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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCE



**THE EFFECTS OF ADVERTISEMENT APPEALS ON CONSUMER
PURCHASING INTENTION OF SMARTPHONES IN TURKEY**

THESIS

Ahmad Saeid SADAT

**Department of Business
Business Administration Program**

November, 2018

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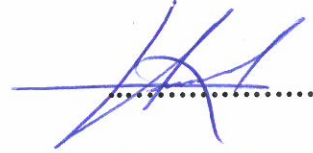
YÜKSEK LİSANS TEZ ONAY FORMU

Enstitümüz İşletme İngilizce Ana Bilim Dalı İşletme Yönetimi İngilizce Yüksek Lisans Programı Y1412.130060 numaralı öğrencisi **Ahmad Saad ASADAT**'ın "THE EFFECTS OF ADVERTISEMENT APPEALS ON CONSUMER PURCHASING INTENTION OF SMARTPHONES IN TURKEY" adlı tez çalışması Enstitümüz Yönetim Kurulunun 12.10.2018 tarih ve 2018/27 sayılı kararıyla oluşturulan oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 08.11.2018 tarihinde kabul edilmiştir

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DECLARATION

I hereby declare that this master's thesis term project titled as "THE EFFECTS OF ADVERTISEMENT APPEALS ON CONSUMER PURCHASING INTENTION OF SMARTPHONES IN TURKEY" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor. (.../.../2018)

Ahmad Saeid SADAT

FOREWORD

At the first I want to say special thanks to Allah for giving me opportunity, energy and moral to continue my education in my favorite field and doing my thesis in marketing area. I would like to thank my lovely and hero father (MR. S.Gh. Rasoul Sadat) that always supported me with his effective advices and Ideas. My sympathetic mother, brother and sisters who encouraged me with love and understanding in this period of my life. Another special thanks to my honorable thesis supervisor Mr. Asst. Prof. Farid Huseynov who always supported, encouraged, helped and directed me in the right and proper way to write and complete my research. Finally thank to everyone that participated in my research process as respondents to my questionnaires and my all dear friends for their cooperation as well.

August 2018

A.Saeid SADAT

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ABBREVIATIONS

- CFA** : Confirmatory Factor Analysis
- ECRM** : Electronic Customer Relationship Management
- PGFI** : Parsimony Goodness-of-Fit Index
- RMSEA** : Root Mean Square Error of Approximation
- SEM** : Structural Equation Modeling
- SPSS** : Statistical Package for the Social Sciences

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TÜRKİYE'DE SMARTFONLARIN TÜKETİCİ SATIN ALMA KONUSUNDA REKLAM ALANININ ETKİLERİ.

ÖZET

Reklam, tanımlanmış bir hedef kitlenin davranışını etkilemeye çalışan bir iletişim şeklidir. Bir grubun belirli bir eylemi (bir ürünü satın almak gibi) almak için ikna etme niyeti ile geliştirilen ve yerleştirilen herhangi bir mesaj, bir reklam olarak kabul edilebilir. Reklamın, reklam medyası, reklam mesajı, reklam çekiciliği vb. gibi farklı türleri vardır. Bu çalışmada, reklam çekiciliği ve bunun Türkiye cep telefonu pazarında tüketicinin satın alma eğilimi üzerindeki etkilerine odaklanılmıştır. Reklam çekiciliğinin en yaygın türleri duygusal çekicilik, dedikodu çekiciliği, gerçekçi çekicilik ve korku çekiciliğidir. Tüm bu faktörlerin Türkiye'deki akıllı telefon piyasasında tüketici satın alma eğilimi (tüketici satın alma davranışı) üzerindeki etkilerinin incelendiği çalışmanın temelini bu faktörler oluşturmuştur. Bu araştırmayı yapmak için, Türkiye'deki Türk cep telefonu tüketicisinden veriler toplanmış ve bağımlı değişken ile dört bağımsız değişken arasındaki ilişki SPSS sürüm 21 ve SPSS AMOS sürüm 22'de kullanılan yapısal eşitlik modeli (SEM) ve doğrulayıcı faktör analizi (CFA) ile analiz edilmiştir. Bu çalışmada, niceliksel araştırma yöntemi kullanılmış ve veri toplamak için kullanılan anketler konu hakkındaki geniş literatür incelenerek formüle edilmiştir. Bu araştırmanın sonucu, korku cazibesi ile reklamdaki gerçekliğin Türkiye'deki cep telefonu tüketicilerinin satın alma niyetinde etkisi olmadığını gösterirken, duygusal cazibe ve dedikodu cazibesinin Türk cep telefonu tüketicilerinin satın alma niyetini etkilediğini göstermiştir.

Anahtar kelimeler: *Reklam çekiciliği, duygusal çekicilik, dedikodu çekiciliği, gerçekçi çekicilik, korku çekiciliği, tüketici satın alma eğilimi.*

THE EFFECTS OF ADVERTISEMENT APPEALS ON CONSUMER PURCHASING INTENTION OF SMARTPHONES IN TURKEY

ABSTRACT

Advertising is a form of communication that attempts to influence the behavior of a defined target audience. Any message developed and placed with the ultimate intention of persuading a group to take a specific action (such as buying a product) can be considered an advertisement. There are different tactics that use for advertising like advertisement media, advertisement message, advertisement appeals, etc. In the current study focused on the advertisement appeal and its effects on the consumer purchasing intention in the smartphones market of Turkey. Most common type of advertisement appeals are emotional appeal, humor appeal, rational appeal, and fear appeal. All these factors formed the basis of this study where the effect of these factors was evaluated on the consumer purchase intention (consumer buying behavior) of smartphones market in Turkey. In order to do this research, the data was collected from smartphones users in Turkey. To analyze the relationship between dependent and four independent variables, structural equation model (SEM) and confirmatory factor analyze (CFA) were used in SPSS version 21 and SPSS AMOS version 22. The result of this research showed which fear and rational appeals in advertisement don't have any impact on the smartphones users' purchase intention in Turkey, whereas emotional and humor appeals have impact on the Turkish smartphones consumers purchase intention.

Keywords: *Advertisement appeals, Emotional appeal, Humor appeal, rational appeal, Fear appeal, consumer purchase intention.*

1. INTRODUCTION

1.1 Introduction

The recent developments in telecommunication not only affected consumers' lifestyles but also changed the patterns of consumer purchase intentions and technology advancement affects the consumers buying behavior in all types of products. According to Comer and Wikle (2008), Smartphones have become the biggest essential in a modern world. It has become an inherent part of everyday life, and this shows the purchasing power of the consumers regarding these phones. Especially smartphones have rolled over last two years, due to the development of technologies and smartphones has extended the history of dynamic inventions and this development in such devices had increased the rate of consumption of these technologies in today's world. As smartphones make the process of communication faster and easier, so they are the most convenient way for communication. Nowadays mobile phone commonly known as smartphone become an important part of personal life for communication all around the world. In a competitive smartphone market manufacturer fight with each other and find root level of differences to persuade consumers to purchase their brands.

Throughout the world consumers of the smartphones are greatly influenced by the various factors and features provided by the smartphone companies. These factors include the characteristics and the features that relate with the smartphones. This leads to smartphones companies to introduce different models of smartphones to satisfy their consumers. There are many different surveys have examined to know how factor affect consumers to the choice of their smartphones. This study stipulates the range of items affected by the factors which include Price, features, quality brand, name, durability, etc.

Advertisement is a non-personal communication of information which commonly payable, and it introduce the product and services through TV channel, different type of media, Radio, brochures, internet and so on. Their most important objective is to

demonstrate the different between the product and competing product, or increase the information about the brand, in order to sell them in the market, and this played a vital role is expanding the market for smartphones. In addition to that as the demand of public of Turkey is increasing the competition among the producers is also increasing gradually with the same graph. To achieve competitive advantage, these leading companies are using high marketing strategies and aggressive advertising ways to persuade their consumers to purchase their product by making their products effective with advanced technologies. Mobile market of Turkey like other countries is so competitive, the famous smartphone companies such as Samsung, Apple, LG, Sunny, Black Berry, HTC and other smartphone companies try to grab the attention of smartphone users in Turkey to purchase their products.

According to Wilska (2003) no company can come to its market lead unless they invest lots of their money in their promotional strategies. Different societies use efficient ways for the promotion of the products and services to attract consumers. But in a modern age, an advertisement has become important to promote products and make their life extended in the market. To sell the smartphones, advertisement identifies and differentiate one product to another product. Advertisement wants from consumers to buy products, services. Smartphone companies at the beginning try to determine through research what value consumers want in their products. After they start to advertise their products to show that it can satisfy the consumer needs. Each company in the market is growing on their product due to mass media such as print media, billboards, tv, radio, etc. Abideen Farooq and Latif (2011) discuss that the foremost objective of the advertising is to be memorized in the consumer's mind, this also shows the purchasing power of the consumer. This cognition regarding brand leads a consumer to manipulate consideration, valuation and then the final purchase. Romanik and sharp (2004) says, in Turkey smartphone industry has got great influence on market positively since last few years and this came to an end due to the advertisement.

This chapter deals with the topic discussed important aspects of the study with the help of background, goals and objectives, research question, purpose and structure of the thesis.

1.2 Study Background

Advertisement a tool by which you can draw new customers to your business to increase your selling amount. In the other word advertisement is a method of communication that induces potential consumers to purchase the product or services and to make a good amount of profit it plays a vital role in marketing purpose. It also develops positive consumer perception. According to Jenkins (1997) objective of advertising differs from marketing; marketing sells products and services to the consumers while advertising attracts consumers to buy the product or services. Parley (2004) stated that promotion of goods or services are done in advertising for the public, and its goal is to draw the attention of consumer to satisfy them. According to Roman (2003) advertisement is an idea for the promotion of the business. It is practiced for years to draw attention to inspire consumers. Author also argues it is a process of understanding of business ideas as for where they come from. It also emphasizes how they can be protected. The author also stated that advertisement is a soul of business.

From these arguments and statements which are compiled, it is concluded that commercial is not only important for selling of products, but it is foremost for the organization itself. Though it appears as visible thing like text, but it features is like simile of soul in animals' lives on which it is inert and essential. In Advertisement strategy is part of marketing plan which its main object is to reach and persuade a target consumer to purchase the product or services. It includes adequate product assessment, market definition and media analysis. This is important to be known that the product meets the consumers need and satisfy them fully. At the first step of developing the strategies and plans for advertisement, the product and services should be defined by the companies. It means that position of the product is determined in the target market. You must know the product and its target consumers in order to have an effective marketing plan. Another important thing is that understand the main aim of the company and product. For determine the target audience, there various factors that should be considered like behavioral patterns, psychographic factors, demographic factors etc. After considering these factors the advertisement plan is made. Market plan uses various channels of communication while put in to action. It's very critical to use the right and adequate media for advertising the products or services of a company, which its relevant

to the product or services that are being marketed. After considering the target consumer and market research, the choice of media would be made.

Moreover, it has become important and can prove to be asset of a company when most of the people at least heard about the product brands or recognize it. Brand awareness make the consumer to know about the product or services of the company. As we live in a world where the people have tendency to prefer brands of the products, so the existence and available of particular brand in the mind of the people is very important. Brand awareness is critical not only to draws new customers at the first time, but it also encourages them to use the product consistently, people mostly want to purchase form that product or brand which is trustable for them. When logo of the company is easy to remember, brand of the company come to symbolize the company, and it would be the first thing that comes to the mind of the consumer to buy it. It increases sales by volume (Ayanwale et al. 2005).

In academic, it has caused many researches to discover whether consumer decide or act by their preference. It shows that many consumers which they willing to pay more for business product do not act by their stated intentions. For the long time has understood that intention is not much important and are poor predictor of consumer behavior, in order to understand this, issue its important to know predicting, interpreting and influencing consumer buying behavior. Schiffman and Kanuk (2012) purchase Intention can be elaborated as a consumer to buy a product, if purchase plans meet their needs and they are high, the consumer will highly intend to but a product or a service. Arnould and Zinkhan (2004) rely on two parameter that is person's attitude towards carrying out the behavior and effects of other's opinion towards the behavior.

Furthermore, competition in the market is rising day by day due to information communication technology it is more challenging for marketers to realize to choose level best advertisement strategy. Making up of advertising strategy is being more important as there are lots of product in the market as well as selection also depends on the views according to the ages and educational level on a product market. According to Tyagi (2004) consumer behavior is a social science which deals with the study of behavior and intentions of a buyer towards the product. Nowadays advertising era is also

developing to face upcoming challenges of a new generation. It has replaced salesmanship through electronic media and simply appears in our lives through computers, laptops or mobiles. One should also keep in mind the viewpoint of the consumer to know the art of the advertisement.

The budget of advertisement in a business is typically part of sales budget and within that the marketing budget. Advertisement is a part of the marketing efforts and sales.

Money which invest in advertisement building up a business. To find how much to spend in advertisement should begin with sales revenue of the company. As the cost of advertisement should be paid by sales, so the goal of an advertisement campaign is to increase the sales of the company. first a company should decide how much budget allocate for advertisement, then should decide where that money should be spent. Actually, there are many options including TV, Radio, print media, (magazine, newspaper, direct mail.) and Internet (Facebook, Instagram, You Tube, Goggle, Tweeter etc.)

According to Edison (2010) nowadays smartphone have become the breath of youngsters and one of the most prominent technologies which rate 81% amongst youth. Author study also elaborates the share of purchasing smartphones is 43%. After calculation smartphones are the most advanced view of smartphones in today's world, and it made Turkey a better place to live. Research describes that the average of 75 million population in is 29, as compared to 37 in United States and 40 in United Kingdom, with approximately 50% of citizen under the age of 18. Mobile usage is widespread in this fast-moving country. The number of smartphone subscribers has increased from 50 million in 2006 to 80 million in 2011, including more than 20 million 3G subscribers. With the completion of mobile revolution in the country, the overall mobile penetration rate expected to reach 95 percent in 2013, from just 43 percent in 2008 (Fatih Isbecer, 2011).

Consumers have the greater budget capacity as compared to other regional countries because of higher per capita Income. Türk Telekom, Turkcell, Vodafone, and Avea are Turkey's leading telecom providers are investing the higher amount of their income in buying of smartphones.

1.3 Statement of Problem

Traditionally the rate of smartphone ownership has been high amongst richer economies. However, with the rise in internet usage, daily banking, access to news, the demand for smartphone usage has increased in emerging economies. Particularly Turkey has seen the highest increase of smartphone ownership and internet usage amongst emerging economies (Pew research center, 2016). From 2013 to 2015 Turkish smartphone ownership has reported a 31% increase translating to 59% of adult reporting owning a smartphone. The surveys indicate that there are about 35% of adults who use cellphones but not smartphones, which are becoming a utility per-se. The smartphone companies are providing various incentives to increase their sales and influence consumer behavior. Different companies provide varying specifications and packages for their consumers, while consumers have the options to select the smartphone that best suits their budget and needs.

Advertising is the primary and most crucial source of income for this media sector in Turkey as in many countries. Turkey's consumer market has provided an efficient communication and marketing avenue that enhances the dissemination of information in the consumer market; thereby enabling more informed decision-making. By the time smartphone market become more competitive and aggressive. As competition are getting fierce day to day, smartphone brands are trying to search a way to increase their sales specially in retail business. For the purpose of increasing sales of smartphones companies, technology stores are more important channels for smartphones brands. This kind of stores are also important for increasing the sales of smartphones in the short time. In these stores recommendation of dealers is the key factor to impact the consumer purchase intention in Turkey.

In Turkey companies and organizations expense more than billion TRY in advertising of their products and services. According to (en.portal.santandertrade.com) only in first six-month of 2017 TV advertising cost was about 2 billion TRY and forecast in 2018 advertising expense increase until 8 billion TRY. So, it is important for the companies to know which kind of advertising is adequate for their products in Turkish market to maximize their sales.

1.4 Purpose of the Study

The primary aim of current research is to explore the impacts of advertisements on consumer buying intention towards smartphones in mobile market of Turkey, and to explore the most suitable form of advertising appeals that has the best impact on consumers' motivation for smartphone purchases.

The study of Deloitte (2012) estimated the mobile phones users' size in Turkey is approximately 68 million with penetration rates of mobile phones to 90 percent of its population. On the other hand, the buying new smartphones became slow, and market contracted as compared to other EU markets due to the heavy taxes imposed on the industry. According to Yased Deloitte (2012) the Turkish mobile market generates about one-thirds 30% of the whole information and technological industry with a market penetration around \$9 billion in 2012. The author also stated that 48.23 percent taxes found the highest among all countries of the world in total cost of mobile ownership (TCMO) in Turkey. Furthermore, great value Added Tax (VAT) and imposed more 25% duty on airtime, the mobile phone industry faced highly costly to normal consumers and increases price sensitivity in consumers. After going through this statistical information selling smartphones to the consumers in the market has become difficult in Turkey. Thus, the research on factors of advertising became necessary for the manufacturers that would increase the mobile market and sale of the smartphone in Turkey. Moreover, this would help the manufacturers and provide them with new techniques that would affect and influence consumer to get attracted towards the purchase of smartphones.

1.5 Research Question

The proposed study will address following research question:

1. What are the important aspects of advertising used for smartphones to affect the purchasing intention of Turkish consumers?

In order to answer the above given research, question several hypotheses were formulated and tested.

1.6 Structure of Research

In this structure of the investigation consists of six sections. In chapter one, the researcher has briefly focused on advertising effects and impacts on the market and consumer buying behavior also, discussed aims and problem statement of the research. In chapter 2 the researcher has summarized the study concerning the books and magazines were marked and highlighted important points which are crucial and beneficial for research. In chapter 3 author discussed briefly about the conceptual framework and hypothesis formulation. In Chapter 4 research design and methodology, research strategies, sampling size and technique, collection of data, data analysis, ethical stance, limitations of the research were explained. In chapter 5 appropriate analyses (CFA and SEM) are done and proper comments about the results of this study is given. In chapter 6 or final chapter of this research includes the conclusion of current study and also discussed about recommendation for future research.

2. LITERATURE REVIEW

2.1 Introduction

The study discusses the literature that covers the factors that impacts the smartphone companies' decision to add new features to their products and services. The author has covered broad literature from various sources nationally and internationally. The literature covered reviews the prospective of cellphone owner's behavior and usage intention.

2.2 Definitions of Advertising

The word advertising is derived from the Latin word viz, "advertero" "ad" meaning towards and "verto" meaning towards and "verto" meaning. "I turn" literally specific thing" (Lane et al. 2010). Sponsors, and owners pay to present their ideas, services and products to increase its mass usage. Advertising is a "non- personal paid message of commercial significance about a product, service or company made to a market by an identified sponsor (Wells, Burnett & Moriarty, 2015, p. 7).

The process of advertising starts by recognizing market needs and realizing consumer's motivation. In order to materialize their advertising, sponsors use the 5M (mission, money, message, media and measurement) of advertising processes.

Commonly advertisements are delivered to consumers through a medium that delivers the sponsors message to mass consumers.

Marketers use advertising as a key for building, creating and sustaining brands. Advertisement is playing an important role in persuading, informing and remaining potential and existing consumers through making buying decision (Ingavale, 2013). Most of advertisings intend to be persuasion to win comments to a product, service or idea. The advertisement objective is declaring where the advertiser wants to be with respect to consumer preference, awareness and attitude (Buvee & Arens, 1994: 216).

Marketers create advertisement with mass of aims and objectives in mind. Their ultimate goal may be getting people to a product or encourage them to make a decision (Jones, 1995). According to Hansten, (2009) commonly the media conveys advertising messages from advertisers(sender) to the target consumer (receiver). The main impact of advertising is to persuade the consumer buying behavior (Abiodum, 2011). Most of the marketers use attractive images and words to appeal consumer to buy the product or service of the company. Persuasion is defined as human communication that is designing to impact others by changing attitudes, values and beliefs (Oberholzer et al., 2008). According to Yelbert, (2010) persuading method in advertisement based on reflexive purposes of imitation and the wish to be what is advertisement. From the point of Blake et al. (2013), consumers are exposed daily to advertisement of persuasive nature.

In addition to the definition of advertising mentioned above, advertising also requires some degree of persuasion as well. As such a fundamental principle of successful advertising needs an overall marketing strategy. Successful advertising creates “meaning towards something” (Wijaya, 2011). Advertising is a far-reaching strategy that makes a brand or a product part of people’s day to day lives. The communication plan involved around advertising is to create perceptions as well (Wijaya, 2011).

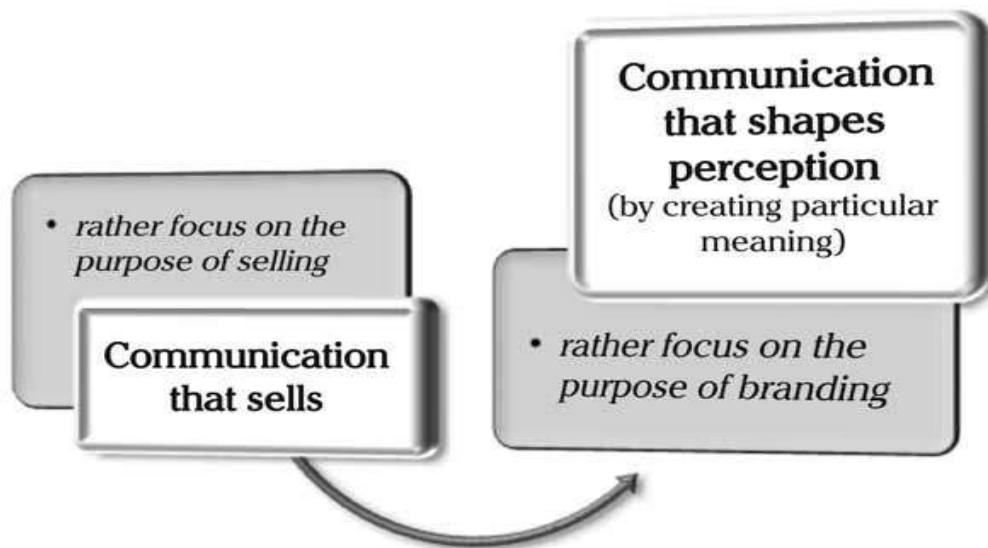


Figure 1:Communication (Wijaya, 2011)

One of the goals of advertising is to create awareness and introduce a product, service and idea to masses rather than individual. The initial step to achieve this goal is creating public awareness. However, this awareness indicates a need to own a product resulting in shaping consumer behavior. In light of modern advertising strategies, advertising is more than selling a product, it is creating impact, changing behavior, creating markets and to receive consumer response (Moriarty et al., 2009: 55). The effectiveness of successful advertising is measured by consumer response.

2.3 Functions of advertisement

For every TV commercial persuasion may not be the initial goal, but when a businessman wants to make a quick influence on consumer purchase intention and increase in short-term sales, your ads need to spread something new, relevant, believable and different. Wijaya (2011) states by building brand associations that a lot of advertisement seeks to grow that try to influence consumers over the period, but with the Persuasion questions, we measure the ability of an ad to bring about an immediate change in consumer behavior.

The fact that advertisements changes behavior and consumer's response deliver them emotional fulfilment shows the success of powerful visual advertising. According to Jeong (2004) the relevance of belief effect in an ad assessment will vary, depending on the advertising objective, and if it fails to show results positive then the money spent on it goes waste. They are attracted towards interesting information keeping in mind that people don't read advertisement slogans or phrases, they read what interests them. Your ad messages should be gathering to your targeted communities.

An advertisement is not only a strategy to benefit sponsors, it also provides benefits to consumers. Advertisement entails an overarching concept that the role of a brand, the use of their product, the benefit to consumers, understanding consumers' reaction and directing them to take an action. The success of advertisements is measured by their ability to unify various themes across different audiences. The use of visual, taglines and headlines are a norm in attracting audiences. The advertising teams uses memorable and relevant tactics and strategies to relate to their consumers. Creating a strong connection with consumers is effective creative concept (Crosno, J. L et al, 2009).

The advertising was always consuming to paints a picture of society, thus shaping how we view ourselves and what many aspire to. They motivate us to do good deeds and understand humanity and inspires us with social issues arisen in the society. This also encourages a person's life and his surroundings. An advertiser should be well known about the social and economic aspects both. Scrutiny tells that many dealers and consumers acquire the fact that ads have moral and ethical responsibilities to provide complete information about the product. This phenomenon was stated by Kotler (2010) which shifted the marketing strategy from product to consumer based with human touch.

2.4 Aspects of Advertising Effectiveness

Jeong (2004) elaborates two ways of the efficiency of an advertisement. One focuses on psychological aspect, and other stimulated the sales and gathered the firm to improve its productivity. In next Section, these researches are discussed.

2.4.1 Market approach

The effectiveness of advertising is measured by their ability to achieve the company intention. In order to increase the chances of achieving the goals and intentions of the companies, they use various avenues such as, television, direct mail, Internet, billboards and radio. Even though advertising in these avenues costs companies, they do increase the chances of achieving their goal over time.

Despite creating impact and influencing behavior increasing sales and profit remains an important reason of advertisements (Murphy and Cunningham, 1993). In order to increase sales and profit an ad must reach the right consumers. Both small and big size companies create profiles for their consumers. These pre-advertisement strategies require conducting market research. A detailed demographics categorization narrows the audiences for a particular ad.

The companies consider their audiences age, education, gender, and many other factors to narrow their target ads. furthermore, Vakratsas and Ambler (1999) briefly discussed in their research that there is no such linkage between sale and effective advertisements. There is no positive on significant relationship between advertising and sales volume. Whereas Neslin (2002) states that the other variable, which it is sales promotion. Sales

Effect Research depends on the sales of the company. Despite the effectiveness of an ad, many other factors play important role in increasing sales. For instance, product availability, pricing, product features, cultural acuity, and competitors. The Sale Effect measures the ad spending to its return on money.

As indicated previously, an apparent reason for ads is to inform people about the existence of a particular product. Without product knowledge there wouldn't be a strong demand. Marketers imply various tactics to shape the behavior of consumers on thinking that there is a need for the product/service they are advertising. Promotions is a way that marketers use to attract attention. Promotions are used as incentives for the consumers to purchase a product, and by purchasing that product, the consumers learn about the product and this provides marketers an opportunity to conduct public awareness. Even though advertising is expected to be neutral, but the psychology behind ads are well thought out to achieve their intended goal.

2.4.2 Behavioral perspective

Advertising intends to create a desired effect towards advertised product or service (Lee Leong, 2007). Since there is money spent on advertising, measuring the effect of advertising is an import aspect to evaluate the success of an advertisement. Though there are not a global standard to measure ad success, however, the modern systems use various verification methods to study the result of their advertisement.

Advertising, in other words, can be seen as a form of communication that provides information that is computed through a sequence of operations including exposure, perception, comprehension, acceptance, and retention that, collectively, recode the information into someone's memory. The implication of this approach to explaining advertising is that marketing organizations can judge the success of an advertising campaign without recourse to sales or other behavioral indicators. Instead, they can measure the extent to which people have processed their adverts. Perhaps the most straightforward way this is achieved is through recall, recognition and persuasion tests that, collectively, probe the extent to which someone has retained an advert. The purpose of advertising is to make consumers aware of your product or service. This shows the market positive result in the market. It ultimately indicates the effectiveness of the

advertisement. According to expectancy-value theory, Behavioristic segmentation is offered a distinct advantage over method that only users may act, if marketers have information about how the target consumer behave. As an example; imagine there is a landscaping company that want to secure local contracts. For this purpose, they can find the customers or client that already they have used the landscaping and then offer them a better deal. As they already using the landscaping services, it meant they are interested. In contrast, advertising the landscaping services to every homes or houses will cause to waste the resources and money. The purpose of segmentation is to group the consumers by their past purchases. In this case the marketer needs enough information about the consumers to divide them and then find the target ones. One method for this purpose is to make a survey and ask the question about their purchase habits. Questions like how many times in a specific time they buy your products and what are the limitations that prevent you to buy it more (Christopher C et al.,1987).

The above discussion reveals that both recall, and attitude are the essential measures of advertising effectiveness. Stewart (1989) evoked that not only some but there are many reasons why this criterion is practiced since years to make advertisement useful. In which firstly this is judged that whether the information provided about the product is supplied in the consumer's mind or not.

2.5 Theoretical Framework of Advertising

2.5.1 Hierarchy of effects models

It is widely known that advertising is mainly used for a significant purpose that builds a brand and its attributing values, that can be tangible or intangible so that the consumers may have developed a feeling of devotion and even love the brand or a sense of attachment to the brand.

According to Egan (2007:44) it is obvious that a remarkable consumption of a brand is simply leads to more purchases or a strong perception and attachment towards a brand. In the early 20th century A. F. Sheldon added “permanent satisfaction” of a brand as a vital sign in the Lewis Strong model AIDAS (Attention, Interest, Desire, Action and Satisfaction). Lewis was the pioneer of AIDAS and constructed this model in in late 19th

century. According to the adoption theory of Roger (1983) there are a number of stages to religious adopt a brand including satisfaction, familiarity, influence and decision to adopt or reject. Bovee et al. (1995) added further in this theory by saying well-meaning advertising must be used to strengthen the consumer's satisfaction towards a brand purchase in post-purchase phase and this phase can represent the sequences of a new established communication process.

Weilbacher (2001) stated that despite the fact by which the marketing community enthusiastically incorporated the Hierarchy-of-advertising effects models describing how marketing functions establishes, still there is no such evidence that implies indirectly consumer research measurement with the essentials of marketing and advertising model such as brand preference, brand loyalty and intentionally buy a brand. It is a fact that these models have an impact on advertising processing and specific impacts in provoking consumers purchase action towards a brand (Weilbacher, 2001). Subsequently there is also no evidence that any hierarchy of advertising models have any impacts of eliminations or finishes in a sale. Though according to Egan (2007:46) there are a number of shortcomings of classical hierarchy models:

There are no such practical supports that can actually move consumers through each and every step.

- The hierarchy models do not have any justification of the potential and interaction between their stages.
- Consumer's post purchase behavior is also not measured.

Furthermore, the standard model of hierarchy of effects is not fully provides the understandings of contemporary information technology knowledge that have initiated many advanced social media marketing processes that have changed the way people socialize, interact and converse including changed influence of consumer behavior towards branding.

Hall (2002) stated that advertisers must have to move their dependences on the effects of advertising hierarchy models to the development of new models that have an impact and experience directly on the advertising processes.

2.5.2 Means end theory

This means, and mental theory is widely used for understanding the mental model of consumer decision making processes (Olson and Reynolds 1983). This model is suggested that consumers connect products and services at three different stages: that are attributes, consequences and values.

The first stage of attributes is considered at the lowest model, and frequently practices in physical features and components. Secondly every attribute has definite consequence for the consumers that can be positive or negative. For instance, in the example of car, having comfort in driving is considered a positive consequence of the brand features like seat comforts, mechanism layout, and stability compared to other brands.

On the other hand, feeling stressed with the trouble shooting services of the brand is a negative consequence of low pace service, complicated policies to repairing and fixing the problems, and also being treated in an unprofessional manner. Therefore, consumers observed products and services in terms of its consequences. The third stage in the means-end hierarchy model is values (or goals). Consumer highly focuses values the most while using or consuming a particular brand or service.

All these three stages are the most important and fundamental promoters of a product or services for an individual or a group. These ends are followed by the products and services means.

The term level is commonly used to signify the hierarchical categorization of the relationship that is stretching from products and services to personal values. Therefore, the perception grows high when the level of hierarchy increases (Woodruff & Gardial, 1996). According to Grunert et al. (1995) this feature of relationship of means-end model helps to make possible analysis and understanding of consumer perception of products and services along with how this model have a useful impact on the lives of the consumers.

2.5.3 Means-end chain model approach

According to Gutman (1982), the means-end chain model provides a suggestion of association of advertising with means and also linked product consumption to achieving

desired aims. According to the theory behind it, means refers to the attitudes of the brand and consequences of the brand use for achievement of the desired end which result from these consequences. Two important linkages are provided by the means-end approach which are:

- Product attributes-consequences linkage

The features that a particular brand has are its attributes and the expected experience for the users by using that product is the consequences. According to Gutman (1982) the consequences might either be benefits (desirable) or detriments (undesirable), sociological (status enhancement), physiological (hunger satisfaction) and psychological (raised self-esteem). What people want is the experience of desirable consequences or in other terms benefits due to a particular attribute a brand possesses and hence the attributes possessed by a brand help its selection.

- Consequences-values linkage

It is represented by this linkage the believe people have that through experiences brand consequences, they might be able to achieve their valued ends.

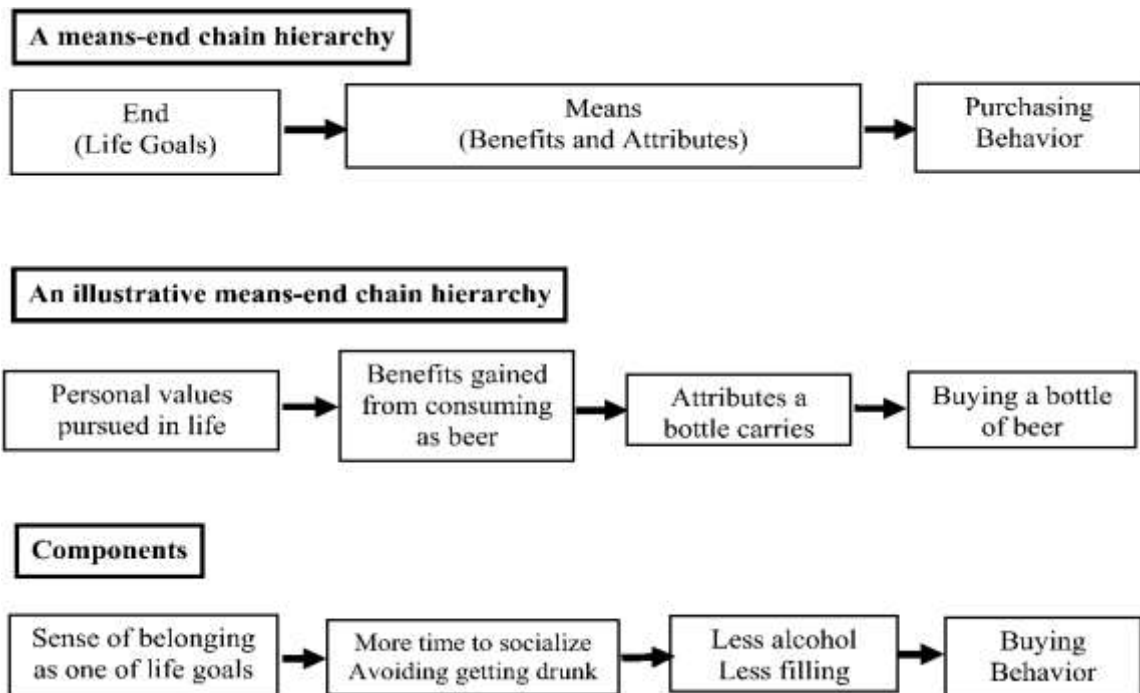


Figure 2: A mean ends-chain hierarchy (Gutman 1982)

Value is defined by Rokeach (1973) as a belief that a certain end state of existence or way of conduct is individually or socially preferable as compared to a converse or alternative end state of existence or way of conduct. Hence, the choice of consequences is affected by the values and they play an important role in how we organize meanings for particular brands and products. To put in a nutshell, to some extent consumer behavior may be determined by the quest for valued ends and the consequences achieved through their use are considered as a channel for meeting those valued ends.

2.6 Product Features

The problem/ solution dynamic is another way to create effective advertisement message. In this kind of advertisement, the target consumer has a problem- even he or she didn't know anything about that problem before, and you have the solution for this problem, that it is your product or service. For this purpose, at first you should create a problem in the mind of the consumer, then offer him or her the solution for him/her problem, and sale your product or service. Primary data was collected via the questionnaire which shows the survey results dependent on the factors which influence students to purchase smartphones it also has the significant effect on them. Guleria (2015) conducted research that which aims to measure elements which leads the consumer to prefer smartphones, according to the research user consider usage and speed processing while purchasing a smartphone.

Lazim, and Sasitharan (2015) explored about the factors that make consumers to purchase smartphones. They discovered that Operating System, High- speed processing, Design, Application software, Convenience and Brand are the first factors that impact on smartphone purchase intention. There is another research that state Multiple-purpose application and features of smartphones effect on Malaysian consumers purchase intention. The researcher has considered Upgraded features, image quality, pricing, personal recommendation, durability and long-lasting aspects, media influence, and sales service graph are the top factors that has impact on smartphone buying intention in Malaysia among young adults.

2.7 Consumers' Purchase Intention

According to Halim and Hameed (2005) the purchase intention is a one 'self-promise to purchase again the specific product or service in the next trip to the market. It is very critical and essential to every companies that want to sale their specific products or services for the main purpose of maximizing the profit of the company.

Advertisements attract the consumer to purchase an individual product. Advertising through television is one of the most active media to communicate. In promotion, T.V has assumed significant importance as it combines both visual and oral communication. Thus, it can be safely said that different commercials of the product and service on T.V commercials determine the extent of that commodity 's market.

Purchasing intention is one of the main and huge concepts in marketing literature. According to the Crosno, Freling & Skinner (2009) buying intention is applied to the possibility of purchasing a specific brand in a segment of product to service during the buying. In the opinion of Shah et al. (2012) consumer purchasing intention is defined as a type of decisions making which is studying the reason of buying a specific product or service by the consumer. As stated by Morinez et al. (2007) a situation where consumer wishes to buy a particular product in a particular situation is defined consumer purchase intention. According to Saxena, (2011) purchase intention is defined as consumer intention to buy a specific product or service in the future line. Purchase intention is a key by that can forecast the process of purchasing and it is generally related to the consumer behavior, perception and attitudes.

Another definition of purchase intention by Fabian and Fandos, (2007) is that purchase intention can use as a promise to one self to buy a specific product or service again whenever she or he makes the next trip in the market. It is very essential for the companies and organizations if they want to maximize their sales in order to maximize or enlarge the profit. Product quality, brand image, product knowledge, product involvement, product attitudes and brand loyalty have a powerful impact on consumer purchase intention as important function of brand. Nowadays, there are a mass competition between companies in the market, so it can be challenging and problematic for the companies to influence in the market. Therefor the specification of the exact

product that consumers want to buy it has an important role on consumer purchase intention and it would great for the companies and marketers to focus more on the features of the product and service, which they are important and positive relation with the consumer purchase intention.

The author in the research is tried to collect the studies that shows the relation between purchasing decision and consumer decision making process. The results show that when consumer want to buy something, they make the final decision depend on their intention, which they achieved before. Thus, most of marketers believe that consumer purchasing intention is a good way to predict purchasing of products. As well, consumer purchase intention is defined as a personal plan tries to buy a brand.

To attract new consumers some companies, introduce new products whereas other advertise to grab the attention of new consumer. The last one is stated to be a good way to attract new consumers, since advertisement is not only to draw the new consumers but entertain them as well. Even though before studies are also believed that advertisement specially TV is an important channel to grab the attention of new customers. Perceptions of the consumers and consumer buying decision can be influenced by advertisement. There are three factors which is made advertisement effective; decision making, effects of advertising on consumer buying behavior and the commination process (Zuraida and Uswatun ,2001).

As discussed above, advertisement is defined by some authors. According to American Association advertisement is an none-personal promotion of products, services and Ideas that is identified by sponsor. The ultimate goal of advertisement is to aware the people about particular products or services. The main objective of advertisement is to create brand awareness to influence the consumer buying behavior.

2.8 Advertising appeals

According to Turley et al. (1997) and Stafford and Day (1995) an advertisement appeals used to attract the attention of consumers and influence their feeling toward the products and services. It makes people to move, speaks to their needs and wants, and exciting

their interests. Appeal use in advertisement to impact on consumer purchase intention. Advertising appeal match with individual's needs, wants and interests.

Advertisement appeal is commonly two types Emotional and Rational which the other types of appeals come under these two. According to Stafford and Day advertising appeals are a method that are using by companies and organizations to promote goods and services in the public. The ultimate objective of advertising appeal is to maximize the sales of products and services in the positive light. Rational appeal tries to convince consumers to purchase the products and services of company by showing the facts, figures and features of the product and services in an attraction way. The second one Emotional appeal uses in different ways to appeal the consumer emotions to induce her or him to buy the target product or services.

Aim of advertising appeal is to impact the way consumer view themselves and how buy specific products can prove that it is beneficial to them. The message that is conveyed through advertisement appeals affect the buying decision of target consumer. There are different types of advertising appeals that can be seen in media today. Kotler (1997) stated that advertising appeal is the theme of advertisement. To make the target audience to receive a message, advertisers should put an attractive power on the message an attractive power is the appeal. Every advertising appeal include an attraction factor by that arouses consumers wishes. Advertising appeals commonly were divided into two parts emotional appeal and rational appeal. To maximize the sales and profits of the company's advertisers use emotional and rational appeal to influence consumer buying behavior. By rational appeal functions and features of the product are emphasized and highlighted to the consumer. On the other hand, emotional appeal emphasizes on consumer's psychological, social and symbolic requirements to attract them (Kotler, 2003). According to Kotler (1997) rational appeal is type of advertising appeals that directly explain advantages of a product. Rational and logical focus on the benefits that consumer may enjoy in advertisement, it also emphasized on the function and benefit of a product or service that consumer desire. Kotler further defined emotional appeal as a simulation of consumer buying intention by arousing positive or negative emotions on the audience. Author stated that positive emotional appeal includes; humor, love,

happiness, sex, music, adventure, romantic, fear, sensitive and emotional words. Fear appeal has incredible impact on individuals. Fear is used and had good effect in advertising of health, beauty, and insurance companies. Advertising experts state that using of fear appeal in advertisement is very effective. Humor appeal is used in around 30% of advertisement. Humor is excellent tool to attract and catch the attention of consumer to purchase the product or service. It is excellently used when it is related to some benefit that the consumer can derive without which the joke might over power the message. In the side of marketing literature, rational appeal is divided into one-sided appeal, two-sided appeal and comparative appeal. One-sided appeal presents only one point of the view, and most of the advertising messages include one-sided. One-side message is appreciated for the audience who do not like to expose to other side. For instance, a religious fund-raising appeal is one-sided to the audience because they do not want to expose to other beliefs. One-sided appeal is less effective than two-sided appeal to more skeptical audience (Etgar and Goodwin, 1982). For a service bureau a two-sided message may acknowledged that a competitive is located closer the prospect and further assert that proximately is irrelevant if the service bureau is doing good job. A tow-sided message adequate for the audience that like to expose to the strong arguments for the other side. A target consumer that favors to another brand, first should abandon that brand and then next new can be accepted. Two-sided message is best for the educated audience who like to make informed choices. In the point of Feiz et al. (2013) the order which is presented with two-sided appeal can affect the impact of each message depending upon the audience characteristics. Advertisement in which a specific service or product, specially mention the name of competitor for express of showing why the competitor is inferior to the product naming it. Competitive advertisement is also called knocking copy and its defined as an advertisement where the advertised brand is compared with other brands and the compression clear to the audience (Feiz et al., 2013).

Our Main focus in this research is on Effects of advertisement appeals on consumer buying intention.

2.8.1 Impact of advertising appeals

Kotler (1991) stated that advertising appeals have a clear delivery of particular benefit, stimulation, reason or identification for explanation of consumer thoughts and what kind of purchase they make, the Autor also says that advertising appeal is refer to packaging services, individuals' services and organization services in various ways. Berkman and Gilson, (1987) defined advertising appeal as a creative attempt which motivate consumers to purchase specific products and services of particular brand. Another definition that is defined by Schiffman and Kanuk (2010) advertising appeal is application by suppliers of a psychologically motivating power which is aroused desire of consumers as well as their action for purchase while also giving broadcasting signals so that concepts of product held by receiver are changed. Therefore, according to Belch and Belch (1998) and Schiffman and Kanuk (2010) the aim of application of advertising appeals is attracting the consumers attention, changing the concept of product that is held by consumers and also affect them emotionally regarding to particular product.

2.9 Types of Adverting Appeal

According to the Chu (1996) marketers may use either Rational or Emotional appeals in advertisement to change the consumer purchase behavior and maximize the sales of products. Through use of rational appeal of advertising, product emphasis makes through its benefits, in which key position give to self-benefit of consumers and the requested benefit or function held by the consumers' is represented through advertising. Emotional advertising appeal, on the other hand, has greater stress in meeting social, psychological or symbolic requirement of consumers, which are the source of purchase motives.

In current study the author will explain briefly the four common types of advertising appeals; Emotional appeal, Humor appeal, Fear appeal and Rational appeal.

2.9.1 Emotional advertising appeal

For creating emotional feedback or response from the target audience a persecution method that called emotional appeal is used. Emotional appeal often uses to manipulate and audience into making an emotional decision or given an emotional response.

Emotion appeal is commonly using in advertisement but can also uses in courtroom, church, school, etc. The most advantage of emotional marketing that is memorable marketing which it will not be erased quickly from the memory.

Emotion appeals are used the subconscious decision-making processes. People who see a certain emotion in an advertisement can be transferred that emotion to themselves and to the brand of the product. Further, it can help generate engagement and memorability of an advertisement; this is often seen in negative emotional appeals (Brown, 2009). Emotional appeals are seeming to work in advertisements because studies have shown that emotional advertising can affect consumers' reactions to advertisement, can enhance their attention, and can affect their brand attitudes (Mattila, 1999).

2.9.2 Humor appeal

Humor is a proven appeal which uses to take attention of audience and keeping it. It causes consumer to watch, laugh and most importantly remember. By grabbing attention of audience, humor appeal enhanced recall and improved moods. consumers would be happy associate the well moods with product and services (Kotler,1997).

2.9.3 Rational appeal

This kind of advertisement appeals that emphasis more on the facts, benefits and details of products or services. The object is to move from product knowledge and awareness to liking, product preference, conviction for the product and lastly buy. A rational appeal provides product awareness by transmitting basic product information. Also, it provides logical reasons as to why a particular brand or service is superior to another, in order to promote liking and preference.

For businesses on a budget, it is helpful to get the most mileage from an ad creative. For small businesses that have little brand recognition, rational appeals can be helping to promote their services against those from larger brands who enjoy greater marketplace recognition. This type of advertising is focused on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and benefits or reasons for owning or using a particular brand. Unlike emotional advertising appeal, which emphasizes meeting social, psychological or symbolic

requirements of consumers from which several purchase motives stem; rational advertisement appeal involves accentuating the functions and benefits that a consumer will derive from purchasing a product (Sadeghi, et al., 2015). Lafferty and Goldsmith (2002) and Adelaar, et al. (2003) proposed the important role of rational appeals in managing the consumers' trust and confidence on product attributes.

2.9.4 Fear appeal

Fear appeal commonly uses because it simply works. People can be interested by this kind of advertisement, it also causes the consumers to remember the advertisement. Fear appeal particularly well with those kinds of products that can eliminate the threats or provides sense of individuals security.

In advertising, a fear appraisal, or fear appeal, uses consumers' fears to persuade them to buy a product or contribute to a cause. The consumer appraises the product in light of their fear of the consequences of not purchasing. For stance, an advertisement campaign may appeal to people's fear of body odor to convince them to buy deodorant. Consumers who are afraid of sweat stains or odor are more likely to respond and buy the deodorant

Advertisers make use of a thing called fear appeals. Fear appeals are a persuasive way of communication attempting to be aroused fear in order to promote precautionary motivation and self-protective action. Advertisements using fear appeals trying to stimulate anxiety and expect that people will try to reduce this anxiety by adopting, continuing, discontinuing, or avoiding some sort of action, thought or behavior (Spence & Moinpour, 1972).

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES FORMULATION

3.1 Introduction

The purpose of this research is to study the effects of various factors of advertising appeals on consumer buying intention in case of Turkey. As discussed in previous chapters advertisement appeals has different aspects and parts but, in this research, will be discussed four part of advertisement appeals; Emotional appeal, Humor appeal, Rational appeal and Fear appeal.

3.2 Conceptual Framework

In view of the above-discussed literature, the impact of advertising modes (appeals) on consumer purchasing intention of smartphones can be analyzed with the help of following conceptual framework:

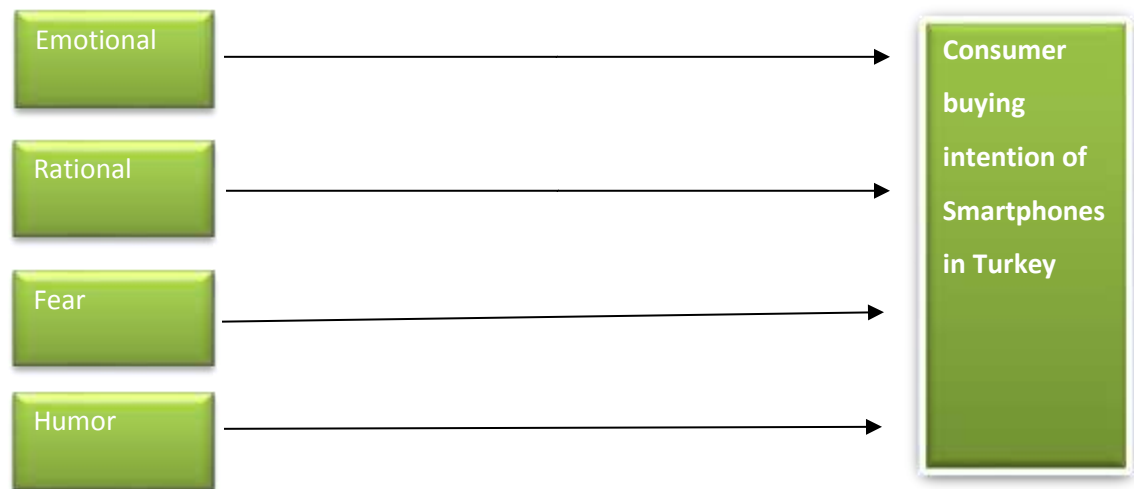


Figure 3.1: Conceptual Framework of the Study

3.3 Formulation of Hypotheses

3.3.1 Emotional appeal

Emotional appeals can work well for a range of products or services, provided that you first identify which emotions to evoke in your target audience. You may highlight either positive or negative emotion successfully. Since consumers ultimately rely on emotions and feeling about a product or brand when buying something, appealing to emotions can help you increase your market share or sell more products.

Many non-profits use emotional advertising to attract consumer attention for their campaigns. From animal welfare organizations highlighting the need for donations to save pets in need to children's relief organizations seeking to end child poverty and hunger, emotional appeals work well for getting consumers to respond to the cry for help. Non-profits in all sectors can utilize emotional ads successfully.

This relates to the consumers' social and psychological needs for purchasing a product or service. This appeal is so effective because many consumers' motives for purchase decisions are emotional. Many advertisers believe an emotional appeal to working better at selling brands that do not differ markedly from competing brands. The diaper brands appeal to parents and encourage them to buy their brand if they wish to see their children happy and comfortable. Yasir Karim & Faiza Batool (2017) conducted a research to determine the impact of emotional advertisement on consumer buying behavior in mobile sector of Pakistan, they found which emotional Ads has positive impact on consumer buying behavior in mobile Market of Pakistan.

Another study by Jovanović et al. (2016) in title of effect of advertising appeals on consumer purchase intention was examined. After gathering and analyzing the data, were concluded that emotional appeal has a significant impact on purchase intention.

Hence, following hypothesis is formulated:

H1: Emotional appeal has a significant impact on consumer buying intentions of smartphones

3.3.2 Humor appeal

The motivation to create association between the advertisement and the consumers, the humor appeal is widely used in advertising. Solomon et al (2013) established that the U.S and U.K based advertisers are highly favored in using humor appeal in advertising aims to enhance the consumer attitude towards an advertisement. Meanwhile the liking of an advertisement is a powerful attribute to liking a brand or use of a brand. This study suggest that the humor appeal highly develops the likeability towards a brand, so the brand advertisers used the humor appeal is highly acceptable by the brand users. Solomon et al (2013) and Kotker (2012) suggested that attracting the people through an energetic way can be more powerfully existence in their minds for a long-time, humor appeal is the strongest tool to be used. This is a technique that is used in the emotionally practicing marketing. Wan Yu Chang & Ying Chang (2014) conducted a study in context of influence humorous ads on brand popularity and consumer buying intention in Truism industry in case of China, they have found that humor appeal in Ads has significant impact on consumer buying intention.

Based on the theoretical foundation of humor appeal, following hypothesis is developed for this research:

H2: Humor appeal has a significant impact on consumer buying intentions of smartphones

3.3.3 Rational appeal

Rational appeals are common-sense calls that aim to connect the product's or service's advantages and benefits with consumer needs. Instead of trying to use the product's features to evoke a particular underlying emotion, like fear or desire, rational appeals use straightforward language, statistics, and other data points to speak to the real benefits of the product or service. Rational ad requests often feature consumer testimonials, facts, and product demonstrations to support their ad creatives. Since they are logic-based, they can be used to appeal to multiple consumer audiences at one time, thus extending the usefulness of an ad creative.

For businesses on a budget, it can be helpful to get the most mileage from an ad creative. For small businesses that have little brand recognition, rational appeals can help to promote their services against those from larger brands who enjoy greater marketplace recognition. This type of advertising focuses on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and benefits or reasons for owning or using a particular brand. Unlike emotional advertising appeal, which emphasizes meeting social, psychological or symbolic requirements of consumers from which several purchase motives stem; rational advertisement appeal involves accentuating the functions and benefits that a consumer will derive from purchasing a product (Sadeghi, et al., 2015). Lafferty and Goldsmith (2002) and Adelaar, et al. (2003) proposed the important role of rational appeals in managing the consumers' trust and confidence on product attributes.

Mohsen Sadeghi and et al, (2015) conducted a study to determine the effects of rational and emotional appeals on consumer attitudes toward advertisement in case of student's users of Hamra Aval mobile operator in area of Tehran. they concluded that rational appeal has significant effect on consumer attitude.

Based on the theoretical foundation of rational appeal, following hypothesis is developed for this research:

H3: Rational appeal has a significant impact on consumer buying intentions of smartphones

3.3.4 Fear appeal

Emotional and rational advertising appeals are the most popular types of advertising appeals extensively used. Fear appeals are a technique that falls under emotional appeals. According to Mongeau (1998) what matters is the intensity of messages with fear appeals even though there are various other techniques of emotional appeals such as sympathy, fear and humor. Lennon, and Rentfro (2010) further elaborated the strength of fear appeal in targeting consumers threats and negative concepts related to a need or deficiency. Techniques involving arousing a feeling of social approval, respect, excitement in a consumer also fall under emotional appeals.

Dharmesh Motwani, and et al (2014) conducted a study to examine impact of fear appear in Ads on consumer buying behavior in India. After data analyzing they conclude that using fear appeal in ads motivate consumer to buy product and has significant impact on consumer buying decision.

Based on the theoretical foundation of fear appeal, following hypothesis is developed for this research:

H4: Fear appeal has a significant impact on consumer buying intentions of smartphones.



4. RESEARCH DESIGN AND METHODOLOGY

4.1 Introduction

The chapter explained the steps taken by study to conduct his descriptive study on the impact of advertisement appeals on consumers purchasing intentions of smartphones in Turkey. The selection of appropriate research design and methodology are core steps in research and should be based on careful analysis of research questions and objectives. The nature of this study is quantitative, and explanatory methodology is selected to collect and analyse quantitative data.

4.2 Research Philosophy

It is a belief which shows the way of gathering, analysing and using of data about a phenomenon. Realism, positivism and interpretivism are the three main research philosophies. Three important and common research philosophies are realism, positivism and interpretivism. Realism relies on the belief of independence from human mind and its biased on the presumption of scientific approach to the expansion of knowledge. Positivism school of philosophy linked with the analysis of proposed objectives or hypotheses on the basis of existing theories in literature. Further, this philosophy holds for the objective and straight forward methods of research and widely used in natural sciences. The preference of this philosophy is also due to the fact that researcher role is not considered in collection of quantitative data; hence, researcher biasness can be minimized to make the results more credible (Cooper and Schindler, 2003). Interpretivism deals with complex and vague research problems that need detailed and subjective information from respondents. The problems with no previous examples and lack of theoretical underpinnings are resolved with the of interpretivist frameworks. The subjective assessments through interviews and other qualitative data collection techniques are used in this framework.

For the present research, positivist research philosophy has been chosen as the study is focused on assessing the role of advertisement appeal for governing the consumer behaviour at Turkey via performing quantitative analysis.

4.3 Research Design

According to Saunders et al (2012) research design considered as the blue print of the conducted research that explains the stages to be covered in the research. The explanatory, descriptive and analytical research designs are common models used on business researches. An explanatory research aims to test hypothesis about the cause and effect relationship and an analytical research involves critical thinking skills and an evaluation of facts and figures relative to the research being conducted. Analytical research, on the other hand, uses data which is already accessible and evaluates these to make an analytical evaluation of the material.

According to the nature of this study. An explanatory research design found suitable that describes the effects of selected variables. The quantitative data collection assists in statistical analysis to verify the stated hypotheses in conceptual framework. Cooper and Schindler (2003) supported the idea of a quantitative research design for research projects in marketing and advertising to conduct a structured data analysis. Further, due to the unique nature this research, which is conducted only once in specific time, cross-sectional design of study found suitable.

4.4 Research Approach

Research approach defined the mode of data collection and analysis of this data using various techniques. According to Saunders et al (2009) two main research approaches widely used in business are inductive a deductive.

4.4.1 Inductive approach

In inductive approach, exploratory frameworks are followed to collect qualitative and subjective data from observations, interviews, and focus group discussions. This bottom up approach is used in complex and undefined research problems and normally leads to a quantitative research. In current research, inductive mode is partially used in the beginning in interviews from advertising professionals to understand the media choices, use of advertising appeals, and important aspects of advertising messages used for local and foreign brands of smartphones in Turkish market. This information helped to design and analyse the questionnaire for survey of consumers.

4.4.2 Deductive approach

Deductive or top down approach is widely used as a replacement of inductive approach but can be used simultaneously with inductive approach in real life researches. Descriptive or quantitative research normally followed this approach to test the stated hypotheses through numerical data collection and statistical analysis of collected data. According to Stenbecka (2001) deductive approach indicates from common and leads to particular concepts. Deductive approach is the opposite of inductive approach (Stenbacka, 2001). In current research, the survey of smartphone consumers in Turkish market used to collect quantitative data for the variable used in conceptual framework.

4.5 Research Strategies

There are two major research methods. They are known as quantitative research and qualitative research methods. A qualitative research method is used during an investigation that does not involve a use of numerical indicators (Silverman 2010). While on the other hand the methods of quantitative involves group of numerical data that basically rely on the numerical indicators.

The present research selected quantitative technique Because of statistically evaluate the role of advertisement appeals on consumer purchase intention in Turkey. Another reason for choosing the quantitative technique is that the focus of the study is on testing the existing hypothesis (developed by previous scholars) about the role adverting appeals on smartphones consumer purchase intention in Turkey.

4.6 Sampling Size and Technique

Sampling is the process used to choose a perfect group from the population for a specific study (Saunders et al 2009). Two common sampling technique are probability and non-probability. A probability sampling is when each object of the population has an equal chance of being selected and hence the results are more likely accurate to reflect the entire population. A non-probability sampling however is not random, and samples are selected based on the subjective judgement of the researcher (Barreiro & Albandoz, 2001).

For the collection of quantitative data from survey strategy, consumers of smartphones are sampling frame. The selection of respondents was done with the help of convenient sampling. This sampling method allows nonprobability sampling with respect to the reach and convenience of researcher (Malhotra and Birks 2005). In absence of large financial and time resources and lack of consumer's database availability, convenient sampling found to be appropriate in this case.

The sample size defined as the appropriate number of respondents required for a particular research in order to get reliable and accurate results. The more the sample, the more is the accuracy of the results. However, the limitation of resources restricts the researcher ability to keep a large sample size in current research. For a descriptive research, the least sample size is 30 respondents to conduct statistical analyses of variables relationships (Sunders et al 2012). Therefore, in view of the large population of smartphone users in Turkey, the sample size for respondents was decided 270. This size is neither too small nor too big to handle by the researcher. The accessibility to the respondents was made through personal administration of survey in mobile shops, shopping malls, personal acquaintances and relatives

4.7 Collection of Data

The data collected through both primary and secondary research methods as explained below:

4.7.1 collection of primary data

Primary data is used for the very first time in a specific study through personal means (Schwab 2004). As mention above, questionnaires were used in the group of information obtained. Around 270 respondents were selected to conduct survey.

- Survey method:

Survey strategy is the selected method to collect data from respondents in primary research for quantitative data. According to Cooper and Schindler (2003) survey is the most accurate and simple way to gather quantitative research from large samples. In addition, the cost effectiveness of survey is also high as compared to other methods of primary data collection like interviews and experiments. Another facility of survey method is the non-dependence on researchers that decreases the researcher biasness in the collected data. The conduct of survey has many options available like mail surveys, electronic survey, and personally administered surveys. For the current research, the survey forms were filled through personal administration in shopping malls and smartphone shops in Istanbul.

4.7.2 Secondary data

A study will be incomplete if not used the methods of secondary research. In the study of qualitative research, the secondary methods are most commonly used. By using the secondary research this study was able to get well created literature review and reasonable results for the advertisement and role of advertising appeals in popularity of ads in the market. Secondary information was obtained from the major sources of internet such as magazines, books, journals and newspapers.

4.8 Data Analysis

Many different methods are available for the data analysing. The important point based on which the data analysis technique is selected is whether the data is quantitative or qualitative. The collected data was then entered into SPSS for further analysis, in order

to test the relationship of independent variables (emotional appeal, humour appeal, rational appeal and fear appeal) on dependent variable (consumer buying intention). IBM SPSS version 21 and SPSS AMOS version 23 were used for the aim of data analysis and to test the results using frequency distribution analysis, reliability tests, confirmatory factor analysis (CFA) and structural equation modelling (SEM).

4.9 Ethical Stance

Significance was given to the ethical obstacles throughout the study. Even though it was not an imposition, but upkeep of ethics degree was completed. The individuals were supplied information concerning the goal and nature of the research as based on Bell and Bryman (2007) this provides them assurance in the reputation of the study and so that the information may not be incorrectly interpreted. The study had no such kind of injuring individuals psychologically. Confidentiality of the respondents' private information was guaranteed in order to avoid any difficulty because of that information they have supplied. The individuals were educated before the selection of information exactly what the subject, nature and goal for the investigation work is. Therefore, it can be evaluated that all ethical factors were taken into account whilst carrying out this study.

4.10 Limitations of the Research

A restriction of this research in terms of study can be the restricted size of the sample, as because of the information collection techniques, the sample specifications could not be raising above 270 respondents. The respondents have been chosen from numerous backgrounds, which could also be an investigation flaw. Time intake in gathering data and inaccessibility of institutions advertising materials and techniques were also a terrific limitation in this study.

5. RESULTS AND ANALYSIS

5.1 Introduction

Current chapter contains the explanation of the data analysis which is carried with the aim of various statistical tests. To better understanding of research objectives used different tests for data analysis.

5.2 Statistical Analysis

Survey data which is collected from the questionnaire interprets with the aim of statistical exams. To have effective and accurate outcomes for a study, it is important to select appropriate statistical tests with respect to the aims and objectives of research. Data analysis for current research paper contained Structural Equation Modeling (SEM) and Confirmatory factors by conducting AMOS version 23 and SPSS (statistical package for social science) version 21.

5.2.1 Convenience sample

The convenience sampling, which is used by many authors, is a common non-probability sampling method to collect data from respondents. As it mentioned, questionnaire was the main tool of collecting data for this study. The questionnaire which is divided in two parts (demographic and Likert scales questions related to the topic) was distributed among 270 people. The questionnaires, which were distributed according to convenience sampling method, were 270, but we just received 250 of them. The received questionnaires contained 23 include vague responses, so the useful and completed questionnaires for this research were 227.

Total number of questionnaires distributed = 270

Total number of questionnaires received = 250

Total number of questionnaires utilizable = 227

5.2.2 Response rate

As all the questionnaires were distributed, returned as well but all of them was not usable.

Therefore, for evaluation of the questionnaire, response rate is used. For this purpose, response rate formula is used.

Total number of received / total number of distributed $250 / 270 * 100 = 92.25 \%$

After the response rate evaluation of given and returned questionnaires, the response rate for current research is 92.25%

5.2.3 Usable response rate

As discussed before there are some questionnaires which are excluded from this study due to incomplete and vague response. For the purpose of determining the useful questionnaires, useful response formula is used as below;

Total number of usable / Total number of given $* 100 = 227 / 300 * 100 = 84.07\%$

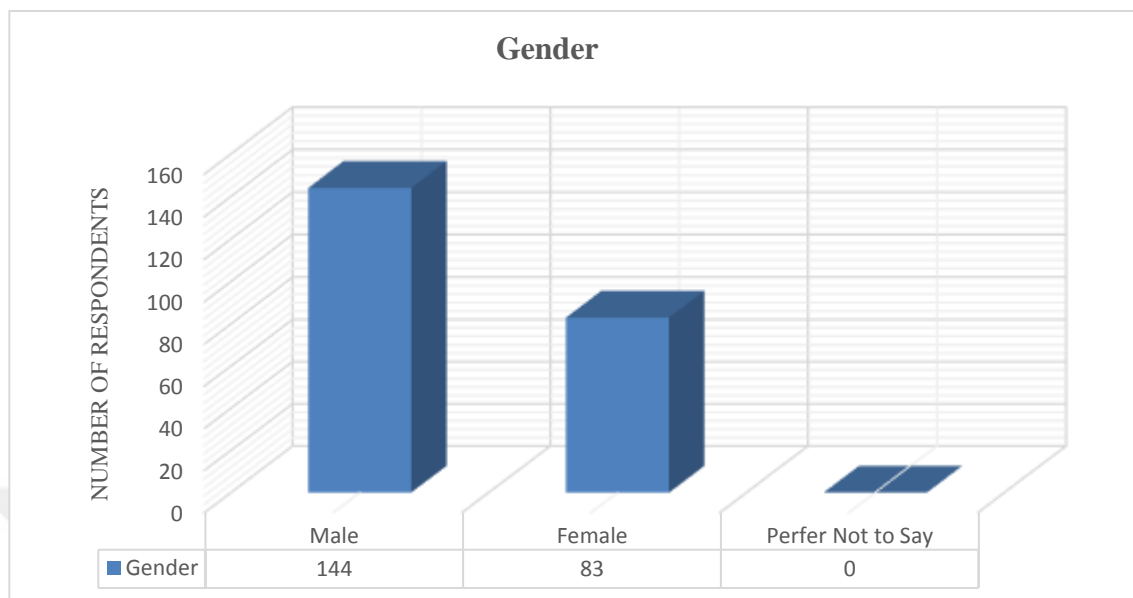
For this research useful response rate of questionnaires is 84.07%

5.2.4 Demographic characteristic of the responses

The survey of this research has conducted between 227 respondents in Turkey. The current questionnaire has 8 demographic questions related to the study topic as it is illustrated in tables below.

Table 5.1: Gender

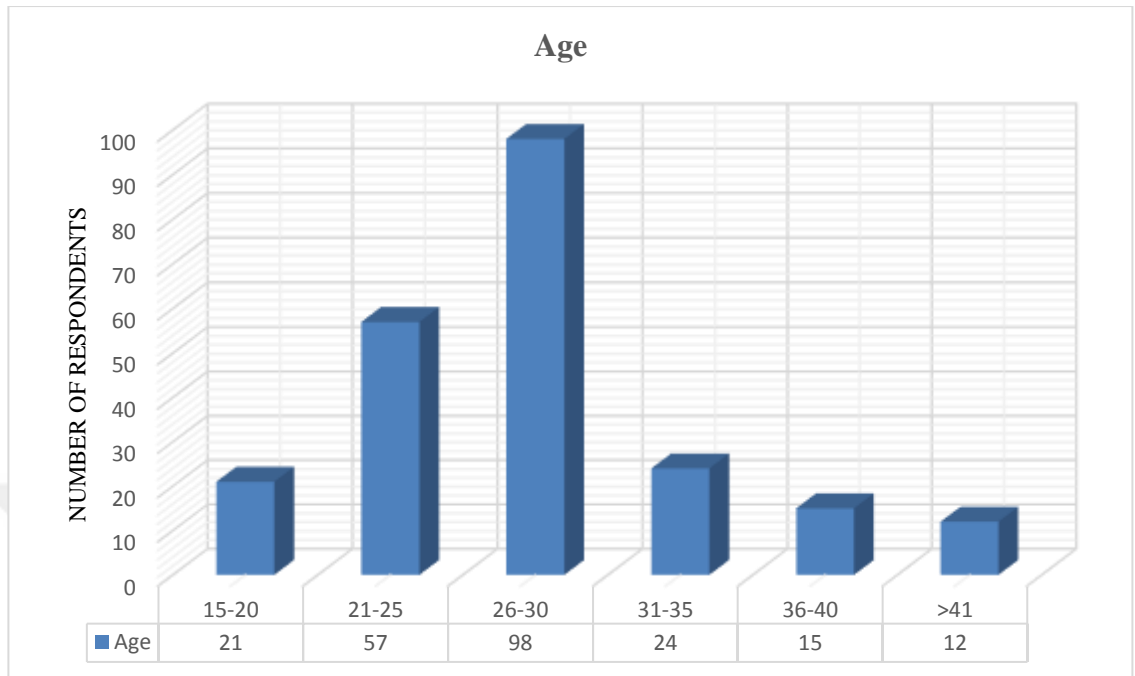
Gender	Frequency	percent	Valid percent	Cumulative percent
Female	83	36.6	36.6	36.3
Male	144	63.4	63.4	100.0
Total	227	100	100	



The survey of current study conducted among the 227 useful participants. As it is illustrated in above table 5.1. The first demographic question is that what is the gender of audiences and it has three answers; male, female and prefer not to say. Most of the participants are male who are 144(63.4%) people. The rest of participants who are 83(36.6) people are female. No one answered that they do not prefer to say not about their gender.

Table 5. 1: Age

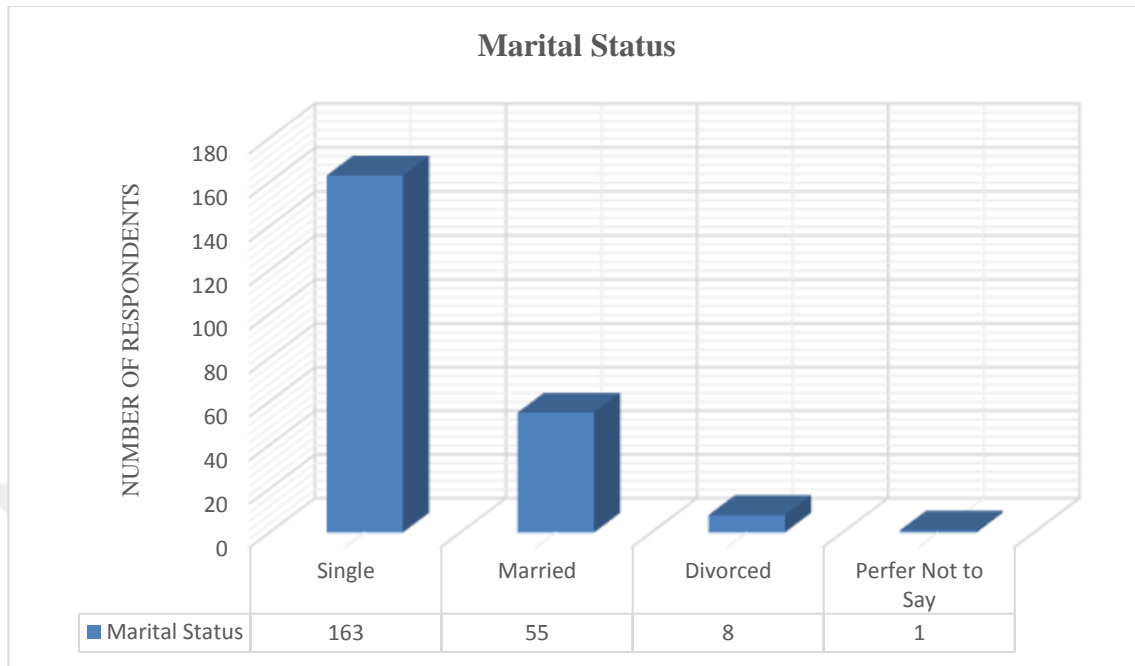
Age groups	Frequency	Percent	Valid percent	Cumulative percent
15-20	21	9.3	9.3	9.3
21-25	57	25.1	25.1	34.4
26-30	98	43.2	43.2	77.5
31-35	24	10.6	10.6	88.1
36-40	15	6.6	6.6	94.7
>41	12	5.3	5.3	100.0
Total	227	100.0	100.0	



As it is shown in the table 5.2 the second demographic question of this study is about the age of participants which all audiences are divided in to six age ranges;15-20, 21-25, 26-30, 31-35, 36- 40 and more than 41 years old. Most of the participants 98(43.2%) were between 26-30 years old. 57(25.1%) people were between 21 and 25 years old. 24(10.6%) audience were between 31-35 years old. 21(9.3%) people aged between 15-20 years. 15(6.6%) respondents were between 36-40 years old and 12(5.3%) people aged more than 41 years old.

Table 5. 2: Material Status

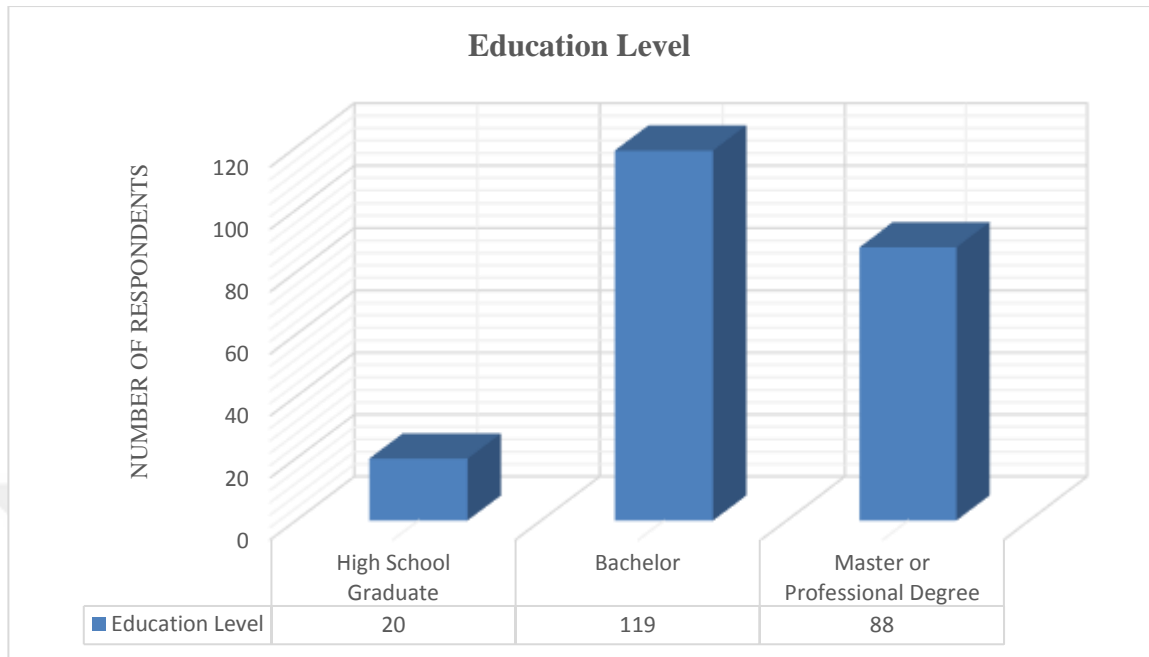
Marital status	Frequency	percent	Valid percent	Cumulative percent
Single	163	71.8	71.8	71.8
Married	55	24.2	24.2	96.0
Divorced	8	3.5	3.5	99.6
Prefer not to say	1	0.4	0.4	100.0
Total	227	100.0	100.0	



Another demographic of current study was about the material status of participants which were divided into three groups; Single, Married, Divorces and an option for whom that prefer not to say about their material status. About 163(71.8%) participants were single. 55(24.4) respondents answered that they are married. 8(3.5 %) people were divorced and just one participant preferred to not say anything about him or her material status.

Table 5. 3: Education Level

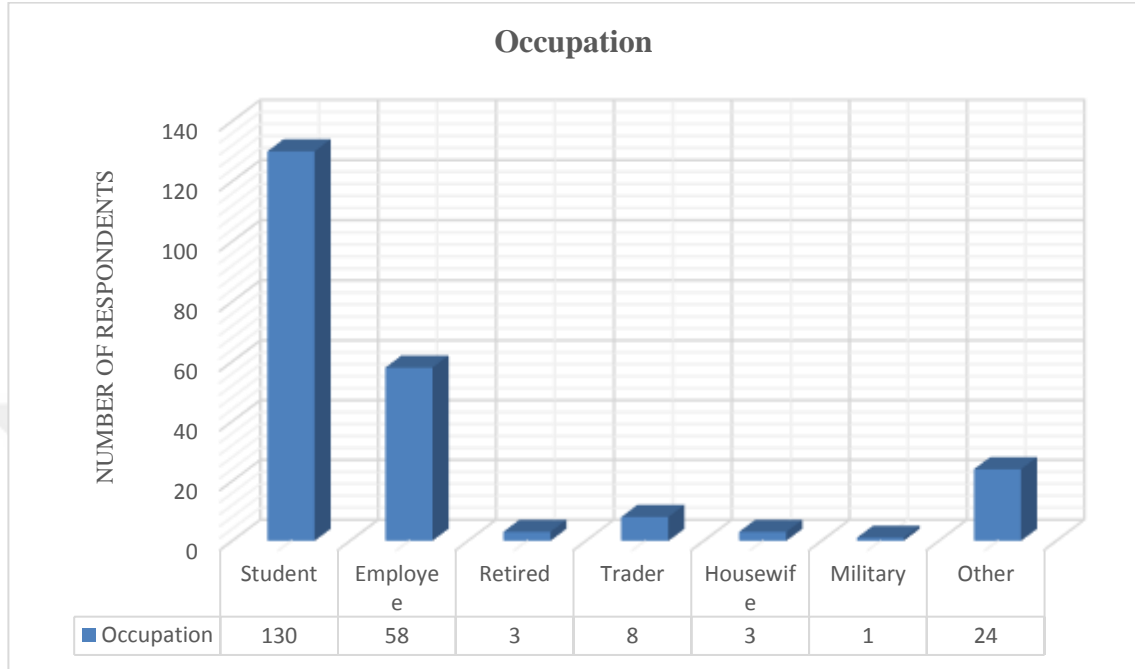
Education level	Frequency	Percent	Valid percent	Cumulative percent
High school graduate	20	8.8	8.8	8.8
Bachelor	119	52.4	52.4	61.2
Graduate or professional degree	88	38.8	38.8	100.0
Total	227	100.0	100.0	



Other demographic question of this study was designed to ask about education level of survey respondents. Most of the participants about 119(52.4%) were in bachelor's degree. 88 people (38.8%) were in master's degree or professional degree which they are the second biggest group of our participants. Rest of the participants 20(8.8%) had graduated from high school.

Table 5. 4: Occupation

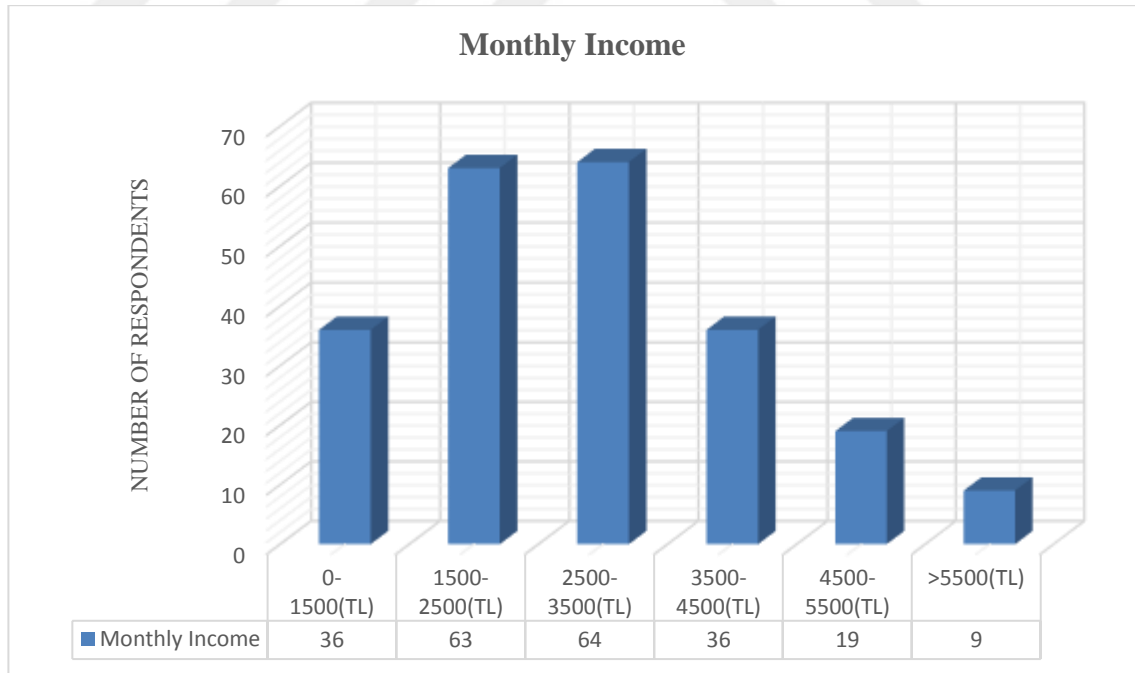
Occupation	Frequency	Percent	Valid percent	Cumulative percent
Student	130	57.3	57.3	57.3
Employee	58	25.6	25.6	82.8
Retired	3	1.3	1.3	84.1
Trader	8	3.5	3.5	87.7
Housewife	3	1.3	1.3	89.0
Military service	1	0.4	0.4	89.4
Other	24	10.6	10.6	100.0
Total	227	100.0	100.0	



The Fifth demographic question was asking about the occupation or job of respondents. as it is shown in the above table (5.5). It shows that most of the participants 130(57.3%) were students. 58(27.3%) participants were employee. Next group about 8(3.5) participants were answered who are trader. 3(1.3%), and 3 (1.3%) respondents were retired and housewife. 24(10.6%) participants answered that they have other job which it is not mentioned in this survey and just 1(0.4%) participant was working as a military servicer in Turkish government.

Table 5. 5: Monthly Income

Monthly income	Frequency	Percent	Valid percent	Cumulative percent
0-1500 (TL)	36	15.9	15.9	15.9
1500-2500(TL)	63	27.8	27.8	43.6
2500-3500(TL)	64	28.8	28.8	71.8
3500-4500(TL)	36	15.9	15.9	87.8
4500-5500(TL)	19	8.4	8.4	96.0
>5500(TL)	9	4.0	4.0	100.0
Total	227	100.0	100.0	

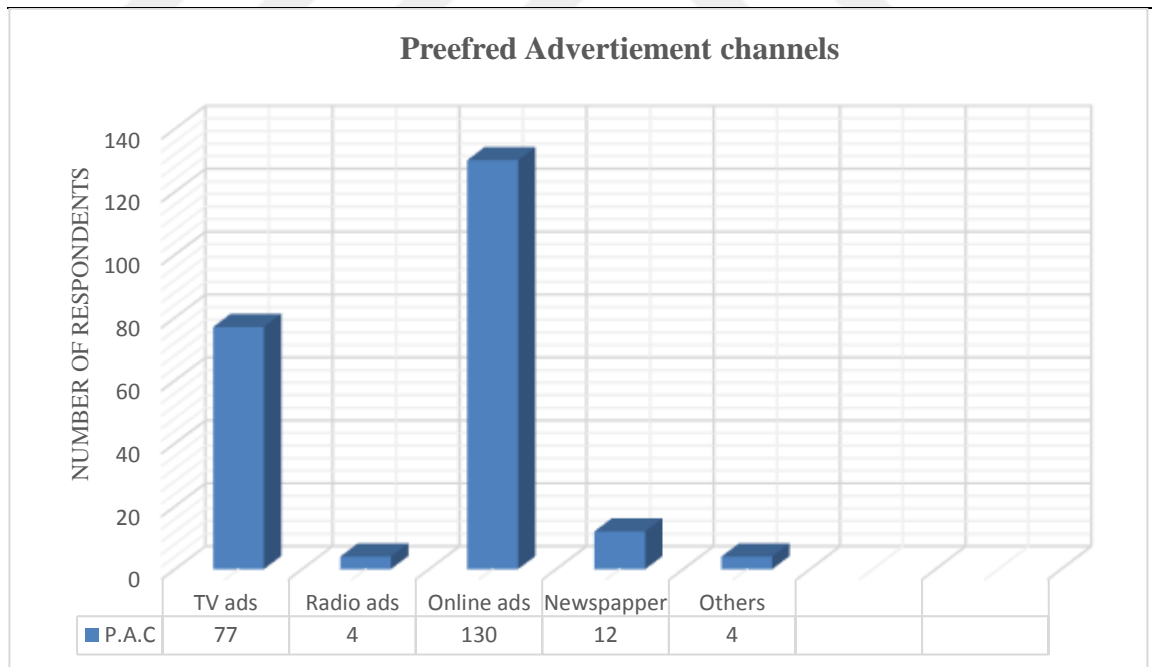


The sixth demographic question of current research is about monthly income of respondents in Turkish Lira currency. As it is illustrated in the above table (table 5 6), 28.8% (64) participants had monthly income between 2500- 3500TL. The second biggest group of participants which they are 63(28.4) people were earned between 1500-

2500 TL per month. 36(15.9) participants had monthly income between 0- 1500 TL and the same number of participants 36 people earned between 3500- 4500 TL per month.19 (8.4%) respondents answered which they have monthly income between4500-5500 TL. Finally, 9(4%) people had the highest monthly income more than 5500TL.

Table 5. 6: Type of preferred advertainment channels

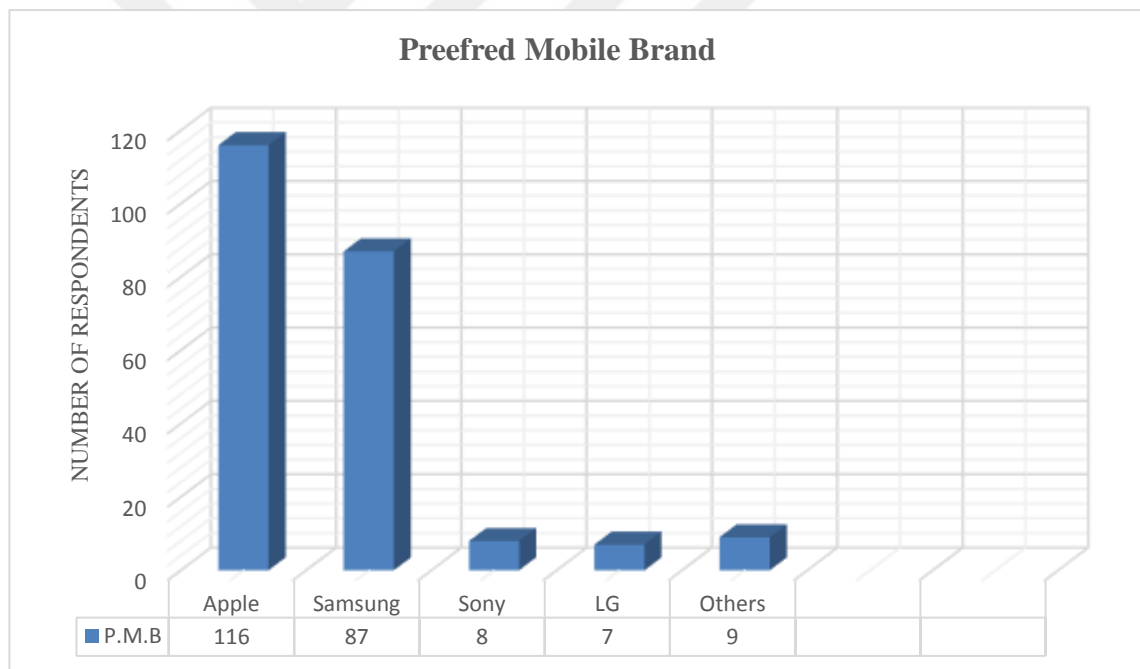
Prefferd ads channels	Frequency	Percent	Valid percent	Cumulative percent
TV ads	77	33.9	33.9	33.9
Radio ads	4	1.8	1.8	35.7
Online ads	130	57.3	57.3	93.0
Newspapper ads	12	5.3	5.3	98.2
Others	4	1.8	1.8	100.0
Total	227	100.0	100.0	



As it is illustrated in the above table. Most of the respondents 130(53.4%) prefer online ads like Facebook, Instagram, Tweeter etc. 77(33.9%) people are chose TV advertisement. 12(5.3%) preferred Newspaper ads. 4(1.6%) respondents selected Radio ads and the same amount 4 respondents are chose other advertisements channels.

Table 5. 7: Mobile brand

Prefferd mobile brand	Frequency	Percent	Valid percent	Cumulative percent
Apple	116	51.1	51.1	51.1
Samsung	87	38.3	38.3	89.4
Sony	8	3.5	3.5	93.0
LG	7	3.1	3.1	96.0
Other	9	4.0	4.0	100.0
Total	227	100.0	100.0	



As it can be found from the above table which most of the respondents 116(51.1%) people are using Apple smartphones. 87(38.3%) people are using Samsung smartphones.8(3.4%) are answered that they are using Sony smartphones. 7(3.1%) are using LG smartphones and 9(4%) respondents selected which use other phones like Huawei etc.

5.3 Coding plan

For this research the coding plan was developed for the variables and question no.1 to 4 was categorized as Emotional Appeal (EA). The question 5 to 8 was labeled as Humor Appeal with symbol (HA). The questions 8 to 12 were comprised as Rational Appeal (RA), question 12 to 16 was labeled as Fear Appeal with symbol (FA). Finally, the questions 16 to 22 were comprised of Consumer Buying Intention. The labeling was performed for performing of CFA and SEM.

5.4 Reliability Test

Reliability test is using to estimate the quality of measurement procedure of data collection in study. The reliability test investigates the internal consistency of measures. For this purpose, Cronbach's coefficient alpha method in SPSS software is used. This method is sufficient for multiple point scales items. Next table 5.1 shows the reliability analyze of this study.

The reliability of all the variables in this dissertation is illustrated in the table below:

Table 5. 8: Reliability Test

Variables	n	Cornbach's Alpha α
Emotional appeal (EA)	4	0.793
Humor Appeal (HA)	4	0.776
Rational Appeal (RA)	4	0.701
Fear Appeal (FA)	4	0.791
Consumer Purchase Intention (CBI)	6	0.755

(N=227)

From the above table (5.9) Cronbach's Alpha which is nearly 0.8 are good and reliable (Sekran 2008). Although the value of) Cronbach's Alpha above 0.8 is good, Cronbach's

Alpha between 0.7 to 0.08 is also moderately reliable (Robinson, Shaver, & Wrightsman, 1991).

Therefore all variables in this study are reliable and retained for further statistical tests.

5.5 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is one of the statistical methods which is used to test the consistency of factors in a study. It is commonly used in social study. As well CFA is a tool which can accept or reject the measurement theory. It also allows the author to test the hypothesis and variables relationships together.

Factor loadings are illustrated in appendix C.

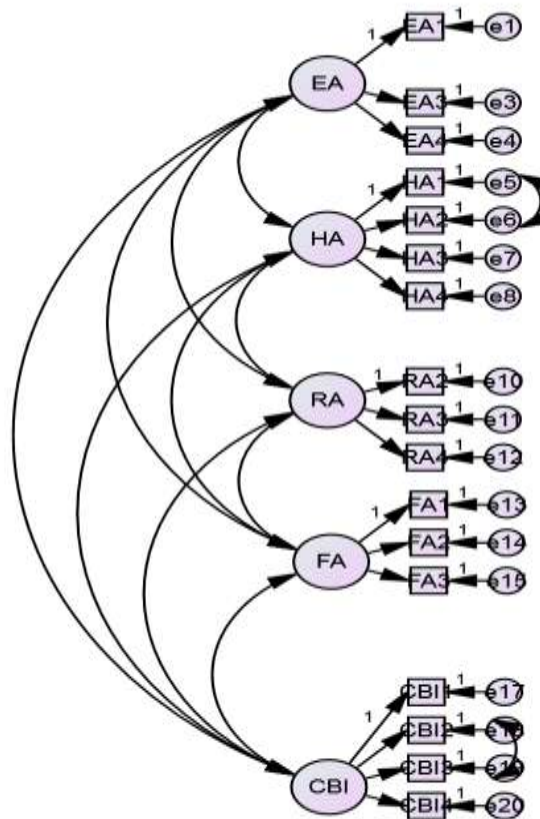


Figure 5.1: CFA Model

After essential data edition and deletion, there are total last 17 observed Items for total 5 variables. Emotional Appeal is measured with 3 Items, Humor appeal (HA) with 4 items, Rational Appeal (RA) with 3 items, Fear Appeal (FA) with 3 items, and Consumer Purchase Intention (CBI) with 4 items.

- According to Byrne (2010) GFI and AGFI are defined as unconditional indices of fit because they essentially associate the hypothesized framework with no framework and both indices range from 0.0 to 1.00, however value close to 1.00 and more than 0.8 being indicative of good fit. For this research, in the hypothesis CFA model, GFI and AGFI values are illustrated in table 5.10 (0.893 and 0.847 respectively). It is shown which our hypothesized model fits the collected data well.
- The CFI measure illustrates that the research model is fitted the data well. According to Byrne (2010) the value for CFI should be from 0.0 to 1.00, value near or close to the 1.00 being indicative of good fit. In this research as, it is shown in table 5.10, considering CFI value is 0.909, so it is acceptable.
- Another fit statistic focuses on the root mean square error of approximation, RMSEA. Its value should be less than 0.1 and perfectly it should be less than 0.05 (Byrne, 2010). In this study as it is mentioned in the below table 5.10 value of RMSEA is 0.072 hypothesized CFA model fits the data well.

To determine whether observed sample frequency differ from expected frequency, author used Chi-square goodness fit test. There is specific formula that after the calculation specifies goodness of fit. The metrics that should be presented in this research are listed below, along with their acceptable threshold, result of current research and relevant comments. Goodness of fit conversely belongs to the number of variables and sample size in the model. Therefore the thresholds below are simply a guideline.

The reference of further thresholds is Hu and Bentler (1999):

Table 5. 9: Goodness of fit Metrics for CFA

Measure	Threshold	Results of this research	Remarks
Chi-square / DF (CMIN/DF)	< 3 good; < 5 sometimes permissible	2.158	Acceptable
p-value for the model	> .05	.000	
CFI	> .95 great; > .90 traditional; >.80 sometimes permissible	.909	Acceptable
GFI	> .95	.893	Acceptable
AGFI	> .80	.847	Acceptable
RMR	< .09	.087	Acceptable
RMSEA	< .05 good; .05 - .10 moderate; > .10 bad	.072	Acceptable
PCLOSE	> .05	.000	

As mentioned in the above table 5.10, evident which CMIN/DF is under the threshold value of 3.00, that is 2.157, so it is fitted the data well. The CFI .909, GFI .831, RMR .087 and RMSEA .072 are all accepted because they are within the range or within the permissible range.

5.6 Validity and Reliability

When doing a CFA, it is absolutely important to analyse convergent and discriminant validity as consistency. For funding reliability and validity, there are some values which are useful as follows: Maximum Shared Variance (MSV), Average Variance Extracted (AVE), Composite Reliability (CR), and Average Shared Variance (ASV).

The thresholds for these values are mentioned as below:

Reliability

- CR > 0.7

Convergent Validity

- AVE > 0.5

Discriminant Validity

- MSV < AVE

The results of reliability and validity of this study is mentioned in below table 5.3

Table 5. 10: Reliability and Validity Results

	CR	AVE	MSV	MaxR(H)	FA	EA	HA	RA	CBI
FA	0.654	0.481	0.218	0.874	0.694				
EA	0.799	0.579	0.018	0.925	-0.074	0.761			
HA	0.795	0.501	0.218	0.859	0.467	-0.049	0.708		
RA	0.800	0.576	0.018	0.838	-0.042	0.135	-0.053	0.759	
CBI	0.831	0.561	0.147	0.948	0.079	0.129	0.383	0.047	0.749

In the table 5.11 CR, AVE and MSV results can be considered acceptable because they are close to the acceptable limits.

As discussed in the previous page, if CR value is greater than 0.7 it is acceptable.

Based on the results was illustrated in table 5.11, it shows that except of Fear Appeal (FA) which it is also closes to the 0.7. Other CR values of variables; Emotional Appeal EA, Humor Appeal, Rational Appeal and Consumer buying Intention (CBI) are 0.799, 0.795, 0.800 and 0831 respectively, so all of them are acceptable. CR of Fear Appeal (0.654), is close to 0.7 and as well as other variables is acceptable.

When Convergent validity (AVE) value is bigger than 0.5, it is acceptable. The AVE value of EA, HA, RA and CBI are 0.579, 0.501, 0.576 and 0.561 respectively, that are acceptable. The AVE value of FA is less than 0.5, as it is not much low, so it is also acceptable.

When Discriminant validity (MSV) value is less than AVE it is acceptable. Table 5.11 proves that MSV values of all the variables in this research are less than AVE. Therefore, all these values are acceptable.

5.7 Structural Equation Modeling (SEM)

SEM explains the relations of latent and measured variables in a study. Observed or measured variable is kind of variables that can be directly perceived, and it is quantifiable. Otherwise, latent variable cannot observe directly as measured variables and must be related to the observed variables. The SEM model helps us to determine, if the research model comes along with found information and compute the contribution of each independent variable to the dependent variables.

In this research structural model study, the impact of advertisement appeals on the consumer purchase intention in smartphone market of Turkey. In this study Confirmatory factor analysis and multiple linear regressions are used as SEM techniques to analyze the data.

5.7.1 Normality evaluation

Normality test uses when the researcher wants to be sure whether the data is distributed normally or not. For this purpose, two numerical measures, Shape- Skewness and Kurtosis are commonly being used. For normality distribution of data, value should be close to zero. Skewness is the measure of asymmetry of probability distribution of random variables; its value can be either positive or negative, or even undefined. zero values of skewness mean the data is perfect.

- When Skewness value is less than -1.00 or greater than 1.00 the distribution is highly skewed.
- When Skewness is between -1.00 and -0.5 or 1.00 is moderately skewed.
- When Skewness value is between -0.5 and 0.5 distribution is approximately asymmetric.

Kurtosis states about the height and sharpness of the central peak, in relation to the standard bell curve. The important finding of SEM is in this research is that data is multivariate normally. From a statistical perception, skewness evaluated from the

normality of the distribution function. In this study all the values of Skewness and Kurtosis are illustrated in the Appendix B, which it shows that that the result of all values is within the range of (-2 and 2), which means the data of current research is distributed normally.

Factors loading are illustrated in Appendix B.

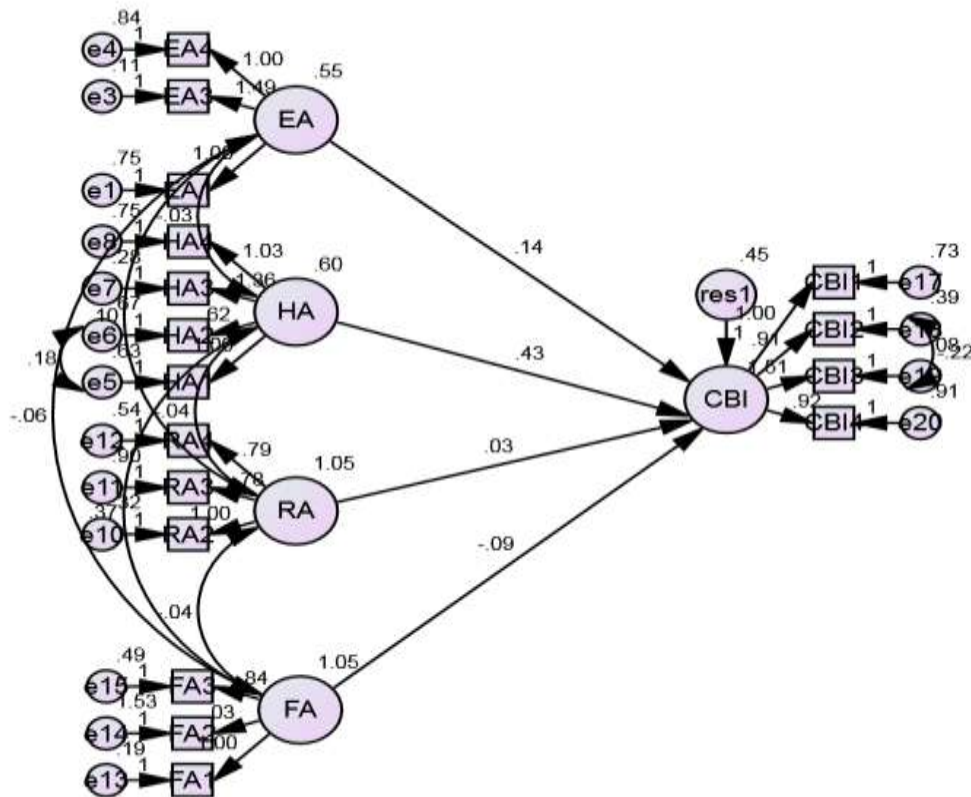


Figure 5.2: Structural Model

Factor loadings are illustrated in Appendix D

Table 5. 11: AMOS Output, Structural Model: Goodness-of-Fit Statistics

Measure	Threshold	Results of this research	Remarks
GFI	> .80	0.909	Acceptable
AGFI	> .80	0.893	
PGFI	> .50 - > .90	0.624	Acceptable
CFI	> .95 great; > .90 traditional; >.80 sometimes permissible	0.909	Acceptable
PCFI	> .50 - > .90	0.715	Acceptable
RMSEA	< .05 good; .05 - .10 moderate; > .10 bad	0.072	Acceptable

The above table 5.12 shows the goodness-of-fit values of the structural model. As well as in CFA model, all values are accepted because the values are either below the threshold limits or are marginally near to it, which is also permissible.

- According to Byrne (2010) GFI and AGFI are defined as unconditional indices of fit because they essentially associate the hypothesized framework with no framework and both indices range from zero to 1.00, however the value close to 1.00 and more than 0.8 being indicative of good fit. For this research, in the structural model, GFI and AGFI values was shown in table 5.12 (0.893 and 0.847 ordinary). It means which our hypothesized model fits the collected data well.
- Byrne (2010), stated that the PGFI or Parsimony goodness of- fit explains the point of parsimony in SEM and it is better that it should have values less than the threshold level, usually supposed as satisfactory for average fit indices. In the above Table5.12, PGFI value is 0.624, therefor it is consistent with our previous statistics.
- The CFI means that the data is a good fit for the structural model. According to Byrne (2010), CFI value from zero to 1.00 and close to 1.00 are termed as good fit values. In this research as, it was shown in table5.12, CFI value is 0.909, so it is acceptable.

- The next measure of fit is Parsimony Model. The PCFI value in current study is 0.715 and it is within the acceptable range of model, so it is fitted the data well and accepted.
- Finally; RMSEA or root mean square error of approximation fit is examined. Byrne (2010) stated that the acceptable value of RMSEA is less than 0.1 or perfectly less than 0.05, as RMSEA in this study is 0.072 so the model is fitted data well.

Table 5. 12: Regression Weights

			Estimate	S.E.	C.R.	P
CBI	<---	EA	.135	.067	2.027	.043
CBI	<---	HA	.426	.094	4.541	***
CBI	<---	RA	.034	.049	.704	.482
CBI	<---	FA	-.085	.057	-1.483	.138

According to the final results of hypothesis testing which is shown in the above Table5.13, the explanation of it, is written in the Table 5.14.

Table 5. 13: Hypotheses Results

No.	Hypothesis	P Value
1	H₁: Emotional appeal has a significant impact on consumer buying intentions of smartphones. $\beta=.135$ $S.E=.067$	0. 043
2	H₂: Humor appeal has a significant impact on consumer buying intentions of smartphones. $\beta=.426$ $S.E=.094$	***
3	H₃: Rational appeal has a significant impact on consumer buying intentions of smartphones. $\beta=.034$ $S.E=.049$	0. 482
4	H₄: Fear appeal has a significant impact on consumer buying intentions of smartphones. $\beta=-.085$ $S.E=.057$	0. 138

Based on the outcome of hypothesis statistical tests, illustrated in the above Table5.14, for the rational appeal and fear appeal the P value is greater than standard limits of thresholds, it means that these two variables don't have any impact on consumer purchase intention in smartphone market of Turkey. Therefore, H3 and H4 are rejected.

In addition; for the emotional appeal and humor appeal the P value is within the standard range, so these two variables (EA & HA) have impact on the consumer purchase intention in smartphone market of Turkey. It means that H1 and H2 are accepted.

6. CONCLUSIONS AND RECOMMENDATIONS

As successful strategy to motivate people to buy a product, effective advertisement always remained the first choice that pops up in a marketer's mind. It is because of the fact that over the years, marketers use advertisement as competitive weapon to attract new customers and to retain the existing ones. Moreover, heavy reliance on advertisement is also due to the fact that advertisement along with other marketing tactics has proven successful in attaining desired financial targets. According to the Ghufran Ahmed (2017) advertisements do have impact on the purchase intention of the consumers. Consumers attracts towards those advertisements that are according to their requirements and that are attractive as well. Pride and Ferrell (2008) stated that the consumers examine and analyze the product and judge it later according to the level of impression they receive from advertisement.

The purpose of current study was to investigate the role of advertising appeals on consumer buying intention in Turkey. The main of objective of this research was to understand the effects of four aspects of advertising appeals (emotional, humor, rational and fear) on consumer purchase intention of smartphones users in Turkey to improve the advertisement strategy of smartphones companies. From the questionnaires which were distributed among the consumers of smartphones in Turkey, 93% of response rate was obtained and evaluated to answer the research question.

In this study various statistical tools CFA and SEM were utilized and applied to analyze and test the relationship between depend and independent variables by using AMOS program. Dependent variable was consumer purchase intention of smartphones users in Turkey and independent variables were emotional appeal, humor appeal, rational appeal and fear appeal. As a result of data analysis, it was found that fear appeals and rational appeals in advertisement of smartphones in Turkey do not have any impact on purchase intention. On the other hand, emotional appeals and humor appeal have significant impact on smartphone users purchase intention.

Advertisers' use various appeals including emotional, rational, humor and fear to convey their message and to attain desired marketing objectives. Interestingly, number of researchers (Barnabas et al. 2013; Bulbul and Menon, 2010; Chandy et al. 2001; Hongxia et al., 2014; Lwin and Phau, 2013; Main et al. 2004; Williams, 2008) have concluded that an advertisement containing emotional appeals or contents are more effective in gaining consumer' attention as compared to rational and logical appeals. the results of this study also substantiate the findings of these international studies. Additionally, this study adds further details in context of consumer behavior by determining the impact of emotional and humor appeals on consumer purchase intention especially purchasing behavior of the smartphone's users in Turkey.

The outcomes of this study suggest humor or happiness appeal has significant impact on consumer purchase intention of smartphone users in Turkey. Among the advertising appeals, humor appeals declared the most effective in shaping the needs and wants of the people followed by happiness or humor. In today's tense and frustrated environment, presenting funny ads and conveying your message in light and jolly manner is getting popularity and mental acceptance by viewers in Turkey. Wherein, researchers (Albers-Miller and Stafford, 1999) suggest humor appeal as effective tool to generate desired consumer purchasing behavior.

These results have strengthened this fundamental believe that emotional appeal can effectively influence customers purchasing intention of the viewers. The outcome of this study is in line with the results of many international studies for example, Tian et al. (2004) and Roozen and Claeys (2009a) wherein, it is suggested that emotional appeals effectively influence the (purchasing) behavior of the customers. Similarly, the results of this study disclose that Turkish smartphone users are more inclined towards emotional appeals as compared to rational and fear appeals. This inclination is not limited to just watching and enjoying an advertisement for the sake of entertainment rather current ads (containing emotional appeals) also provoke purchasing desires. Interestingly, viewers feel sense of accomplishment when they buy the same product/service as a result of emotional appeal. These results endorse the existing findings and suggest policy makers to rely more on emotional appeals as compared to fear and rational appeals.

Furthermore; in the current study it was found that fear and rational appeals do not have any impact on smartphone users purchasing intention in Turkey. Some international researchers also found that fear and rational appeals do not have any positive impact on consumer buying behavior. According to Bozinoff and Ghingold (1983) behavior is not changed by the use of fear appeals, but this may be different when people are exposed to the advertisements several times. Another study by Predrag Jovanović et al. (2016) stated that fear appeal has negative impact on consumer purchase behavior. Barnabas et al. (2013) and Bulbul and Menon, (2010) have concluded that rational appeal has not much impact on consumer buying intention as compared with emotional appeal.

As this research was focused over emotional appeal, humor appeal, rational appeal and fear appeal on consumer buying intention. Future researches can make use of several dependent and independent variables related to advertising. Additionally, as in this study it was found that fear and rational appeal do not have any impacts on consumer purchase intention, suggest for future researchers to find the relationship between fear and rational appeals with customer purchase intention that why these two factors do not have any impact on consumer purchasing intention of smartphone users in Turkey.

Finally; as for current study the researcher selected four advertising appeals. Researcher would like to direct the future researchers to select other advertising appeals to know the importance of those appeals on consumers purchase intentions. Future researchers can also target other sectors besides smartphone sectors and can investigate the relationship between various advertising appeals and consumer purchase intention. Similarly, a random sampling could also add to the validity of findings. Researchers can also expand the scope of the future studies to other cities of Turkey.

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APPENDICES

APPENDIX A: Questionnaire

SECTION ONE: DEMOGRAPHIC AND RESEARCH RELATED QUESTIONS.

Please select the best choice for the following questions and be sure to answer each of them.

1- What is your gender?

- Female
- Male
- Prefer not to say

2- What is your age category?

- 15-20
- 21-25
- 26-30
- 31-35
- 36-40
- >4

3- Your marital status?

- Single
- Married
- Divorced
- Prefer not to say

4- Your education levels?

- Illiterate
- Elementary level
- High school level
- High school graduate
- Bachelor
- Graduate or professional degree

5- Your occupation?

- Student
- Employee
- Unable to work
- Retired
- Trader
- Housewife
- Military
- Other

6- Your monthly Income in Turkish Lira?

- 0-1500 (TL)
- 1500-2500(TL)
- 2500-3500(TL)
- 3500-4500(TL)
- 4500-5500(TL)
- 5500(TL) and above

7- Which type of advertisement channels do you prefer?

- TV Advertisement
- Radio Advertisement
- Online Advertisement
- Newspaper Advertisement
- Others

8- Which Brand of Mobile do you use?

Apple

Samsung

Sony

LG

Other



SECTION TWO: LIKERT-SCALE QUESTIONS RELATED TO THE STUDY.

Tick the appropriate number which shows the intensity of your opinion.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

	1	2	3	4	5
A. Advertising appeals					
Emotional appeals					
1. Mobile Advertisement which contains emotions is interesting for me.					
2. The advertisement which presents emotions about the smartphone is more memorable.					
3. I prefer emotions in smartphones commercial.					
4. I remember the product shown in emotional advertisements					
Humor Appeal					
5. Funny advertisement evokes positive feelings to me.					
6. Advertisements which include funny contents are memorable.					
7. I remember the humorous advertisements more than others.					
8. I easily understand funny commercial about smartphones.					
Rational Appeal					
9. Advertisements which present factual arguments about smartphones evoke positive feelings to me.					
10. I trust more on an advertisement that shows the benefits of owning a smartphone brand.					
11. I prefer advertisements which contain more facts and figures about smartphones.					
12. I will buy the mobile, based solely on rational advertisements. (advertisement which shows advantages of the smartphone)					
Fear appeal					

13. Advertisements which contain fear messages have an important effect on my purchase decision.					
14. I remember fear message in advertisements about smartphones longer.					
15. I note down the threats shown in smartphone advertisements					
16. The advertisement which contains the fear message about the smartphone is attractive for me.					
B. Consumers Buying Intentions					
1. Advertisement convinces me to buy the same brands of smartphone.					
2. Advertisement creates the awareness So that I prefer to buy a new smartphone.					
3. Advertisement always influences my buying intention of smartphone.					
4. After watching advertisement, I plan to buy smartphones in the future					
5. After watching advertisements, I would advise others to buy and use smartphones					
6. After watching advertisement, I am very likely to purchase smartphones in next occasion.					

Questionnaire References

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APPENDIX B: Skewness and Kurtosis

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
EA1	3.47	1.142	-.089	.162	-1.362	.322
EA2	3.66	1.154	-.221	.162	-1.274	.322
EA4	3.36	1.179	.116	.162	-1.386	.322
HA1	3.45	1.113	-.046	.162	-1.364	.322
HA2	3.65	.954	-.475	.162	-.307	.322
HA3	3.58	1.185	-.140	.162	-1.321	.322
HA4	3.23	1.184	.281	.162	-1.301	.322
RA2	3.13	1.171	.190	.162	-1.029	.322
RA3	3.30	1.247	-.285	.162	-.858	.322
RA4	3.44	1.097	-.019	.162	-.332	.322
FA1	3.65	1.116	-.782	.162	-.406	.322
FA2	2.66	1.239	.467	.162	.257	.322
FA3	3.75	1.110	-1.074	.162	-.202	.322
CBI1	3.41	1.131	-.005	.162	1.041	.322
CBI2	3.65	.921	-.407	.162	.447	.322
CBI3	3.61	1.152	-.164	.162	-.057	.322
CBI4	3.33	1.175	.141	.162	.668	.322

APPENDIX C: Selected AMOS Output, CFA Model: Goodness-of-Fit Statistics

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	46	230.862	107	.000	2.158
Saturated model	153	.000	0		
Independence model	17	1497.222	136	.000	11.009

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.087	.893	.847	.624
Saturated model	.000	1.000		
Independence model	.286	.522	.462	.464

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.846	.804	.911	.884	.909
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.787	.665	.715
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	123.862	83.872	171.599
Saturated model	.000	.000	.000
Independence model	1361.222	1240.519	1489.340

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.022	.548	.371	.759
Saturated model	.000	.000	.000	.000
Independence model	6.625	6.023	5.489	6.590

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.072	.059	.084	.003
Independence model	.210	.201	.220	.000

APPENDIX C: (continued)

Model Fit Summary

AIC

Model	AIC	BCC	BIC	CAIC
Default model	322.862	330.823	480.409	526.409
Saturated model	306.000	332.481	830.017	983.017
Independence model	1531.222	1534.164	1589.446	1606.446

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.429	1.252	1.640	1.464
Saturated model	1.354	1.354	1.354	1.471
Independence model	6.775	6.241	7.342	6.788

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	130	141
Independence model	25	27

APPENDIX D: Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
EA1	<---	EA	1.000				
EA3	<---	EA	1.486	.183	8.102	***	
EA4	<---	EA	.999	.118	8.474	***	
HA1	<---	HA	1.000				
HA2	<---	HA	.622	.078	8.030	***	
HA3	<---	HA	1.359	.132	10.271	***	
HA4	<---	HA	1.033	.113	9.132	***	
RA2	<---	RA	1.000				
RA3	<---	RA	.784	.092	8.554	***	
RA4	<---	RA	.791	.086	9.194	***	
FA1	<---	FA	1.000				
FA2	<---	FA	.026	.086	.304	.761	
FA3	<---	FA	.837	.117	7.177	***	
CBI1	<---	CBI	1.000				
CBI2	<---	CBI	.910	.127	7.147	***	
CBI3	<---	CBI	1.508	.175	8.594	***	
CBI4	<---	CBI	.920	.110	8.362	***	

APPENDIX D (continued): Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
EA1	<---	EA	.651
EA3	<---	EA	.957
EA4	<---	EA	.630
HA1	<---	HA	.699
HA2	<---	HA	.508
HA3	<---	HA	.893
HA4	<---	HA	.679
RA2	<---	RA	.875
RA3	<---	RA	.645
RA4	<---	RA	.739
FA1	<---	FA	.919
FA2	<---	FA	.022
FA3	<---	FA	.774
CBI1	<---	CBI	.655
CBI2	<---	CBI	.732
CBI3	<---	CBI	.970
CBI4	<---	CBI	.580

APPENDIX D (continued): Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
EA	<-->	HA	-.028	.043	-.649	.516	
EA	<-->	RA	.103	.059	1.739	.082	
EA	<-->	FA	-.057	.057	-.997	.319	
EA	<-->	CBI	.071	.040	1.790	.043	
HA	<-->	RA	-.042	.063	-.668	.504	
HA	<-->	FA	.371	.073	5.105	***	
HA	<-->	CBI	.220	.053	4.142	***	
RA	<-->	FA	-.044	.081	-.540	.589	
RA	<-->	CBI	.036	.055	.655	.512	
FA	<-->	CBI	.060	.054	1.108	.268	
e18	<-->	e19	-.221	.071	-3.112	.002	
e5	<-->	e6	.184	.053	3.437	***	

APPENDIX D(continued): Correlations: (Group number 1 - Default model)

			Estimate
EA	<-->	HA	-.049
EA	<-->	RA	.135
EA	<-->	FA	-.074
EA	<-->	CBI	.129
HA	<-->	RA	-.053
HA	<-->	FA	.467
HA	<-->	CBI	.383
RA	<-->	FA	-.042
RA	<-->	CBI	.047
FA	<-->	CBI	.079
e18	<-->	e19	-1.255
e5	<-->	e6	.282

APPENDIX D (continued): Variances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
EA			.550	.113	4.861	***	
HA			.603	.109	5.535	***	
RA			1.047	.156	6.719	***	
FA			1.048	.176	5.947	***	
CBI			.546	.108	5.042	***	
e1			.747	.088	8.466	***	
e3			.112	.118	.955	.340	
e4			.836	.095	8.797	***	
e5			.631	.074	8.551	***	
e6			.673	.068	9.887	***	
e7			.283	.078	3.627	***	
e8			.751	.085	8.867	***	
e10			.319	.098	3.263	.001	
e11			.904	.103	8.800	***	
e12			.543	.078	6.997	***	
e13			.192	.135	1.428	.153	
e14			1.529	.144	10.629	***	
e15			.493	.104	4.725	***	
e17			.726	.082	8.844	***	
e18			.393	.071	5.531	***	
e19			.079	.112	.706	.480	
e20			.913	.094	9.706	***	

APPENDIX D (Continued): Squared Multiple Correlations: (Group number 1 - Default model)

			Estimate
CBI4			.336
CBI3			.940
CBI2			.535
CBI1			.429
FA3			.598
FA2			.000
FA1			.845
RA4			.547
RA3			.415
RA2			.766
HA4			.461
HA3			.798
HA2			.258
HA1			.489
EA4			.396
EA3			.915
EA1			.424

RESUME

Personal Information

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Marital status: Single

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Objective overview

Seeking new and challenging opportunities that will allow growth in learning and expanding my knowledge and set skills.

Education

- 2015-2018 GRADUATE SCHOOL OF SOCIAL SCIENCES – Istanbul Aydin university (Ms. Business administration)
- 2009-2013 Law and politicle science – Herat University, Afghanistan (B. Sc. Administrative and diplomacy)
- 1997-2009 Riyaz private High School, Herat, Afghanistan

Work experiences

Firdows Homa logistic company
January 2010-January 2011
Position: Marketing manager

Sadat Navid Company
January 2011-January 2013
Position: Vice president and CEO

Saeed Navid Logistic company

January 2013-November 2018
Position: Vice president and CEO

Law Clinic of Herat university
July 2014-November 2014

Languages

- | | |
|--------------------|---|
| ➤ Persian (Native) | Fluent in Speaking, Reading and Writing. |
| ➤ English | Very good in Speaking, Reading and Writing. |
| ➤ Pashto | Very good in Speaking, Reading and Writing. |
| ➤ Turkish | Very good in Speaking, Reading and writing. |
| ➤ French | Good in Speaking, Reading and writing |

Its skills

Business administration field

- Management Reporting
- Commercial Issues
- Budget & Forecasting
- Leading & Supervision
- Team Leadership skills

Report Writing

- Analyse reposts and send feedback for future improvement
- Writing daily, weekly, monthly and quarterly of the organization.

Finance& Accountancy

- Payrolls, cash request, preparing of salary sheets, vouchering of salary sheets and purchasing bills, etc.

Computer Skills and Office Equipment

- MS-DOS, Windows, Ms Office (Word, Excel, power point)
- Email, Internet, photocopy machines
- Hardware

Key skills

- Self-motivation, initiative with a high level of energy.
- Verbal communication skills.
- Decision making, Problem Solving, critical thinking, organizing and planning.

- Patience.
- Tolerant.
- Flexible to different situations.
- Building Confidence and Self-Esteem
- Career Commitment and Time Management
- Improving Communication
- Follow Rule of the Organization

References

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