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Public's Attitudes towards the Promotional Messages via Twitter and their Role in Shaping the Image of Economic Airlines

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Abstract

Development of communication technology and media communication sites and the large increase in number of the users has led to interest of the advertisers and various companies and to benefit from it as an advertising means, to deliver their marketing messages to the consumers. The economical airlines sector has become, at the present time, one of the most service sectors that provide promotional messages on social media sites through which it aims to display its services and offers and to form an image for the consumer. Therefore, the study aimed to identify role of the promotional messages for these companies in building the image of the public. The quantitative approach was applied, whereby a questionnaire tool was used to collect the necessary information by application on 206 items, and the study reached a number of results, including: that promotional messages for economic airlines via Twitter help to obtain information about economic airlines, and that credibility of these promotional messages is among the public. Also a large percentage of the sample believes that promotional messages play a role in building and shaping image of the company. The researchers recommended that more attention should be paid to promotional messages, and promotional messages should be used in an effective way in forming a good image among the audience.

Keywords: Promotional Messages - Twitter - Mental Image - Budget Airlines.