A Study on Advertising Attitude, Brand Change Behavior and Information Acquisition Source for Airline SNS Content Marketing

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Abstract

Purpose: This study aims to examine the effect of SNS, an important advertising means of airlines, on advertising attitudes and brand change behavior. It is intended to present practical implications by empirically analyzing demographic differences according to the source of SNS information acquisition. **Research design, data and methodology:** The questionnaire was revised to the contents of this study based on previous studies. It was conducted from June 15 to September 15, 2021. 297 copies were confirmed as valid samples and empirically analyzed. The proposed model was analyzed through path coefficient estimation. **Results**: SNS advertisement content has a positive effect on advertising attitude and brand change behavior. Advertising attitude has a positive effect on brand change behavior and has a mediating effect between advertising content and brand change behavior. There was a difference according to the source of information acquisition. **Conclusions**: This study suggested that when airlines engage in advertising using SNS, knowing and utilizing SNS content should be considered very important for airlines because it affects advertising attitudes and brand change behavior differently. This study is meaningful in that it can present the characteristics of SNS contents that can enhance advertising attitudes and brand change behavior when conducting marketing using SNS.

1. Introduction

The aviation industry is having a hard time in the face of an unprecedented crisis due to the influence of COVID-19. However, airlines are important research tasks to prepare in advance for how consumers' overseas travel needs will be expressed and countermeasures for that time when consumers can release suppressed overseas travel needs in the future(Chamidah & Sulastri, 2020). Therefore, it has become more important for airlines to establish their own differentiated

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marketing strategies that can be chosen by consumers to strengthening their competitiveness.

For airlines, "Advertising and word of mouth activities" are necessary marketing tools to gain the upper hand in intensifying competition. This is because advertising is a very useful persuasive communication for consumers as part of marketing measures. As competition intensifies, companies seek ways to form close relationships with consumers and strengthen relationships, and shift from market-oriented marketing to customer-centered marketing (Azis & Kang, 2021).

Marketing activities using these advertising models are gradually increasing in the aviation industry, and by selecting an advertising model with the image pursued by airlines, our image can be naturally imprinted on consumers' memories through advertising. Media based on participation and sharing is gradually drawing attention according to the provision and consumption of content using digital media. Media consumption on Internet-based platforms such as YouTube, Naver and TV are increasing. In addition, the importance of marketing using SNS is becoming more emphasized due to the recent increase in the use of SNS. The population using the Internet in Korea accounts for more than 90% of the total population, of which more than 70% use SNS (Kim, Park & Park, 2018). As such, due to the increase in the number of SNS users, representative SNS channels such as Instagram, YouTube, and Facebook are being used as major advertising media. The reason why such social media is in the spotlight as an advertising medium is that unlike celebrity models used in mass media in the past, influencer, which has popularity and influence, is participating as an advertising promotion model. Influencer's global market has grown rapidly in recent years, and its value is estimated to be about $10 billion as of 2020 (Park, 2021). Influencer communicates and interacts with followers through SNS, and builds intimate relationships based on this. As a result, followers form a fan-ship for influencer or have a feeling of attachment. In marketing using SNS, the emotions and relationships that followers form for influencer can be seen as an important variable.

As influencers expand their influence and impact in the consumer market, various related studies have been conducted, mainly limited to studies using influencer's attitude or maintaining relationships with followers as dependent variables. Due to the increase in the use of SNS, the number of marketing cases using SNS is increasing. Following this trend, various studies related to influencer have been conducted, but it is not easy to find advertising cases using influencer in the aviation industry, and studies examining the related effects are insufficient. Therefore, this study aims to study the relationship between influencer's airline advertising content on consumers' advertising attitudes and brand change behavior. Through such research, when airlines advertise through influencer in the increasingly competitive aviation market, the goal is to study how this type of advertisement affects consumers' advertising attitudes and brand transformation behavior and present the importance and necessity of advertising using influencer as a business implication. In addition, the purpose of this study is to present the direction of marketing based on the characteristics of the content when using influencer as an advertising model. By carrying out these research goals and objectives, the expected effects of the study are as follows.

First, through empirical analysis, it is intended to investigate its influence by using influencer in the airline's advertising model. We would like to examine how airline SNS influencer works in informing consumers of its image.

Second, we would like to find out the difference between the content, advertising attitude, and brand change behavior of airline SNS influencer according to the source of information acquisition and demographic characteristics.

Third, it is expected that it will be possible to propose which influencer should be selected as an airline SNS advertisement model, and that it will serve as the basis for airline advertising research using influencer in the future.

2. Literature Reviews

2.1. SNS Contents

Social media is characterized by being an image-oriented channel that enables interactive communication between users based on content. This is the difference from general mobile or Internet attributes (Kim & Park, 2017). Therefore, in order to create content attributes on SNS, it is necessary to consider previous studies related to social media attributes such as SNS characteristics, quality, or information attributes.

Usefulness is a feature that only influencer has. Influencer allows consumers to recognize advertisements like information delivered by acquaintances in relation to specific brands or products by directing and producing their own content. SNS contents naturally share information and induce participation. This acts as an important force unique to influencer that induces empathy from consumers. These days, consumers make decisions by referring to this shared content to purchase products or obtain information (Lee & Park, 2018). Therefore, it is necessary to find out what characteristics of advertising content affect consumers' purchasing decisions. Based on previous studies, this study will examine five attributes of advertising content: usefulness, reliability, playfulness, lateness, and originality.

2.1.1 Usefulness

Usefulness is a factor influencing mobile advertising. It affects the intention and attitude of a company or product to use. Recently, the perceived usefulness has been related to the mobile Internet, mobile advertising, and smartphones, proving its influence as a predictor of consumers' acceptance attitudes. Research related to technology acceptance such as wireless Internet or e-commerce has also been reported to have a significant impact (Parasuraman, Zeithaml & Berry, 1988). Dai and Lee(2018) argued that the perceived usefulness in a study on the effect of SNS characteristics on technology acceptance attitude and behavioral intention directly affects information trust. SNS characteristics were presented in six ways: information provision, information up-to-date, information viability, information simplicity, and information playability. It was found that five characteristics, excluding information up-to-date, directly influence perceived usefulness. It is said that this perceived usefulness affects information trust, and information trust affects behavioral intention. This makes consumers who use SNS have an attitude that the information provided by SNS is easy or useful. This attitude makes people trust the information they receive on SNS, and this trust proves that it affects consumers' purchasing behavior.

Nam(2015) said that among the various information that consumers can obtain through information search, information that is helpful and necessary for them is useful information. In other words, useful information refers to information on experiences or opinions of other consumers with actual use experience. This useful information becomes an important factor in consumers' purchase decisions.

Kim, Park and Park(2017) said that in a study on the effect of SNS characteristics of restaurant companies on user perception and online word of mouth intention, online word of mouth intention had the greatest influence, followed by perceived ease of use and usefulness, informativity, and reciprocity. In addition, by mediating perceived ease of use and usefulness between SNS characteristics and perceived service value, the total effect from indirect effects was increased, proving that perceived ease of use and usefulness played an important role in discovering SNS characteristics to improve perceived service value.

2.1.2 Reliability

Reliability can be said to be the 'degree of trust' in which the recipient who is provided with the information recognizes the information source. It refers to the persuasion effect of a message delivered based on the expertise, belief, or honesty of information or information sources that provide it. In addition, it was said that the reliability of an information provider may vary depending on the intention of the information provider and may appear differently depending on the consumer's perception of the behavioral characteristics of the information provider (Dodds, Monroe & Grewal, 1991).

Aaker (1996) defined reliability as the degree to which consumers perceive that a company or carrier that delivers product information has experience, knowledge, and skills related to advertising topics, and will provide opinions and objective information in an unbiased and unbiased manner. In addition, it can be said that complete trust has been formed when favorable expectations or cognitive judgments about information providers delivering advertisements affect positive decisions and actions. Information related to products or services that consumers encounter before making purchase decisions appears to trust information written and provided by other consumers who actually used and used the product more than information provided by companies or markets. In addition, it was said that reliability plays a role in reducing perceived anxiety or risk to consumers in Internet shopping (Moscardo, 2007).

In an online environment, consumers are more likely to be exposed to uncertain information than offline. Consumers tend to pursue various and accurate information to reduce the possible risk of making product purchase decisions, and trust can be formed in relationships with consumers only when uncertainties are removed in the process of communicating with information providers and consumers. Nowadays, consumers trust Internet advertising relatively more compared to traditional advertising media, but consumers concerned about the negative aspects of advertising are most concerned about the reliability of messages held by advertising. This is concerned about false information due to false and exaggerated advertisements that may appear in all media (Yang & Kim, 2017).

The concept of advertising in the past was mainly a one-way information delivery method for the purpose of delivering information to information recipients (Yang & Kim, 2017). However, with the transition to the digital generation as it is today, consumers' experience-based consumption tendency to verify the actual reviews of the products they want to use or purchase is remarkable. Therefore, it can be seen that the proportion of reliability is increasing for consumers to make purchase decisions.

2.1.3 Playfulness

It was argued that the more interesting and fun the services provided on the Internet are, the more frequently they purchase

products and use services (Babin & Griffin, 1999). Bitner(1990) said that playfulness is the same nature as having fun and having fun, and refers to expectations and judgments about the playful motivational factors such as enjoyment, interest, immersion, entertainment, emotion, and satisfaction of the user's own media. The playfulness of social media can be said to refer to the degree to which consumers perceive whether the activities of using the brand's SNS make them feel fun.

Chen and Shang (2018) stated that playfulness is what consumers believe that the use of information and communication technology will stimulate fun and interesting imagination and arouse curiosity. In addition, it is said that playfulness, usefulness, and ease of use all affect the intention to use related sites or applications, and among them, playfulness seems to have a relatively high influence, so playfulness factors to consumers are important in the tourism field.

2.1.4 Lateness

Lateness refers to being able to quickly download, update, and modify content such as necessary information or materials through mobile or website. This can be updated to the latest information or content by accessing in a timely manner when information or data is needed. Lateness is characterized by information provision and one-way communication, and includes the immediateness of mobile devices that can be used anytime.

It is said that this is to quickly provide information on new products or new services to consumers, and in the process of recognizing information, consumers show an attitude to trust and accept information that they perceive as lateness. In addition, when consumers purchase a product, the more up-to-date information about the product, the more positive the attitude to accept the information.

Morwitz and David (2003) said that the latest among the information attributes of power bloggers is more reliable and accepted by low-intervention consumers when comparing high-intervention consumers and low-intervention consumers. This can be interpreted as making a difference in the characteristics pursued because consumer involvement affects the special situation of travel.

2.1.5 Originality

Originality indicates whether new content, information, and technology provided by information providers differ from those already present, or whether they have their own advantages. However, many technologies and information recognized as having originality today were also developed by using, utilizing, and applying various technologies based on existing ones. For example, various technologies such as camera technology developed in the past, phone technology, and information retrieval technology can be combined to create new technical value by utilizing and incorporating past technologies(Sung & Park, 2021).

The higher the originality, the higher the likelihood of consumers' word of mouth intention. Developing original and reliable content is considered a way for influencer to empathize with and communicate with audiences. Content originality, which represents the degree of novelty and differentiation of content shared by influencer on its social media, allows information recipients to sympathize with the content without resistance, which could affect consumer behavioral intentions (Ostrowski & Gordon, 1993). Compared to other companies, the biggest feature of airlines is that they sell intangible services. Therefore, advertisements encountered by consumers before making purchase decisions form expectations for airlines, which can lead to customer satisfaction. In general, unlike companies that sell products, that is, provide tangible services, airlines make purchase decisions according to the image of the company that consumers have, so it is very important for airlines to form the company's image through advertisements.

To airlines, advertisements can influence the formation of positive attitudes with consumers through marketing communication and act as an effective factor for continuous relationship formation (Zeithaml, 1998). It is said that the cognitive response to advertising forms or changes trademark beliefs, affecting trademark attitudes and leading to purchasing behavior.

2.2. Advertising Attitude

Advertising is the ultimate goal of persuading consumers as a means of informing consumers of a company or product to make consumers' attitudes toward products positive. Advertising attitude is used as a measurement tool to measure the effect of how much these advertisements affected consumer attitudes. Advertising attitude refers to positive or negative feelings that consumers feel about an advertisement when they encounter it (Shin & Lee, 2018).

Consumers who accept information through media form and evaluate images of companies, products, or services through advertisements or content. In many previous studies, advertising attitude was analyzed as a dependent variable as a key indicator for evaluating advertising effects, but in general, audiences' attitude toward advertising was set as an independent

variable that may affect attitudes toward specific advertising types. In this case, the relationship was verified mainly in relation to the audience's tendency to avoid advertising (Oliver, 1981).

Hoffman & Ingram (1992) found that information recipients have a significant influence on their interest in accepting content from content providers and their advertising attitudes that contribute when they find beneficial. Rodoula (2006) said that when consumers receive an advertisement message, the fun of the advertisement content, the completeness of the content, the necessity and reliability, and the use of information using the advertisement message affect the consumer's attitude toward text messages. In addition, if the content of the advertisement message is not useful, rude, or excessive content is included, it will have a negative effect, and it will be possible to get a positive response from the audience by providing interest-inducing elements and necessary information faithfully.

Advertising attitudes can be said to be friendly or unfavorable attitudes that the public or consumers have toward a particular company or product. The image of a company that people form becomes interested in a specific product in relation to preference for a product or service and trust in the product, which leads to a purchase decision. Therefore, the image formed by the company is not limited to a specific product or service, but is also very important from the perspective of the company itself or the overall company (Chun & Park, 2018).

In the research results of Park, Chung & Lee (2019), it was found that the consumer response to the ideal advertisement of airlines had a positive effect on the advertising attitude. There are two responses that consumers can have through advertisements: cognitive and emotional responses, of which cognitive responses were found to have more influence on advertising attitudes. For consumers who felt a relatively greater cognitive response after watching the advertisement, it was found that the ideal advertisement of the airline was effective in forming a favorable advertising attitude.

In addition, as a result of studying the direct and indirect effects of advertising attitude and brand attitude on affecting purchase intention, it was found that the consumer response through airline ideal advertisement plays a mediating role. Cognitive reactions during consumer reactions directly affect brand attitudes and purchase intentions, but emotional reactions confirmed that advertising attitudes and brand attitudes played a mediating role, even affecting consumers' purchase intentions. It was argued that the advertising attitude directly affects the purchase intention and can be linked through the brand attitude. As a result of conducting a study on whether marketing communication of domestic low-cost airlines has a positive effect on brand attitudes, it was found that marketing communication of domestic low-cost airlines is an important predictor that positively affects brand attitudes of airline users (Park, Chung & Lee, 2019).

It was found that the positive emotions consumers have based on airline's storytelling advertisements were influenced by their attitudes toward advertisements and brand loyalty that play a mediating role, indirectly affecting airline usage intentions. These results said that storytelling advertisements about tourist attractions influence visit intention based on advertising attitudes and tourist value (Morwitz & David, 2003).

2.3. Brand Change Behavior

Brand Change behavior can be explained as moving from the product or service currently used by the consumer to another company's product or service with the intention of moving away from the user's existing attitude, relationship, or behavior. This is an action that can be caused by the current atmosphere or trend of society acting as a factor, and it can be said that it is an action that occurs under the influence of curiosity about new things. Therefore, if consumers have a limited range of choices for a product or service, they will repeatedly purchase one product or service, but if the choice widens and diversifies, they will move to another brand according to the brand change behavior (Anderson, Fornell & Lehman, 1994).

Brand conversion behavior means switching from the existing brand to another brand or changing the service used to be another service. This is curiosity about other new things that can replace existing products or services, and fashion-sensitive consumers change to products or services to other brands in response (Chung, Park & Seo, 2011).

It is said that consumers' brand change can be considered in two categories: conversion inducement factors and conversion prevention factors, and factors that influence brand maintenance or conversion behavior depending on their presence and marketing (Han, Joo & Jung, 2016). Kim(2016) said that satisfaction, trust, and commitment are mainly suggested as important factors influencing customer conversion behavior, but satisfaction can also show high conversion intention or conversion behavior, which means that other factors other than satisfaction are needed. Emotions arising from a specific object affect the relationship between the object and the consumer. In other words, the consumer's emotional response from a specific stimulus determines the approach or avoidance response to the stimulus. Positive emotional responses increase approach behavior, but negative emotions increase avoidance behavior. The boredom of a product that occurs as the consumption experience of the same product is repeated can be an important factor explaining the conversion behavior of consumers. In other words, if a consumer is tired of a particular product, negative feelings toward the product will occur, increasing the

intention to avoid continuous use or explore new stimuli.

Regarding the factors that cause consumers to change their brands to SNS, consumers value loyalty to the group more than the brand, and if the group they belong to changes the preferred brand, customers are more likely to choose to change the brand to the brand they changed. Therefore, as a way to prevent this, it is important for SNS managers to investigate and grasp the market and grasp consumers' views in order for consumers to place more importance on their brand selection motives and views, not group selection. In addition, the emotional commitment and intimacy of the brand of consumers are explained as a way to continuously maintain brand loyalty. Contextual factors that judge purchases were found to have a very large influence on purchasing decisions and also influence brand loyalty and conversion behavior (Kim, Anel & Youn, 2014).

In general, consumers who search for information through SNS take a transition behavior from the moment they follow influencer. This consumer's brand transformation behavior can be attributed to the tendency to trust and follow their opinions by recognizing creators who provide content from experiences they are interested in or use as experts of the product or brand (Ko & Lee, 2021). Content that introduces or delivers information by influencer or one-person media creators generally has advertising characteristics, so it can be said that the intention to convert existing products used by information recipients into specific products that advertise them (Lee, 2019).

Consumers explore necessary information about a product, company, or brand before making a purchase decision and make their purchase decision based on this information. It is recognized that collecting such useful information and going through the purchasing stage is for consumers to engage in reasonable purchasing activities and to satisfy them. In general, consumers refer to purchase reviews or usage reviews through SNS such as influencer's content before making a purchase. Therefore, influencer's content is regarded as an essential means of providing trust before consumers make purchase decisions, and is considered an important factor influencing purchasing attitudes and, further, brand transformation behavior. As such, influencer's advertising content can form images of products and brands and create brand transformation behavior according to those images, so it can be said to be an important factor in terms of advertising that forms the image of a company today (Park & Shin, 2020). According to previous studies on the formation and purchase intention of advertisements and brands related to advertisement messages, attitudes toward advertisements and brands are consumers' propensity to purchase or use products or services and directly affect purchase intention formed based on consumers' own feelings.

Advertising attitudes can affect brand attitudes, along with consumers' beliefs about brand attributes, advertising attitudes play a major role in forming brand attitudes, and act as causal parameters that can change the outcome of advertising effects depending on advertising attitudes. Advertising stimulates the activities of the process of consumers recognizing, forming, and judging images, and at the same time brings various emotional experiences. Advertising attitude is considered an important factor because brand attitude can be formed as a result of cognitive processing of brand attributes, but it can also be formed through advertising attitude. By activating communities related to products or services, it increases the word of mouth effect by allowing consumers to voluntarily share information they have experienced or know with each other. In addition, consumers in the community will feel a sense of belonging to the group, so consumers will be able to form attitudes according to the attitudes of the group(Park & Jang, 2017).

3. Data and Research Methodology

3.1. Research Model and Hypothesis

The purpose of this study was to investigate the influence relationship between each attribute by selecting the attributes that make up airline advertising content, and to investigate the differences between these variables according to the source of information acquisition and demographic characteristics. The attributes of influencer's airline advertising content were set to usefulness, reliability, playful, lateness, and originality, and the relationship between advertising attitude and brand change behavior was examined. In addition, the purpose of this study was to examine the difference between advertising attitudes and brand change behavior according to the source of information acquisition. The research model for the purpose of this study was set as shown in <Figure 1>.
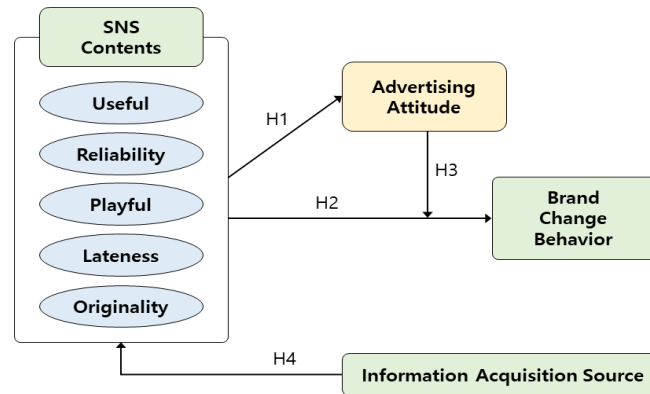
Figure1: Research Model

3.1.1 The Attributes of Advertising Content

For the empirical analysis of this study, the operational definition of the attributes of advertising content was defined as usefulness, reliability, playability, up-to-date, and originality, which are five attributes that affect consumers' behavioral intentions. According to studies by Nam (2015), Kim, Park and Park (2017), Yang and Kim(2017), Chen and Shang(2018), Lee (2018), Sung and Park(2021) advertising content is an advertisement that promotes products and services to consumers, such as influencer.

3.1.2 Advertising Attitude

Advertising attitude refers to positive or negative emotions that consumers feel about the advertisement when they encounter it, and this advertising attitude is defined as a concept that can lead to purchase decisions. Research on advertising attitudes was summarized by referring to several preceding studies such as Shin and Lee(2018), Chun and Park(2018), Chung and Lee(2019), Park, Chung and Lee(2019). The questionnaire items for measuring advertising attitudes were organized according to this study and set to a total of 4 questionnaire items. The respondents' perception of advertising attitudes was composed of 'very not' to 'very much' and measured on the Likert 5-point Likert-type scale.

3.1.3 Brand Change Behavior

Brand change behavior is defined as the concept of moving from the brand currently used by consumers to the brand of another company. For research on brand change behavior, several previous studies such as Chung, Park & Seo(2011), Kim Anel and Youn(2014), Han, Joo and Jung(2016), Kim(2016), Park and Shin (2020), Ko and Lee(2021) were organized according to this study and set to a total of five survey items. Respondents' perceptions of and change behavior were composed of 'very not' to 'very much' and measured on the Likert 5-point Likert-type scale.

3.2. Research Hypothesis

This study is to analyze the effect of content using influencer in advertisements, focusing on airline advertising content, and this study conducted the following survey design. The questionnaire was revised to suit the contents of this study, and finally, the attributes, advertising attitudes, and brand change behavior of influencer were constructed based on previous studies on influencer characteristics, information acquisition sources, and demographic characteristics. It was conducted from June 15 to September 15, 2021 for those who have used airlines within two years and have known or seen influencer's airline advertising content. A self-written questionnaire and an online questionnaire were surveyed in parallel, and 297 copies were confirmed as valid samples and empirically analyzed. In this study, the proposed model was analyzed through structural equation model analysis and verified through path coefficient estimation, and the overall characteristics of respondents were analyzed by performing frequency analysis to investigate the demographic characteristics of respondents. Prior to the research model and hypothesis verification stage, the value of the Cronbach' alpha coefficient was used to evaluate internal consistency for each constituent concept, and a confirmatory factor analysis was conducted to secure validity. For accurate verification, the average variance extraction(AVE) and the reliability of the constituent concept(CCR) were calculated, and the concentration validity was determined using them. The hypothesis verification of this study was analyzed through structural equation model analysis.

H1: Airline SNS advertisement content will affect advertising attitudes.
   H1-1: Usefulness of SNS advertisement content will affect advertising attitudes.
   H1-2: Reliability of SNS advertisement content will affect advertising attitudes.
   H1-3:.Playful of SNS advertisement content will affect advertising attitudes.
   H1-4: Lateness of SNS advertisement content will affect advertising attitudes.
   H1-5: Originality of SNS advertisement content will affect advertising attitudes.
H2: Airline SNS advertisement content will affect brand change behavior.
   H2-1: Usefulness of SNS advertisement content will affect brand change behavior.
   H2-2: Reliability of SNS advertisement content will affect brand change behavior.
   H2-3:.Playful of SNS advertisement content will affect brand change behavior.
   H2-4: Lateness of SNS advertisement content will affect brand change behavior.
   H2-5: Originality of SNS advertisement content will affect brand change behavior.
H3: Brand attitude will affect brand change behavior.
H4: Advertising attitude will have a mediating effect in the relationship between airline SNS advertising content and brand change behavior.
H5: There will be demographic differences depending on the source of information acquisition.

4. Results

4.1. The Demographic Characteristics of Sample

Prior to the hypothesis verification of this study, the current status of information acquisition and demographic characteristics of a total of 297 samples used in the empirical analysis were shown in <Table 1>.

Table 1: Status of Information Acquisition (n=297)

Factor		n	%	Factor		n	%
SNS media To Get Information	Instagram	54	18.2	SNS Information Acquisition Cycle	At least once a day	29	9.8
	Facebook	10	3.4		Less than 5 times a week	11	3.7
	You Tube	82	27.6		Less than 3 times a week	42	14.1
	Naver Blog	119	40.1		Less than 1 times a week	49	16.5
	Recommend	32	10.8		Less than 5 times a month	166	55.9
SNS Usage Time	Less than 10 min.	145	48.8	Contents Information Factor	Airline Brand Value	92	31.0
	Less than 30 min.	94	31.6		Physical Service Quality	138	46.5
	Less than 60 min.	38	12.8		Personal Service Quality	44	14.8
	More than an	20	6.7		SNS reputation	23	7.7

Among the respondents, 55,6% were male and 44.4% were female. 37.4% were in their 20s, 27.9% were in their 30s, 15.8% were in their 40s, and 18.9% were in their 50s and older. Occupations were 32.7% for office work, 22.6% for service, and 13.8% for professional work. The airlines recently used were Korean Air and Asiana Airlines' FSC of 53.9%, LCC of 41.1%, and foreign airlines of 5.1%. Recently, the number of airline use was 28.6% for 2-3 times, 27.9% for 3-5, 18.9% for more than 10, 15.2% for once, and 9.4% for 6-9.

4.2. Validity and Reliability of Data

In this study, the composition validity of the measurement tool was evaluated through the validity of the intensive validity discriminant validity law, and the reliability of the measurement tool was secured by evaluating the internal consistency based on Cronbach's γ^2 coefficient. For this configuration validity and reliability, in this study, confirmatory factor analysis was conducted using AMOS 18.0, and reliability analysis was conducted using SPSS 18.0. The results of confirmatory factor analysis are shown in <Table 2>. The fitness value of this study is 848.636(df=303, p=.000). It is (γ^2/df=2.801, RMR=.058, GFI=.901, AGFI=.862, NFI=.920, TLI=.932, CFI=.947, RMSEA=.075). In addition, the standardized factor load value of all measurement items was 0.5 or more, and the average variance extraction value (AVE) and conceptual reliability (CCR) proposed by Fornell and Larcker (1981) both met the criteria of AVE>0.5 and CCR>0.7, and all measurement items in this study were judged to have sufficient concentration validity.

Table 2: Confirmatory Factor Analysis

Factor		Std. Loading Factor	Std. Error	C.R.	p	AVE	CCR	Reliability Coefficient
Usefulness	Usefulness 1	.911	-	-	-	.782	.935	.933
	Usefulness 2	.949	.034	28.895	.000			
	Usefulness 3	.877	.039	23.359	.000			
	Usefulness 4	.793	.045	18.700	.000			
Reliability	Reliability 1	.919	-	-	-	.730	.915	.912
	Reliability 2	.778	.046	17.983	.000			
	Reliability 3	.936	.039	26.898	.000			
	Reliability 4	.770	.044	17.633	.000			
Playful	Playful 1	.905	-	-	-	.772	.910	.904
	Playful 2	.900	.041	23.333	.000			
	Playful 3	.828	.051	19.635	.000			
Lateness	Lateness 1	.789	-	-	-	.622	.868	.860
	Lateness 2	.780	.088	13.234	.000			
	Lateness 3	.772	.08	13.565	.000			
	Lateness 4	.814	.086	13.005	.000			
Originality	Originality 1	.876	-	-	.000	.805	.925	.925
	Originality 2	.912	.044	22.497	.000			
	Originality 3	.904	.044	22.129	.000			
Advertising Attitude	Advertising Attitude 1	.792	-	-	-	.613	.863	.859
	Advertising Attitude 2	.821	.074	15.496	.000			
	Advertising Attitude 3	.751	.077	13.839	.000			
	Advertising Attitude 4	.765	.084	14.165	.000			
Brand Change Behavior	Change Behavior 1	.744	-	-	-	.523	.845	.843
	Change Behavior 2	.655	.096	10.885	.000			
	Change Behavior 3	.746	.079	12.465	.000			
	Change Behavior 4	.651	.092	10.812	.000			
	Change Behavior 5	.809	.080	13.541	.000			

γ^2=848.636(df=303, p=.000), γ^2/df=2.801, RMR=.058, GFI=.901, AGFI=.862, NFI=.920, TLI=.932, CFI=.947, RMSEA=.075

***: p<.001

Finally, the relationship between all latent variables showed an absolute value of 0.7 or less, indicating that multi-collinearity was not necessary, and that the AVE values of all latent variables were larger than the square value of the correlation between latent variables. Therefore, it was judged that discriminant validity between each constituent concept was established. In addition, the direction of the relationship between each constituent concept appeared to be a positive relationship consistent with the direction of the hypothesis set in this study, and it was evaluated that the law validity was established. Therefore, it was judged that the construct validity of the measurement tool of this study was sufficient.

4.3. Hypothesis Verification Analysis

The results of analyzing the structural equation model for hypothesis verification in this study are shown in <Table 3>. As for the suitability of this study, the values of confirmatory factor analysis were the same. χ^2 value is 848.636 (df=303, p=000). It was judged based on various suitability such as absolute suitability index, incremental suitability index, and simple suitability index as well as significance due to sensitivity to sample size and observation variable (χ^2/df=2.801, RMR=.058, GFI=.901, AGFI=.862, NFI=.920, TLI=.932, CFI=.947, RMSEA=.075). Meanwhile, influencer's explanatory power for advertising attitude by advertising content was high at 55.9%, and influencer's explanatory power for brand change behavior by advertising content and advertising attitude was also high at 53.7%.

4.3.1 The Relationship between Airline Advertising Content and Advertising Attitude

As a result of verifying the effect of airline advertisement content in influencer, H1, on advertising attitude, the standardized path coefficient of the effect of usefulness in H1-1 on advertising attitude. It was found to have a positive effect as it appeared as 552, t=8.495 (p<.001). Therefore, H1-1 was adopted. The standardized path coefficient of the effect of H1-2 on advertising attitude was found to be .146, and t=2.680 (p<.01), indicating a positive effect. Therefore, H1-2 was adopted. The standardized path coefficient of the effect of playfulness, H1-3, on advertising attitude was found to be .339, and t=5.769 (p<.001), indicating positive effect. Therefore, H1-3 was adopted. H1-4, The standardized path coefficient of the effect of up-to-date on advertising attitude was .215, and t=3.643 (p<.001). It was found to have a positive effect. Therefore, H1-4 was adopted. H1-5, The standardized path coefficient of the effect of originality on advertising attitude was .269, and t=4.732 (p<.001). It was found to have a positive effect. Therefore, H1-5 was adopted.

4.3.2 The Relationship between Airline Advertising Content and Brand Change Behavior

As a result of verifying the effect of airline advertisement content in influencer, H2-1, the standardized path coefficient of the effect of usefulness on brand change behavior was .141, and t=1.662 (p>.05), indicating that it did not have a significant effect. Therefore, H2-1 was rejected. H2-2 The standardized path coefficient of the effect of reliability on brand change behavior was found to be .239, and t=3.972 (p<.001), indicating a significant effect. Therefore, H2-2 was adopted. The standardized path coefficient of the effect of H2-3 on brand change behavior was found to be .074, and t=1.083 (p>.05), indicating that it did not have a significant effect. Therefore, H2-3 'Playfulness will have a positive effect on brand change behavior' was rejected. H2-4, The standardized path coefficient of the effect of up-to-date on brand change behavior was found to be .065, and t=1.041 (p>.05), indicating that it did not have a significant effect. Therefore, H2-4 was rejected. H2-5, The standardized path coefficient of the effect of originality on brand conversion behavior was .046, and t=.717(p>.05), indicating that it did not have a significant effect. Therefore, H2-5 was rejected.

4.3.3 The Relationship between Airline Advertising Attitude and Brand Change Behavior

As a result of verifying the effect of H3 advertising attitude on brand change behavior, the standardized path coefficient of the effect of advertising attitude on brand change behavior was .589, and t=4.697 (p<.001), indicating a positive effect. Therefore, it was adopted.

Table 3: Structural Equation Model Analysis Results

Path			Std. Path Coefficient	S.E.	C.R.[a]	p	SMC[b]
Usefulness			.552	.031	8.495	.000	
Reliability		Advertising Attitude	.146	.026	2.68	.007	
Playful			.339	.032	5.769	.000	.559
Lateness			.215	.045	3.643	.000	
Originality			.269	.029	4.721	.000	
Usefulness	→	Brand Change Behavior	.141	.052	1.662	.097	
Reliability			.239	.037	3.972	.000	
Playful			.074	.048	1.083	.279	.537
Lateness			.065	.063	1.041	.298	
Originality			.046	.042	.717	.473	
Advertising Attitude			.589	.162	4.697	.000	

x^2=848.636(df=303, p=.000), x^2/df=2.801, RMR=.058, GFI=.901, AGFI=.862, NFI=.920, TLI=.932, CFI=.947, RMSEA=.075

[a]. C.R.(Critical Ratio), [b]. SMC(Squared Multiple Correlation)

4.3.4 Verification of the Mediating Effect of Advertising Attitude

H4 verified the indirect effect of influencer's airline advertisement content on brand change behavior using bootstrap to verify the mediating effect of advertising attitude on brand change behavior, as shown in <Table 4>.

As a result of verifying the mediating role of advertising attitude in the relationship between usefulness and brand change behavior among the sub-factors of airline advertising content in influencer H4-1, the standardized path coefficient for the indirect effect of usefulness is.325(p=.007) was shown, and H4-1 showed that usefulness did not directly affect brand transition behavior (B=.141, t=1.662, p=.097) It was found that advertising attitude plays a complete mediating role in the causal relationship between usefulness and brand change behavior. Therefore, it was adopted.

As a result of verifying the mediating role of advertising attitude in the causal relationship between reliability and brand change behavior among the sub-factors of airline advertising content in influencer H4-2, the standardized path coefficient for the indirect effect of reliability is 086 (p=.040). H4-2 found that reliability directly affects brand change behavior (B=.239, t=3.972, p=.000). It was found that advertising attitude plays a partial mediating role in the causal relationship between reliability and brand change behavior. Therefore, it was adopted

As a result of verifying the mediating role of advertising attitude in the relationship between playability and brand change behavior among the sub-factors of airline advertising content in influencer H4-3, the standardized path coefficient for the indirect effect of playfulness is. It was found to be .200 (p=.009). H4-3 shows that playfulness does not directly affect brand change behavior (B=.074, t=1.083, p=.279). It was found that advertising attitude plays a complete mediating role in the causal relationship between reliability and brand change behavior. Therefore, it was adopted. As a result of verifying the mediating role of advertising attitude in the influence relationship between up-to-date and brand change behavior of influencer, H4-4, the standardized path coefficient for indirect effects of up-to-date was found to be .126, p=.037. H4-4 showed that lateness does not directly affect brand change behavior (B=1.0165, t=1.04, p=.298). It was found that advertising attitude plays a complete mediating role in the causal relationship between reliability and brand change behavior. Therefore, it was adopted. As a result of verifying the mediating role of advertising attitude in the relationship between originality and brand change behavior among the sub-factors of airline advertising content in influencer H4-5, the standardized path coefficient for the indirect effect of originality is. It was found to be 159 (p=.008), and H4-5 showed that originality did not directly affect brand change behavior (B=.046, t=.717, p=.473). It was found that advertising attitude plays a complete mediating role in the causal relationship between reliability and brand change behavior. Therefore, it was adopted.

Table 4: Verification of the Mediating Effect of Brand Attitude through Bootstrap

path				Total Effect			Indirect Effect			Direct Effect		
				Std. Coefficient	Std. Effor	p	Std. Coefficient	Std. Effor	p	Std. Coefficient	Std. Effor	p
Advertising Attitude (mediating factor)	Usefulness	→	Brand Change Behavior	.466	.099	.004	.325	.098	.007	.141	.110	.151
	Reliability			.325	.092	.011	.086	.068	.040	.239	.093	.020
	Playful			.274	.100	.191	.200	.078	.009	.074	.120	.591
	Lateness			.191	.103	.500	.126	.079	.037	.065	.137	.731
	Originality			.205	.087	.009	.159	.081	.008	.046	.107	.653
*** p<.001. **: p<.01, *: p<.05												

<Table 5> shows the ANOVA analysis results verifying the difference between each variable for information acquisition SNS media. First, the average usefulness appeared in the order of Facebook, YouTube, Instagram, and Naver blog, followed by F=4.385.p=.002. It was found that there was a difference in usefulness between information acquisition SNS media. Usefulness was classified into three groups, and highly useful groups consisted of Facebook, YouTube, and Instagram, intermediate groups consisted of YouTube, Instagram, and Naver blogs, and low groups of recommendations.

Second, the average of reliability is Facebook, Naver blog, YouTube, and Instagram, followed by F=7.087.p=.002. It was found that there was a difference in reliability between information acquisition SNS media. Meanwhile, reliability was classified into three groups, with highly reliable groups consisting of Facebook, Naver Blog, YouTube, and Instagram, and

low groups consisting of YouTube, Instagram, and recommendations. Third, playful's average is Facebook, YouTube, Instagram, Naver blog, and recommended, followed by F=6.493.p=.000. It was found that there was a difference in playability between information acquisition SNS media. Meanwhile, Playful was classified into two groups, and the group with high playability consisted of Facebook, YouTube, Instagram, and Naver blogs, and the group with low playability consisted of recommendations. Fourth, the average of lateness appeared in the order of Facebook, YouTube, Instagram, Naver blog, and recommendation, and F=3.739.p=.006, indicating that the lateness differs between information acquisition SNS media. Meanwhile, the latest was classified into two groups, with high-latency groups consisting of Facebook, YouTube, Instagram, and Naver blogs, and low-latency groups consisting of Instagram, Naver blogs, and recommendations. Fifth, the average of originality appeared in the order of Facebook, Instagram, YouTube, Naver blog, and recommendation, and F=3.911.p=.004, indicating that originality differs between information acquisition SNS media. Meanwhile, originality was classified into three groups, and the group with high originality consisted of Facebook, YouTube, Instagram, and Naver blogs, and the group with low originality consisted of recommendations. Sixth, the average brand change behavior was in the order of YouTube, Facebook, Naver blog, Instagram, and recommendation, and F=1.908.p=109, indicating that there was no difference in brand change behavior between SNS media for information acquisition. Finally, the average brand change behavior is Facebook, YouTube, Naver blog, Instagram, and recommendations, and F=3.705.p=.006. It was found that there was a difference in brand change behavior between information acquisition SNS media. Meanwhile, brand change behavior was classified into three groups. The group with high brand change behavior consisted of Facebook, YouTube, Naver Blog, and Instagram, while the group with low brand change behavior consisted of Instagram and recommendations.

Table 5: Information Acquisition Verification of Differences in Each Variable according to SNS media

Factor	Instagram (n=54)	Facebook (n=10)	YouTube (n=82)	Naver blog (n=119)	Recommendation (n=32)	F	p
Usefulness	3.606 (H,M)	4.075 (H)	3.726 (H, M)	3.492 (M)	3.008 (L)	4.385	.002
Reliability	2.847 (M, L)	4.125 (H)	3.095 (M, L)	3.223 (M)	2.641 (L)	7.087	.000
Playful	3.765 (H)	3.933 (H)	3.907 (H	3.569 (H)	3.042 (L)	6.493	.000
Lateness	3.597 (H, L)	3.900 (H)	3.790 (H)	3.525 (H, L)	3.203 (L)	3.739	.006
Originality	3.352 (H)	3.533 (H)	3.317 (H)	3.202 (H)	2.635 (L)	3.911	.004
Advertising Attitude	3.412	3.550	3.555	3.414	3.109	1.908	.109
Brand Change Behavior	2.900 (H, L)	3.360 (H)	3.146 (H)	3.081 (H)	2.563 (L)	3.705	.006

H: high level group,   M: middle level group,   L: low level group

<Table 6> shows the ANOVA analysis results verifying the difference between each variable for the information acquisition cycle. First, the average of usefulness is at least once a day, three times a week, five times a week, once a week, and five times a month, and F=7.004.p=.000. It was found that there was a difference in usefulness between the information acquisition cycles. Meanwhile, usefulness was classified into two groups. The highly useful group consisted of more than once a day, less than three times a week, less than five times a week, and less than once a week, while the low group consisted of less than once a week and less than five times a month. Second, the average of reliability is more than once a day, less than three times a week, less than five times a week, less than once a week, and less than five times a month, and F=.709. p=.586. It was found that there was no difference in reliability between the information acquisition cycles. Third, the average of playability is less than five times a week, more than once a day, less than three times a week, less than once a week, and less than five times a month, and F=6.367.p=.000. It was found that there was a difference in playability between the information acquisition cycles. Meanwhile, playfulness was classified into three groups. The group with high playability consisted of less than five times a week, more than once a day, and less than three times a week, while the middle group consisted of more than once a day, less than three times a week, and less than five times a month. Fourth, the average of lateness is less than three times a week, less than five times a week, more than once a day, less than once a week, and less than five times a month, and

F=9.048.p=.000. It was found that there was a difference between the information acquisition cycles in the information acquisition cycle. Meanwhile, the up-to-date group was classified into two groups, and the group with high up-to-date was composed of more than once a day, less than three times a week, less than once a week, and less than five times a month. Fifth, the average of originality is less than five times a week, less than three times a week, more than once a day, less than once a week, and less than five times a month, and F=6.743.p=.000. It was found that there was a difference between the information acquisition cycles. On the other hand, originality was classified into three groups, and the group with high originality consisted of less than five times a week and less than three times a week, more than once a day, and less than once a week and less than five times a month. Sixth, the average advertising attitude is less than five times a week, more than once a day, less than three times a week, less than once a week, and less than five times a month, and F=6.567 p=.000. It was found that there was a difference in advertising attitude between information acquisition cycles. Meanwhile, advertising attitudes were classified into two groups, and the group with high advertising attitudes consisted of less than five times a week, more than once a day, less than three times a week, and less than once a week and less than five times a month. Finally, the average of brand change behavior appeared in the order of more than once a day, less than three times a week, less than once a week, less than five times a week, and less than five times a month, and F=5.457.p=.000. It was found that there was a difference between the information acquisition cycles in brand conversion behavior. Meanwhile, brand change behavior was classified into two groups, and the group with high brand change behavior consisted of more than once a day, less than three times a week, less than once a week, less than once a week, less than five times a week, and less than five times a month.

Table 6: Verification of the Difference between Each Variable according to the Information Acquisition Cycle

Factor	More than 1 a day (n=29)	Less than 5 times a week (n=11)	Less than 3 times a week (n=42)	Less than 1 times a week (n=49)	Less than 5 times a month (n=166)	F	p
Usefulness	4.069 (H)	3.909 (H)	3.923 (H)	3.577 (H, L)	3.324 (L)	7.004	.000
Reliability	3.502	3.386	3.036	3.230	3.044	.709	.586
Playful	4.034 (H, M)	4.333 (H)	3.968 (H, M)	3.633 (M, L)	3.468 (L)	6.367	.000
Lateness	3.914 (H)	3.955 (H)	4.060 (H)	3.638 (H, L)	3.375 (L)	9.048	.000
Originality	3.483 (M, L)	4.000 (H)	3.619 (H, M)	3.204 (M, L)	3.010 (L)	6.743	.000
Advertising Attitude	3.784 (H)	3.886 (H)	3.726 (3)	3.459 (H, L)	3.244 (L)	6.567	.000
Brand Change Behavior	3.393 (H)	3.145 (H, L)	3.267 (H, L)	3.216 (H, L)	2.825 (L)	5.457	.000

H: high level group,   M: middle level group,   L: low level group

<Table 7> shows the ANOVA analysis results verifying the difference between each variable for SNS usage time. First, the average usefulness was found in the order of more than 1 hour, less than 1 hour, less than 30 minutes, and less than 10 minutes, and F=14.795.p=.000, indicating that usefulness differed between SNS usage times. Meanwhile, usefulness was classified into two groups, and the highly useful group consisted of more than 1 hour, less than 1 hour, and less than 30 minutes, and the low group consisted of less than 10 minutes. Second, the average reliability is 1 hour or more, 1 hour or less, 30 minutes or less, and less than 10 minutes, and F=5.840.p=.001. Reliability was found to differ between SNS usage hours. Meanwhile, reliability was classified into two groups, and the highly reliable group consisted of more than 1 hour, less than 1 hour, and less than 30 minutes, and the low group consisted of less than 10 minutes. Third, the average of playful appeared in the order of more than 1 hour, less than 30 minutes, less than 1 hour, and less than 10 minutes, and F=13.159.p=.000, indicating that playful had a difference between SNS usage hours. On the other hand, playfulness was classified into three groups, and the group with high playfulness consisted of more than 1 hour, the intermediate group consisted of less than 30 minutes and less than 1 hour, and the low group consisted of less than 10 minutes. Fourth, the average of the latest was 1 hour or more, 30 minutes or less, 1 hour or less, and less than 10 minutes, and F=9.843.p=.000. It was found that there was a difference in the time spent using SNS. On the other hand, the up-to-date group was classified into three groups, and the high-

up-to-date group consisted of more than 1 hour, the intermediate group consisted of less than 30 minutes and less than 1 hour, and the low group consisted of less than 10 minutes. Fifth, the average of originality appeared in the order of 1 hour or more, 1 hour or less, 30 minutes or less, and less than 10 minutes, and F=8.805.p=.000. Originality was found to have a difference between SNS usage time. Originality was classified into two groups, and the group with high originality consisted of more than 1 hour, less than 1 hour, and less than 30 minutes, and the low group consisted of less than 10 minutes. Finally, the average brand change behavior was shown in the order of 1 hour or less, 1 hour or more, 30 minutes or less, and 10 minutes, and F=12.337.p=.000. Brand change behavior was found to have a difference between SNS usage hours. Meanwhile, brand change behavior was classified into two groups, and the group with high brand change behavior consisted of less than 1 hour, more than 1 hour, and less than 30 minutes, and the low group consisted of less than 10 minutes.

Table 7: Verification of the Difference in Variables according to SNS Usage Time

Factor	Less than 10 min. (n=145)	Less than 30 min. (n=94)	Less than 60 min. (n=38)	Over an hour (n=20)	F	p
Usefulness	3.207 L	3.758 H	4.000 H	4.125 H	14.795	.000
Reliability	2.864 (L)	3.269 (H)	3.555 (H)	3.338 (H)	5.840	.001
Playful	3.356 (L)	3.897 M	3.833 M	4.317 H	13.159	.000
Lateness	3.374 (L)	3.726 (M)	3.724 (M)	4.250 (H)	9.843	.000
Originality	2.945 (L)	3.411 (H)	3.439 (H)	3.767 (H)	8.805	.000
Advertising Attitude	3.162 (L)	3.697 (H)	3.546 (H)	3.813 (H)	12.077	.000
Brand Change Behavior	2.713 (L)	3.249 (H)	3.374 (H)	3.360 (H)	12.337	.000

H: high level group,   M: middle level group,   L: low level group

<Table 8> shows the ANOVA analysis results verifying the difference between each variable for the important elements of influencer content. First, the average of usefulness was in the order of airline brand value, physical service quality, human service quality, and reputation of influencer, with F=6.748.p=.000. It was found that there was a difference in usefulness between important elements of influencer content. Meanwhile, usefulness was classified into two groups, and the group with high usefulness consisted of airline brand value, physical service quality, and human service quality, while the group with low usefulness consisted of influencer reputation. Second, the average of reliability is airline brand value, human service quality, physical service quality, and reputation of influencer, and F=4.440.p=.005. Reliability was found to differ between important factors of influencer content. Meanwhile, reliability was classified into two groups, and the highly reliable group consisted of airline brand value, human service quality, and physical service quality, while the low group consisted of physical service quality and influencer reputation. Third, the average of playfulness was in the order of airline brand value, physical service quality, human service quality, and reputation of influencer, and F=8.776.p=.000, indicating that playfulness differs between important factors of influencer content. Meanwhile, playfulness was classified into three groups, and the group with high playfulness consisted of airline brand value and physical service quality, the intermediate group consisted of physical service quality and human service quality, and the low group consisted of influencer. Fourth, the average of the latest was in the order of airline brand value, human service quality, physical service quality, and reputation of influencer, and F=8.121.p=.000, indicating that the lateness differs between important factors of influencer content. Meanwhile, the latest was classified into two groups, and the high-latency group consisted of airline brand value, human service quality, and physical service quality, while the low group consisted of the reputation of influencer. Fifth, the average of originality was found in the order of airline brand value, physical service quality, human service quality, and reputation of influencer, and F=6.937.p=.000, indicating that originality differs between important factors of influencer content. Meanwhile, originality was classified into two groups, and the group with high originality consisted of airline brand value, and the group with low originality consisted of physical

service quality, human service quality, and influencer reputation. Sixth, the average of advertising attitudes was found in the order of airline brand value, physical service quality, human service quality, and reputation of influencer, and F=5.454.p=.001, indicating that advertising attitudes differ between important factors of influencer content. Meanwhile, advertising attitudes were classified into two groups, and the group with high advertising attitudes consisted of airline brand value, physical service quality, and human service quality, while the low group consisted of influencer reputation. Finally, the average brand change behavior was in the order of airline brand value, human service quality, and reputation of physical service quality influencer, and F=5.162.p=.002, indicating that brand change behavior differs between important factors of influencer content. Meanwhile, brand change behavior was classified into two groups, and the group with high brand change behavior consisted of airline brand value, and the group with low brand change behavior consisted of human service quality, influencer reputation, and physical service quality.

Table 8: Verification of Differences in Variables according to the Main Elements of Influencer SNS Contents

Factor	Airline Brand Value (n=92)	Physical service quality (n=138)	Human service quality (n=44)	SNS reputation (n=23)	F	p
Usefulness	3.818 (H)	3.505 (H)	3.438 (H)	2.891 (L)	6.748	.000
Reliability	3.334 (H)	2.991 (H, L)	3.091 (H)	2.663 (L)	4.440	.005
Playful	3.957 (H)	3.621 (H, M)	3.455 (M)	3.014 (L)	8.776	.000
Lateness	3.832 (H)	3.536 (H)	3.580 (H)	2.957 (L)	8.121	.000
Originality	3.551 (H)	3.099 (L)	3.091 (L)	2.754 (L)	6.937	.000
Advertising Attitude	3.663 (H)	3.351 (H)	3.364 (H)	3.022 (L)	5.454	.001
Brand Change Behavior	3.285 (H)	2.857 (L)	3.059 (L)	2.861 (L)	5.162	.002

H: high level group,　M: middle level group,　L: low level group

5. Conclusions

As SNS becomes popular, the importance of marketing activities using it increases, and accordingly, the proportion of advertisements using influencer is increasing. This study studied how airline advertising content using influencer affects consumers' advertising attitudes and brand change behavior. An empirical survey was conducted on the relationship between advertising content and brand change behavior by setting advertising attitudes as parameters.

The following are the research results derived from the analysis of the research hypothesis based on the analysis results.

First, it was found that airline SNS advertisement content had a positive effect on advertising attitude. Among the advertising contents, usefulness, reliability, playfulness, lateness, and originality were all found to have an effect on advertising attitudes. In other words, it means that when constructing SNS advertisements, it is necessary to make these elements well organized according to the target.

Second, it was found that airline SNS content did not affect brand change behavior. However, it was found that the reliability of the content can affect the brand change behavior. In other words, it presents implications that content is not an important factor in order to elicit customers' brand change behavior.

Third, it was found that advertising attitude had an effect on brand change behavior. The composition of content that induces positive advertising attitudes shows management implications that it can induce brand change behavior.

Fourth, it was found that advertising attitude had a strong mediating effect in the relationship between advertising content and brand change behavior. In other words, it presents practical implications for maximizing the impact of advertising content on brand transformation behavior by using advertising attitude.

Fifth, as a result of examining the difference in perception according to the source of SNS information acquisition, Facebook responded most sensitively, and YouTube responded most sensitively to brand change behavior. In addition, it was found that airline brand value plays a significant role.

Based on previous and empirical studies, this study suggested that when airlines engage in advertising activities using influencer, knowing and utilizing influencer's content should be considered very important for airlines and advertisers because it affects advertising attitudes and brand change behavior differently. Accordingly, this study is meaningful in that it can present the characteristics of influencer's advertising content and influencer's characteristics that can enhance advertising attitudes and brand change behavior when conducting marketing using SNS.

The limitations and proposals of this study are as follows. First, considering the special environment of COVID-19, the survey subjects were limited to users with experience using domestic airlines within two years, so they may have responded based on past experiences, not the latest, and the recent air travel experience was limited to domestic flights. In addition, because it has the specificity of being an experiencer who watched influencer's airline advertising content, it has a limitation that it cannot represent various distributions of the age groups of the survey responding to the survey. Currently, advertisements using influencer are mainly promoted through SNS such as YouTube, Instagram, and Facebook, so young customers can easily access them. Older generations with relatively low frequency of use of SNS have difficulty accessing advertisements using influencer, and accordingly, the path to know advertisements using influencer or influencer is limited. Therefore, in future studies where COVID-19, which is popular around the world, is over or overseas travel is free, research will be conducted based on various routes and the latest air travel experience, and more accurate research will be conducted if advertisements from airlines using influencer are received evenly. In addition, it will be possible to in-depth understanding of which attributes of advertising content in influencer can affect advertising attitudes and brand change behavior toward airlines according to each age group.

Therefore, in the following study, it can be a valuable study if the characteristics of SNS are further subdivided, and it is considered that not only the content properties of SNS but also the characteristics of influencer can be examined. In addition, if comparative analysis is performed by referring to various previous studies using influencer, it is expected that the research on influencer will be more subdivided and accurate.

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