delivery of short videos, visual images, music, and display advertising content to users on social platforms. This dynamic process entails the transmission of marketing stimuli through diverse methods, contributing to brand, product, or service promotion. Mobile Advertisements have emerged as a contemporary advertising tool, enabling companies to communicate with consumers through messages and images transmitted via smartphones, which have become ubiquitous in daily life. Short messages, designed for ease of comprehension and direct delivery to the consumer's handheld communication device, prove to be an effective communication tool in the realm of advertising (Shankar and Balasubramanian, 2009: 118). Display Advertising involves presenting messages to customers through display advertisements visible while browsing internet websites. Display ads on these pages can significantly influence consumers' purchasing decisions by capturing their attention and fostering brand or product awareness (Chapelle et al., 2015). Electronic mail (E-mail) marketing, as outlined by Gökşin (2018), is a digital advertising tool known for achieving successful returns at low costs. The key consideration lies in sending the right message to the right audience at the right time. Effective management of this process is crucial to prevent digital advertisements via email from being deleted without being read. Mucuk (2009) emphasizes that advancements in electronic tools, coupled with technological developments, are pivotal factors shaping the general characteristics of marketing. Banner Advertisements, according to Ilgın (2013), typically possess a strip-like appearance and are embedded within web pages. Often placed in proximity to engaging news or images on websites in various geometric shapes, these ads serve as effective message tools, boasting low click rates but high recall rates. This cost-effective advertising format allows for click control and pricing adjustments, making it a popular choice in the realm of digital advertising (Çalıkuşu, 2009: 204; Turow, 2015: 21; Hokkacı, 2005: 132-134). Advergaming, or Advertising Games, is a concept that blends gaming and advertising. As suggested by Ilgın (2013), it refers to games designed with an advertising function. This form of advertising involves integrating messages about products, services, or the products themselves within games. Consumers engaging in these games are rewarded with products and services from the advertising brand as they progress through various adventures and tasks (Özkaya, 2010).

2.2. Brand Value and Consumer Behavior

Brand value represents a robust, enduring, and distinct advantage for companies, encompassing a set of behaviors and relationships that yield sales potential and profits inherently linked to the brand name (Leuthesser, 1998). Financially, brand value is the quantifiable benefit attributed to consumers concerning the brand name, product features, and pricing (Swait et al., 1993). It denotes the economic and financial value created by a brand's ability to occupy a unique, positive, and prioritized space in the minds of the consumer masses (Kapferer, 1997). Brand equity, as posited by Kotler (2017), is the response of customers to the brand name concerning the product or marketing efforts associated with it. A brand, represented by a logo, sign, or symbol, carries a narrative, significance, and value in consumers' minds, making brand value a perceptual rather than a physical element (Solomon, 2003). Elevating brand value enables companies to enhance their competencies and make strategic decisions based on their market activities. Successfully established brand value is identified as a crucial competitive advantage, providing companies with opportunities to augment their capabilities (Keller, 2008). Consumer-based brand equity is a conceptual framework aimed at ensuring the salient recognition of a brand by consumers while concurrently preserving the robust, preferred, and distinctive brand associations within the cognitive domain of consumers (Keller, 1993). An exploration of the scholarly discourse on consumer-based brand equity reveals a multifaceted landscape of sub-components, as expounded by Christodoulides and De Chernatony (2010), encompassing facets such as social image, performance, trust, relationship, quality perception, loyalty, associations, meaning, satisfaction, uniqueness, clarity, reputation, value, and functionality. Drawing upon Aaker's (1991) model, consumer-based brand equity is delineated into four cardinal components: brand awareness, brand associations, quality perception, and brand loyalty. Brand awareness, a cognitive process involving the recognition or recollection of a consumer's affiliation with a brand within a specific product category, is asserted to yield three distinct advantages in the consumer decision-making process, namely learning advantages, evaluation advantages, and choice advantages (Keller, 2003). Beyond serving as the bedrock of purchasing decisions, brand associations assume a pivotal role in the value creation process for both the company and its consumer base. These associations encapsulate the entirety of brand-related information stored in memory, wielding a profound influence on brand value (Buil et al., 2008).

Although discussions continue in the literature on the structural factors of the brand value concept, brand value has a strategic importance for brands (Davcik et al., 2015). The brand value of businesses has a positive effect on consumers' purchasing behavior (Jalilvand et al., 2011; Yoo and Donthu, 2001; Huang et al., 2011; Ioannou and Rusu, 2012). It is estimated that some brands and products affect the purchasing behavior of consumers and the underlying reason for this is the desire to create image and prestige. This situation is considered as an indicator of the importance the consumer attaches to the product and brand value. At this point, social media advertisements are thought to have a significant impact on shaping the consumer's brand value and product perception. Especially when certain people or groups give short but effective messages in social media advertisements, it motivates consumers positively in terms of purchasing behavior (Chou, 2014; Salehzadeh and Pool, 2017; Kavisekera and Abeysekera, 2016). For this reason, it is necessary to conduct research to examine consumers' attitudes and behaviors towards social media advertisements and to measure the effect of brand value and social media advertisements on consumer behavior.

3. Method

Survey research, which is frequently used among quantitative research designs, is a type of research that aims to detect people's attitudes, beliefs, intentions and behaviors on certain issues with the help of surveys (Creswell, 2017: 13). This research was conducted based on a quantitative screening model in order to understand the effect of consumers' attitudes towards social media advertisements on the value perception of the advertised brand and, in this context, the brand's intention to purchase the goods or services offered and the trust in the advertisement.

3.1. Purpose and Importance of the Research

Social media appears as a phenomenon that significantly affects and evolves the lifestyle of contemporary society. Beyond using these platforms only to communicate with their personal circles, individuals actively use them for multifaceted purposes such as receiving news, socializing, obtaining information, conducting research, sharing information and looking for a job. This multiple functionality offered by social media makes it an important communication tool that shapes and diversifies individuals' daily lives. In short, social media has gone far beyond being a communication tool. Brands that want to turn this situation into an opportunity prefer advertisements, which are one of the most powerful marketing tools to connect with consumers. Because the more consumers are exposed to stimuli related to that brand, their awareness of that brand will increase, a perception of quality will occur and ultimately brand loyalty will emerge. In this way, if the consumer is exposed to a stimulus related to that brand at any time, unplanned purchasing intention will arise. Of course, the brand's trust in social media advertisements, which are the marketing tools it uses, will play a key role here. Consequently, a systematic exploration into the repercussions of social media advertising on both brand valuation and consumer conduct assumes paramount significance. The inadequacy of precision tools, methodological frameworks, and content modalities capable of endowing the consumer with the intended brand value via social media channels may instigate a deleterious perceptual shift within the consumer base. Within the scope of this research, priority is given to measuring consumer trends related to creating brand awareness, understanding product quality and developing brand loyalty, which is collectively summarized as brand value. This encompasses an exhaustive analysis of the informational and economic dividends that social media advertisements seek to impart to the consumer. The overarching goal is to assess the consumer's trustworthiness and propensities toward making purchases, outcomes that are intrinsically shaped by the perceived brand value. The study is oriented toward scrutinizing the attitudes of individuals who actively partake in social media engagement and are subjected to corresponding promotional content, thereby probing into the efficaciousness of these advertising undertakings. It is envisaged that discernments gleaned from this inquiry will not only contribute substantively to the corpus of knowledge in marketing research but will also furnish invaluable strategic acumen for enterprises operating within the domain of social media advertising.

3.2. Population and Sample of the Research

The research population comprises consumers aged between 18 and 64, who possess at least one social media account, actively engage with social media, and are willing to express their opinions on social media advertisements. Within the scope of the study, individuals up to the age of 64 were included in the study,

especially because individuals aged 65 and over stated that they were against products and services sold through social media advertisements. This situation appears as a limitation of the study. The study employed an online survey methodology, utilizing convenience sampling to gather research data. To enhance the representativeness of the findings and ensure a more comprehensive dataset, the survey was distributed to consumers across various geographical regions. This approach aimed to capture diverse perspectives and provide a more accurate reflection of the entire population under investigation. Since 16 out of 406 surveys were not suitable, 390 surveys were evaluated within the scope of analysis. However, participants who use social media but do not make an evaluation about social media advertisements or do not consider purchasing a good or service they see from social media advertisements constitute a limitation of the research. The fact that the participants were only in certain regions of Turkey and stated that they could not actively use social media tools constitute the limitation of the study.

3.3. Research Model and Hypotheses

The research model and hypotheses were designed based on the analysis of existing studies in the literature. Within the scope of the research, hypotheses were tested to understand the attitudes of consumers towards social media advertisements, their behavior against any brand value and unplanned purchasing intention. The research model includes the main variables: attitude towards social media advertisements (information and economic benefit), brand value (quality, awareness and loyalty) and consumer behavior (unplanned purchasing and trust in advertising). These variables represent the main concepts that form the theoretical framework of the study.
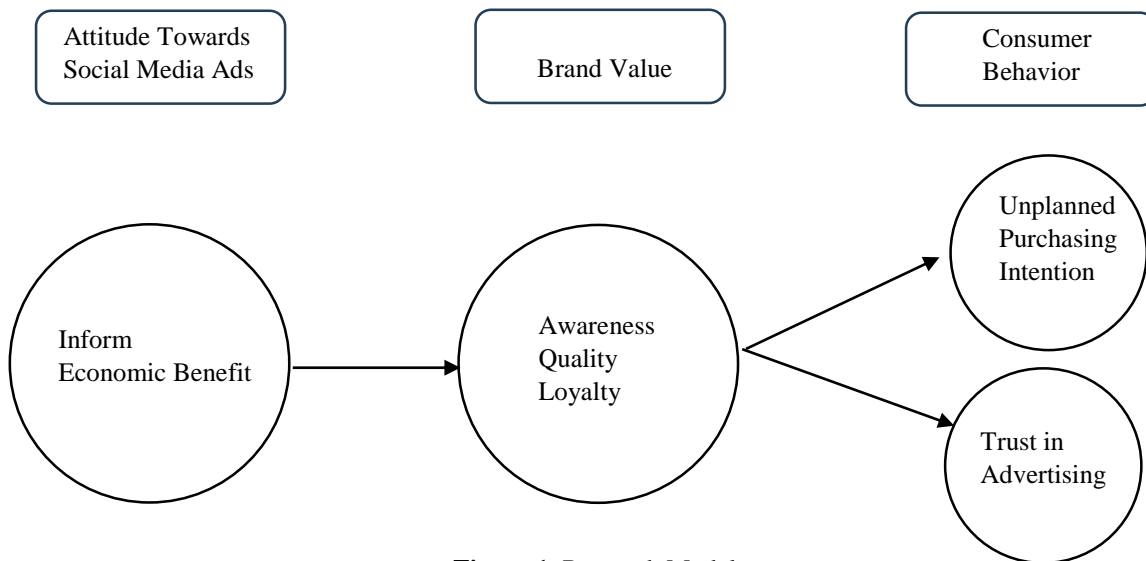

Figure 1. Research Model

Studies on marketing and advertisements emphasize that consumers' beliefs and attitudes towards online advertisements are very important on the effectiveness of advertisements (Mehta, 2000; Wang et al., 2009). It has been stated that the consumer's attitude towards the social media platform is also related to the attitude towards advertising, and that consumers' tendency to accept advertisements on platforms where they have a positive stance and to believe the information provided by the advertisement increases (Chu, 2011). It has also been stated that when there is no trust in the platform and the advertisement, consumers pay less attention to the content of the advertisement or the advertised product or service (Zha et al., 2015). Within the scope of the research model, it is assumed that consumers primarily trust social media advertisements and tend to engage in unplanned purchasing behavior based on this trust. As a result of trusting and believing in the message given by the brand through social media advertisements, consumers may engage in unplanned purchasing behavior of products or services. In this context, a hypothesis was created.

H1:The economic benefit feature of social media advertisements has a significant and positive effect on perceived quality.

Informativeness is summarized as the attitude towards using online advertising to seek information and is considered as a positive indicator of attitudes towards advertising (Wang et al., 2009; Wolin et al., 2002). In this context, a hypothesis was created.

H2:The informative feature of social media advertisements has a significant and positive effect on brand awareness.

Brand loyalty is the concept that emerges when the product is not purchased by chance, it is made in a certain process, the decision is focused, it is preferred among different alternatives, and a psychological process such as decision making and evaluation is experienced (Kotler and Pfoertsch, 2010). It has been observed that consumers have more positive attitudes towards informative advertisements, which in turn has positive effects on purchasing behavior. In this context, another hypothesis of the research was created.

H3:The economic benefit feature of social media advertisements has a significant and positive effect on brand loyalty.

Studies on attitudes towards advertising generally examine consumers' attitudes towards advertising, their effects on the brand and their effects on purchase intention (Gong and Maddox, 2003). It is seen that positive attitudes towards online marketing affect consumer behavior and are related to both the frequency of clicking on social media ads and online shopping (Boateng and Okoe, 2015). In light of the literature reviewed within the study's purview, additional hypotheses for the research were articulated as follows.

H4:The informative feature of social media advertisements has a significant and positive effect on perceived quality.

H5:The economic benefit feature of social media advertisements has a significant and positive effect on brand awareness.

H6:The informative feature of social media advertisements has a significant and positive effect on brand loyalty.

H7:Consumers' brand awareness has a significant and positive effect on unplanned purchasing intention.

H8:Consumers' brand loyalty has a significant and positive effect on unplanned purchasing intention.

H9:Consumers' perceived quality has a significant and positive effect on unplanned purchasing intention.

3.4. Data Collection Tool

The research on the data obtained through the online survey consists of three main parts. In the first part, participants were requested to provide information on demographic variables such as age, gender, education level, income level, marital status and city of residence. In the second part, questions were asked to measure the participants' attitudes towards social media. These questions include factors such as frequency of social media use, frequency of watching social media advertisements, and frequency of purchasing products with the influence of social media advertisements. The last section includes questions measuring brand value perception (awareness, loyalty, quality) and consumer behavior (unplanned purchasing intention, trust in advertising). The questionnaire, formulated through Google Forms, was distributed to respondents via electronic mail, social media platforms, and WhatsApp using an access hyperlink. The measurement instruments employed encompass the attitude scale devised by Wang et al. (2009) for the assessment of individuals' attitudes towards social media advertisements. Additionally, the survey incorporated the scale introduced by Yoo and Donthu (2001) to gauge brand awareness/association, brand loyalty, and perceived quality as sub-dimensions within the broader construct of brand value. Furthermore, the evaluation featured a scale developed by Rook and Fisher (1995) designed to quantify impulsive purchasing intentions, along with a scale crafted by Soh et al. (2009) for the assessment of trust in advertising.

For the scales used within the scope of the research, permission was received from OSTİM Technical University Ethics Committee dated 06 March 2024 and numbered E-96274976-100-28688. The data obtained within the scope of the research was collected by online survey method between 10 March and 30 April 2024.

3.5. Analysis of Data

Within the framework of the research, questions were asked to the participants using a 5-point Likert scale, except for demographic characteristics. The attitude scale towards social media advertisements consists of 2 sub-dimensions and 6 questions, the brand value scale consists of 3 sub-dimensions and 12 questions, the

unplanned purchase intention scale consists of one dimension and 9 questions, and the trust in social media advertisements scale consists of one dimension and 16 questions. Normality tests for the data set were performed before confirmatory factor analysis. It is stated in the literature that normal distribution is accepted if Kurtosis and Skewness values are between -1.5 and +1.5 (Tabachnick and Fidell, 2013). Shapiro-Wilk and Kolmogorov-Smirnov test results for the factors of information, economic benefit, brand awareness, brand loyalty, perceived quality, unplanned purchase intention, and trust in advertising show that kurtosis values are between -0.166 and 1.104, and skewness values are between -0.237 and 0.906. This shows that the data is suitable for normal distribution. The generally accepted Kaiser-Meyer-Olkin (KMO) lower value is 0.50, and as the KMO value approaches 1, the suitability of the data set for analysis increases. Bartlett's Sphericity test shows that the relationship between variables is sufficient as it gives a significant ($p < 0.05$) result (Durmuş et al., 2022). In this context, when the Kaiser Meyer Olkin (KMO) test and correlation matrix, which was conducted to evaluate the suitability of the data obtained from 390 participants, were examined, it was seen that the KMO value was quite high, at 0.906. Bartlett Test results for the factors are statistically significant ($p<0.000$) and these results show that the data set is suitable for factor analysis. Construct reliability (CR) and average explained variance (AVE) values of the scales show whether convergent validity and composite reliability are achieved. An AVE value greater than 0.50 indicates that the scales provide convergent validity (Bagozzi and Yi, 2012). Whether the scales have discriminant validity within themselves depends on their CR values being over 0.70 (Fornell & Larcker, 1981). As a matter of fact, it can be seen in Table 1 that the convergent validity and composite reliability conditions of the AVE values (over 0.50) and CR values (over 0.70) of the scales used in the study are met by the scales. In addition, Cronbach's Alpha values (over 0.70) indicate that the factors are reliable and consistent (Durmuş et al., 2022). Cronbach's Alpha values for the seven factors range between 0.799 and 0.938, indicating that the scales are reliable and consistent.

Table 1. Factor Load, Cronbach's Alpha, AVE and CR Values of Scales

Scales	Factor Name	Factor Item	Factor	Cronbach's	AVE	CR
Attitude Towards	Inform	Social media advertisements	0.843	0.841	0.619	0.884
		Social media ads provide	0.694	0.823		
		Social media ads provide the	0.798	0.901		
	Economic Benefit	Social media ads contribute to	0.821	0.799	0.687	0.896
		Social media advertising	0.755	0.874		
		The best source of information	0.656	0.899		
Brand Value	Awareness/	I can recognize and recognize	0.874	0.938	0.596	0.791
		I am aware of the existence of	0.742	0.851		
		I know what brand X looks	0.677	0.866		
		Some characteristic features of	0.704	0.907		
		I can immediately remember	0.789	0.835		
		I can easily picture brand X in	0.825	0.809		
	Quality	The quality of brand X meets	0.840	0.872	0.644	0.778
		The functional features of	0.696	0.837		
		Brand X is high quality. (Q3)	0.721	0.919		
	Loyalty	I consider myself loyal to	0.825	0.808	0.572	0.756
		Brand X would be my first	0.773	0.851		
		If I can access brand X, I will	0.618	0.917		
Unplanned	Unplanned	I usually shop on impulse.	0.687	0.900	0.588	0.801
		Sometimes I feel like I make	0.595	0.806		
		Sometimes I don't care what I	0.601	0.904		
		I usually buy things without	0.544	0.811		
		I buy things based on how I	0.639	0.833		
		"Do it now" describes the way	0.556	0.916		
		"I see, I buy" describes me.	0.608	0.830		
		I make most of my purchases	0.559	0.808		

Trust in	Trust in Advertising	"Buy now, think later"	0.543	0.871		
		It is worth appreciating. (TA1)	0.825	0.919	0.604	0.863
		This is true, it is real. (TA2)	0.796	0.914		
		It's finished. (TA3)	0.697	0.899		
		It is clear and obvious. (TA4)	0.825	0.909		
		Its basis is reality. (TA5)	0.768	0.904		
		It is worth trusting. (TA6)	0.631	0.838		
		It is honest and solid. (TA7)	0.564	0.801		
		It is credible and reliable.	0.843	0.800		
		It gives people the best option.	0.761	0.834		
		It is nice. (TA10)	0.808	0.865		
		It can be trusted. (TA11)	0.657	0.807		
		It is true. (TA12)	0.725	0.839		
		It is valuable. (TA13)	0.737	0.904		
		It's fun. (TA14)	0.699	0.913		
		It works. (TA15)	0.714	0.916		
		It is positive. (TA16)	0.657	0.927		

In order to understand whether the scales used in the research overlap with the model, factor analysis was conducted separately for each scale. Goodness of fit indices were used to understand the suitability of the model created within the scope of the study. Referand values for acceptable or excellent fit of the model are shown in Table 2.

Table 2. Table of Fit Index Values

Fit Indices	Acceptable Fit	Perfect Fit
$\chi 2sd/$ (CMIN/df)	$3 \leq \chi 2/sd \leq 5$	$0 \leq \chi 2/sd \leq 3$
NFI	$0.90 \leq NFI \leq 0.95$	$0.95 \leq NFI < 1$
TLI	$0.90 \leq TLI \leq 0.95$	$0.95 \leq TLI < 1$
CFI	$0.90 \leq CFI \leq 0.95$	$0.95 \leq CFI < 1$
IFI	$0.90 \leq IFI \leq 0.95$	$0.95 \leq IFI < 1$
RMSEA	$0.05 \leq RMSEA \leq 0.08$	$0.00 < RMSEA \leq 0.05$
GFI	$0.90 \leq GFI \leq 0.95$	$0.95 \leq GFI < 1$

Source: Tabachnick & Fidell, (2007)

In this context, confirmatory factor analysis was conducted for the four scales and the results are given below. Since three or more modifications were needed for the model's goodness of fit values to be within perfect limits, it was accepted in its current form. Consumers' attitude scale towards social media advertisements According to the analysis results given in Figure 2; $\chi 2(20) = 81.546$ p<.001; $\chi 2/sd = 4.077$; NFI=0.964; CFI=0.956; TLI=0.927; IFI=0.961 RMSEA=0.055). Among the fit indices, NFI (normed fit index), CFI (comparative fit index) and IFI (incremental fit index) values were found to be within perfect fit limits, but $\chi 2/sd$ (CMIN/df), TLI (tucker-lewis index), and RMSEA (root It was determined that the mean square error of approximation) indices were within acceptable limits.
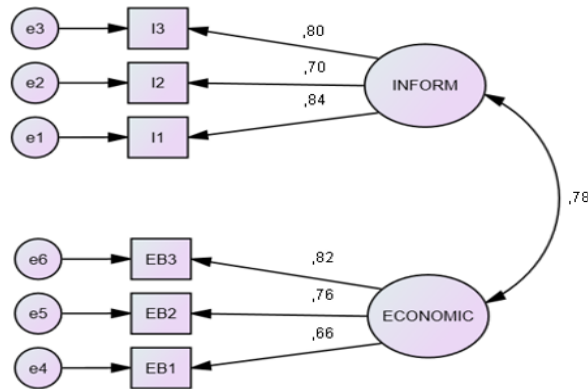
Figure 2. Confirmatory Factor Analysis of Attitude Scale Towards Social Media Advertisements

According to the brand value scale analysis results given in Figure 3; $\chi2(53) = 219.372$ p<.001; $\chi2/sd = 4.139$; NFI=0.926; CFI=0.956; TLI=0.951; IFI=0.958 RMSEA=0.058). Among the fit indices, TLI (tucker-lewis index), CFI (comparative fit index) and IFI (incremental fit index) values were found to be within the limits of perfect fit, but $\chi2/sd$ (CMIN/df), NFI (normed fit index) and RMSEA (root mean square error of approximation) indices were found to be within acceptable limits.
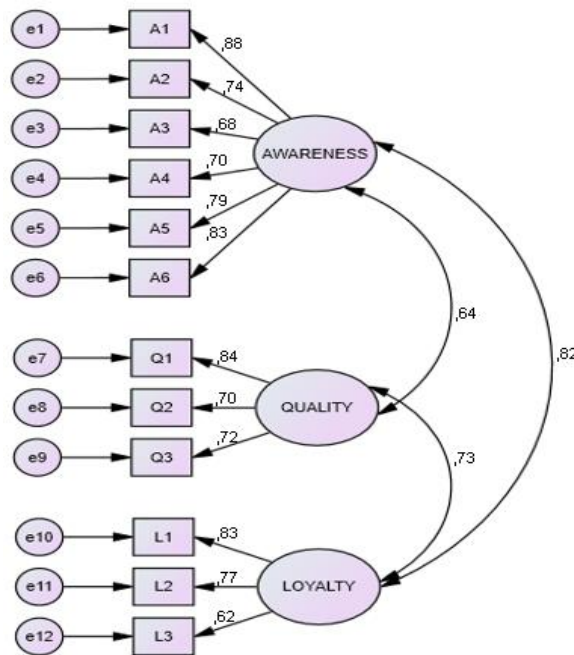
Figure 3. Brand Value Scale Confirmatory Factor Analysis

According to the unplanned purchase intention scale analysis results given in Figure 4; $\chi2(19) = 77.135$ p<.001; $\chi2/sd = 4.059$; NFI=0.955; CFI=0.960; TLI=0.944; IFI=0.957 RMSEA=0.064). Among the fit indices, NFI (normed fit index), CFI (comparative fit index) and IFI (incremental fit index) values were found to be within perfect fit limits, but $\chi2/sd$ (CMIN/df), TLI (tucker-lewis index), RMSEA (root mean) square error of approximation) indices were found to be within acceptable limits.
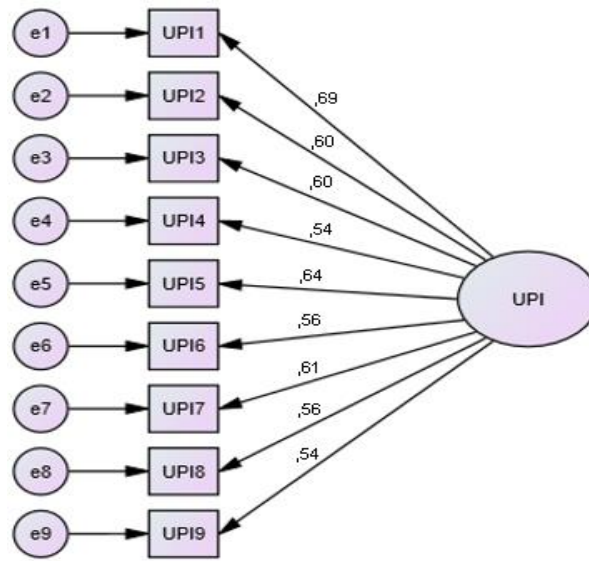
Figure 4. Confirmatory Factor Analysis of Unplanned Purchase Intention Scale

According to the analysis results of the trust in advertising scale given in Figure 5; $\chi2$(96) =468.041 p<.001; $\chi2/sd$= 4.875; NFI=0.963; CFI=0.951; TLI=0.916; IFI=0.945 RMSEA=0.051). Among the fit indices, NFI (normed fit index) and CFI (comparative fit index) values were found to be within the limits of perfect fit, but $\chi2/sd$ (CMIN/df), TLI (tucker-lewis index), IFI (incremental fit index) and RMSEA (root mean square error of approximation) indices were found to be within acceptable limits.
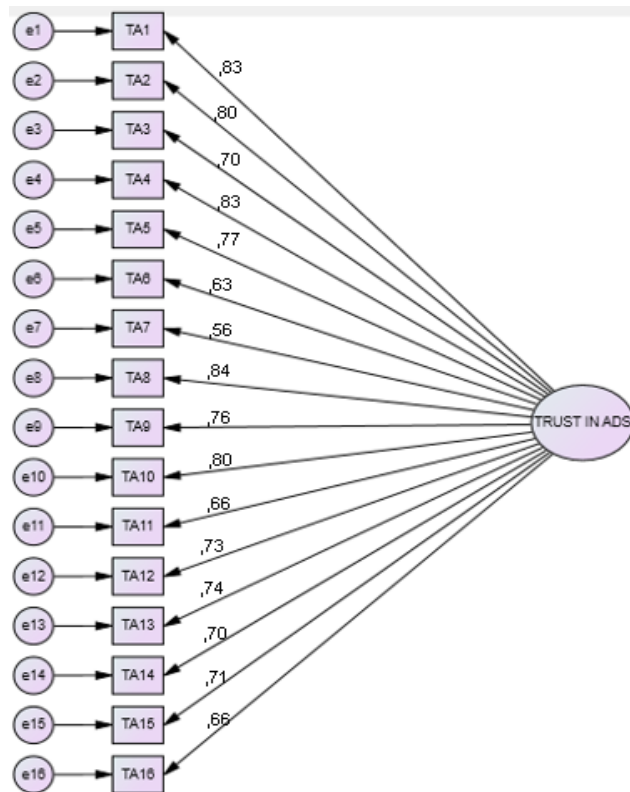

Figure 5. Confirmatory Factor Analysis of Trust in Advertising Scale

4. Findings

Structural Equation Modeling (SEM) is a methodology that amalgamates the robustness of factor analysis and path analysis. The initial phase involves assessing the measurement model through confirmatory factor analysis, followed by the second phase, which entails scrutinizing the research hypotheses within the structural model. The measurement model delineates the associations between observed and latent variables. Confirmatory factor analysis, as a pivotal component, establishes the linkage between responses to scale statements and the constructs they are intended to measure (Nusair and Hua, 2010). The structural model in SEM elucidates causal relationships between latent variables through observed variables (Byrne, 2001). To this end, the validity and reliability of the measurement model underwent scrutiny via confirmatory factor analysis, and the endorsed constructs underwent hypothesis testing through the structural model. The fit indices for the structural model devised for the research, $\chi2(894) = 2795.371$ p < .001; $\chi2/sd = 3.126$; CFI = 0.953; TLI = 0.921; IFI = 0.944; RMSEA = 0.059, indicate the acceptability of the model. The structural model, formulated within the purview of the research, is delineated in Figure 6. The analysis outcomes pertaining to the hypotheses formulated in the research are presented in Table 3.

As a result of the hypothesis tests, the informative feature of social media advertisements has a positive and significant effect on consumers' brand awareness (β=0.394; t=5.954, p<0.001), and the economic benefit feature has a positive and significant effect on brand loyalty (β=0.564; t=7.134, p< 0.001). The informative feature of social media ads has a positive effect on perceived quality (β=0.641; t=4.736, p<0.001) and the economic benefit feature of social media ads has a positive effect on awareness and brand perception (β=0.479; 6.473, p<0.001) is observed. In addition, another research result is that consumers' brand awareness (β=0.603; 4.895, p<0.001) and brand loyalty (β=0.381; 7.546, p<0.001) have a positive and significant effect on unplanned purchasing intention. However, Table 3 shows that the economic benefit feature of social media advertisements does not have a significant effect on perceived quality, the informative feature does not have a significant effect on brand loyalty, and the brand quality perceived by consumers does not have a significant effect on unplanned purchasing intention.
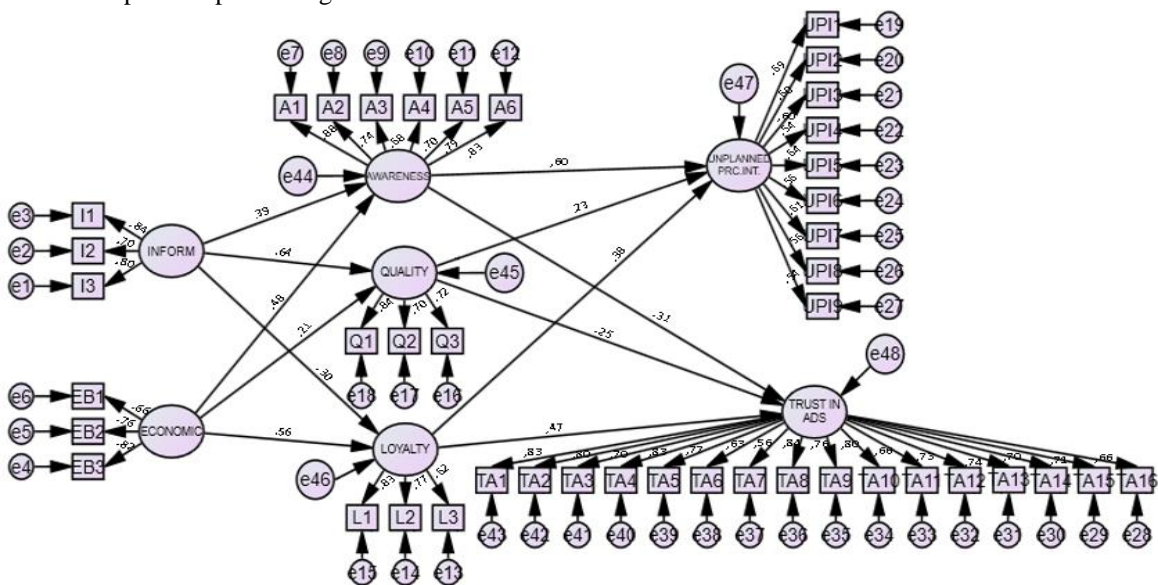
$\chi2(894) =2795.371$ p<.001; $\chi2/sd$=3.126; CFI=0.953; TLI=0.921; IFI=0.944 RMSEA=0.059

Figure 6. Research Structural Model Test

Table 3. Structural Model Hypothesis Test Results

Hypothesis	β	t-value	Std. β	p	Result
H1: The economic benefit feature of social media advertisements has a significant and positive effect on perceived quality.	0.517	6.345	0.213	0.141	Not supported
H2: The informative feature of social media advertisements has a significant and positive effect on brand awareness.	0.406	5.954	0.394	**	Supported
H3: The economic benefit feature of social media advertisements has a significant and positive effect on brand loyalty.	0.645	7.134	0.564	**	Supported
H4: The informative feature of social media advertisements has a significant and positive effect on perceived quality.	0.597	4.736	0.641	**	Supported
H5: The economic benefit feature of social media advertisements has a significant and positive effect on brand awareness.	0.394	6.473	0.479	**	Supported
H6: The informative feature of social media advertisements has a significant and positive effect on brand loyalty.	0.395	3.847	0.298	0.179	Not supported
H7: Consumers' brand awareness has a significant and positive effect on unplanned purchasing intention.	0.560	4.895	0.603	**	Supported
H8: Consumers' brand loyalty has a significant and positive effect on unplanned purchasing intention.	0.287	7.546	0.381	**	Supported
H9: Consumers' perceived quality has a significant and positive effect on unplanned purchasing intention.	0.145	3.743	0.234	0.187	Not supported

5. Conclusion and Recommendations

Within the scope of the research, the potential impact of consumers' attitudes towards social media advertisements on the basic dimensions of brand value, perceived awareness, loyalty and attitudes towards quality are examined. In the event that a statistically significant effect is discerned, the study seeks to leverage this empirical evidence to unravel consumers' intentions regarding the acquisition of the associated goods or services. Additionally, the research seeks to elucidate the stimulative impact of social media platforms where consumers are exposed to advertising content. This analytical framework is predicated on the aspiration to provide a nuanced and scholarly comprehension of the intricate interplay between consumer attitudes towards social media advertisements, the constituent elements of brand value, and subsequent purchasing intentions within the milieu of stimuli encountered on social media channels. An effort was made to gauge the level of trust consumers place in social media advertisements. Research on the impact of social media advertising reveals that informative content plays an important role in increasing brand awareness. Economic advantages have a significant impact on brand loyalty. These findings show that social media advertising plays a critical role in shaping consumers' product and brand preferences. This highlights the potential of businesses to acquire new customers and retain existing customers (Taylor and Parker, 2015; Brown and Wilson, 2015; Huang and Li, 2023; Lee et al., 2022; Wang et al., 2021; Zhou, 2020; Smith and Johnson, 2016. However, there are also studies that claim the opposite (Kennedy and Walsh-Phillips, 2015; Walrave et al., 2016; Aguirre et al., 2016; Van Doorn and Hoekstra, 2013). The incongruity with extant literature prompts a more in-depth exploration of potential contextual nuances and methodological distinctions that may account for these disparities in research outcomes. The results show that consumers' positive attitudes towards social media advertising have a positive and statistically significant impact on brand value and consumer behavior. Social media advertisements increase brand value by positively affecting consumer perception and interaction with the brand. These findings highlight the strategic importance of social media marketing for brands. Additionally, based on the research results, making recommendations to marketing researchers and businesses about artificial intelligence-based smart content applications regarding social media advertisements and strategies adds originality to the study.

It is predicted that social media tools will appear in many more and different forms in the near future. The main reason for this is that consumers' digital literacy levels are increasing day by day and they are now purchasing

many goods or services by first researching their needs on social media. Because the comments and shares made here are very effective on consumers' decision-making. For this reason, businesses need to use social media advertisements to give important warnings to consumers about brand awareness and value, and to be permanent, they need to take into account the information shared on these channels. It is almost impossible to humanly monitor and manage these platforms, where almost millions of information is shared every minute. To adeptly address evolving consumer trends, expectations, and demands, businesses are encouraged to leverage state-of-the-art technologies like artificial intelligence networks and machine learning. This technological integration is crucial for fostering improved communication strategies with consumers. To achieve this, the construction of semantic maps is essential, along with the implementation of applications facilitating the association and connection between words. This advanced approach enables businesses to gain a nuanced understanding of consumer perceptions and reactions so that social media advertising components can be used more effectively. While increasing global competitive conditions offer many new alternatives to consumers, they also create some opportunities for businesses. Especially the increase in social media advertising has forced SMEs to invest in this area and keep up with technology. However, since SMEs often do not have enough budget for advertising and promotion efforts, they prefer social media advertisements that are short, simple, effective and economical. The main reason for this situation is that many SMEs realize the power of social media advertising, as the effect of product and brand image on consumer purchasing behavior is known. For this reason, in the study, consumers' attitudes towards social media advertisements and the impact of this attitude on brand image, brand value and purchasing behavior were examined. It is especially important to process the data obtained from social media advertisements using digital tools such as machine learning, deep learning and artificial intelligence applications. In this way, businesses will be able to penetrate their target consumer audience much more easily and effectively. Consequently, strategic adoption of cost-effective advertising alternatives becomes paramount for these businesses. This underscores the significance of innovative and resource-efficient approaches for smaller enterprises seeking to establish a competitive foothold in the domain of digital and social media advertising. It is understood that the content can be easily shared on social media platforms. However, in order to influence the consumer's perspective on the brand through social media advertisements (awareness, loyalty, quality), developing software that can measure social media content and consumer trends or using similar artificial intelligence algorithms with very low budgets will be of great benefit.

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