

**ATILIM UNIVERSITY**  
**GRADUATE SCHOOL OF SOCIAL SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BUSINESS ADMINISTRATION MASTER'S PROGRAMME**

**UNDERSTANDING THE IMPACT OF RATIONAL AND  
EMOTIONAL APPEALS IN PREDICTING PURCHASE  
INTENTION: AN ANALYSIS OF SOCIAL MEDIA  
ADVERTISING**

**Master's Thesis**

**Mozhdeh SALIMI**

**Ankara-2024**



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**Ankara-2024**

## **ACCEPTANCE AND APPROVAL**

This is to certify that this thesis titled “Understanding The Impact of Rational and Emotional Appeals in Predicting Purchase Intention: An Analysis of Social Media Advertising” and prepared by Mozhdeh SALİMİ meets with the committee’s approval unanimously as Master’s Thesis in the field of Business Administration following the successful defense conducted on 30/05/2024.

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## ETHICAL STATEMENT

I accept and acknowledge that I have prepared this thesis study, prepared in line with the Thesis Writing Guidelines of Atılım University Graduate School of Social Sciences;

- within the framework of academic and ethical rules;
- presented the information, documents, evaluations, and results in a way that meets the rules of scientific ethics and morality,
- I have referenced each work from which I have benefited while preparing my thesis, and that
- I hereby present a unique study.

I hereby also understand that I shall accept any loss of rights against my behalf in cases otherwise.

Date and Signature

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Mozhdeh SALİMİ

## ÖZ

SALİMİİ, Mozhdéh. İşlevsel ve duygusal özelliklerin satın alma niyetinin tahmini üzerindeki etkisinin anlaşılması: sosyal medya reklamcılığı üzerine bir analiz, Yüksek Lisans Tezi, Ankara, 2024.

Günümüzde, sosyal medya reklamlarının kullanıcılar üzerindeki etkisi önemlidir. Bu çalışma, nicel araştırma yöntemi kullanmakta olup uyarıcı-organizma-yanıt teorisini uygulayarak, Instagram'da akıllı saatler için duygusal ve mantıksal farklı çekiciliklerin nasıl etkili olduğunu incelemekte ve Z Kuşağı tüketicilerinin reklama yönelik tutumlarını, markaya yönelik tutumlarını, reklama dikkatlerini ve akıllı saat satın alma niyetlerini araştırmaktadır. Kısmi en küçük kareler yapısal eşitlik modellemesini (PLS-SEM) kullanan analiz, Instagram video reklamlarındaki duygusal veya mantıksal çekiciliğin, tüketicinin reklamlara yönelik tutumlarını doğrudan etkilemediğini ortaya çıkardı. Ancak, mantıksal çekiciliklerin Z Kuşağı tüketicilerinin akıllı saat satın alma niyetlerini önemli ölçüde etkilediği, duygusal çekiciliklerin ise markaya yönelik tutumlarını ve reklama dikkatlerini önemli ölçüde etkilediği saptanmıştır. Ayrıca, bu değişkenler arasındaki aracı ilişkiler de araştırılmıştır. Bu araştırma, gelecek çalışmalar ve Instagram video reklam stratejilerini geliştirmeyi amaçlayan işletmeler için değerli bilgiler sunmaktadır.

**Anahtar Sözcükler:** Satın alma niyeti, Reklama yönelik tutum, Markaya yönelik tutum, Reklama dikkat, Reklam çekiciliği

## ABSTRACT

SALİMİ, Mozhdeh. Understanding the impact of rational and emotional appeals in predicting purchase intention: an analysis of social media advertising, Master's Thesis, Ankara, 2024.

In today's era, the effect of social media advertising on its users is significant. This study employs a quantitative research method and applies the stimulus-organism-response theory to examine how different appeals (emotional and rational) in Instagram video advertisement for smartwatches affect Generation Z consumers' attitudes toward advertisement, attitudes toward brand, attention to advertisement, and intention to purchase smartwatches. Through an analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM), it was discovered that neither emotional nor rational appeals in Instagram video advertisement directly influence consumers' attitudes toward advertisement. However, rational appeals do notably impact Generation Z consumers' intention to purchase smartwatches, while emotional appeals has a considerable impact on their attitude toward the brand and attention to the advertisement. Additionally, the study explores the mediating relationships between these variables. This research offers valuable information for future studies and businesses seeking to improve their Instagram video advertising strategies.

**Keywords:** Purchasing intention, Attitude towards advertising, Attitude towards brand, Attention to advertising, Advertising appeal

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## **LIST OF SYMBOLS AND ABBREVIATIONS**

<b>AAD</b>	: Attitude Towards Advertisement
<b>AB</b>	: Attitude Towards Brand
<b>ATT</b>	: Attention to Advertisement
<b>PI</b>	: Purchase Intention

## INTRODUCTION

Marketing is of special importance in today's world and marketers need to identify the behavior and attitude of their audience for successful marketing. Between 2005 and 2015, new types of advertising media appeared, and the Internet is at the top with different types of media (Kelley et al., 2022). As technology progresses and becomes more widespread, digital advertising has emerged as a potent tool in today's marketing world, and increasing consumer intent to buy is the main goal of digital marketing. Also, the use of modern digital technology helps marketers and businesses to reach a broad spectrum of their target market that is challenging with traditional advertising (Qayyum et al., 2023). In the fourth quarter of 2021, Instagram was among the five most downloaded applications. Instagram has significant influence and importance as a social media platform for marketing. Plus, the number of users of this platform has been increasing in the last few years and this process continues (Gross, Cui, & von Wangenheim, 2023). The growth and popularity of Instagram has attracted the attention of social media marketers. As well, the impact of this platform on selling services and products, creating brand awareness, and interacting with consumers cannot be ignored. Since it first launched in 2010, Instagram has grown quickly, attracting top businesses and brands because there are 500 million people who use the platform daily, and one billion people who use it monthly (Hazari & Sethna, 2023). Instagram users seek to interact with other users of this platform and they use Instagram to fill and pass their leisure time (Gross et al., 2023). 71% of Generation Z use Instagram (Auxier and Anderson, 2021) and according to the statistics published until 2019, one can understand the reason why marketers are interested in generation Z (born between 1995-2010). According to these statistics, Generation Z has become the most populous generation with 32% of the world's population, and their purchasing power is 140 billion dollars. Also, this Generation, which is the focus of this study, has been raised with Internet access, and most of them had access to social media at a very young age. In addition, the attention span of generation Z is 8 seconds, and if a content does not attract their interest and attention, they lose their focus and try other content. Also, today everything is connected to the Internet and Generation Z uses the Internet more than any other generation, so it is very important for companies to adapt to

this situation (Behbahani, & Develi, 2023). Generation Z is more knowledgeable than the previous generations and has more information about marketing strategies, so marketers and businesses should also have sufficient awareness of the interests, behaviors and attitudes of this generation. Generation Z needs a platform to interact with other people, and this need is met by social media. For this reason, marketing to target Generation Z should focus on the Internet and social media. Among the plethora of advertising strategies, the effectiveness of advertising appeals such as emotional and rational appeals in Instagram video advertisement remains an area of research. Understanding how these appeals influence Gen Z's attitudes and intention toward advertisement is critical for marketers looking to create impactful campaigns.

There is a gap in existing literature concerning the the exploration of marketing stimuli and different types of advertising (Hazari & Sethna, 2023) such as advertising appeals and their impact on eliciting responses associated with purchase intention of generation Z on Instagram, thus prompting a need for further investigation in this domain. The research gap highlighted by Garaus and Wolfsteiner (2023) emphasizes the need to examine the impact of negative emotional appeals, such as fear, on consumer attitudes toward brands, which need further investigation. So, in this research, the effect of fear on purchase intention and consumers' attitude and attention is examined. Saheb, Cabanillas, and Higuera (2022) investigated the benefits and risks of the technical capabilities of smart watches, along with how the intention to use them impacts their actual usage, and stated that the intention can lead to purchasing activity. Han, Lee, and Kim, (2022) have identified the distinctive smart watches' features concerning technology adoption in two categories: the intention to buy and the intention to keep using them, and have investigated consumer behavior by focusing on customer experiences. Rajkumar (2021) examined the relationship between social media platforms using and their impact on the purchase behavior of smart watches by generation Y consumers. Blazquez, Alexander, and Fung (2020) investigated the relationship between the important values of luxury fashion smartwatches, consumer attitudes and purchase intentions, as well as the overall perceptions of Millennial consumers towards the use of these wearable technologies. Krey et al., (2019) examined the effect of functional versus emotional appeal in advertisement on consumer evaluation and adoption of smart watches in Malaysia, and the effects of

individual differences as moderating variables (personal innovativeness and extraversion) on value assessment and attitude relationship were also tested. According to research gap that exist in these articles: Blazquez et al. (2020), Krey et al. (2019), Rajkumar (2021) this research focused on purchase intention and consumers' attitude towards smartwatch advertising among generation Z in Türkiye. While various studies have explored the effects of advertising appeals, a gap remains in understanding how these appeals impact the consumers' attention to advertisement. This gap calls for further investigation to optimize advertising strategies for engaging this demographic and in this research this relationship is examined.

This research utilized two primary categories of participant control: advertisements containing emotional appeal and advertisements containing rational appeal. The findings of this study can offer useful information into the significance of factors like advertising appeals, video advertising, and marketing to Generation Z consumers on Instagram that may influence purchase intention. Plus, this research investigates the combined impact of these factors, as well as attitude and attention to advertising, and attention to brand, using quantitative method. The purpose of this research is to investigate the effects of emotional and rational appeals in Instagram video advertising on Generation Z's consumer attitudes towards advertising (AAD), attitudes towards the brand (AB), attention to advertisement (ATT), and purchase intention (PI). Additionally, the study intends to examine the mediating roles of attitude towards advertising, attitude towards the brand, and attention to advertisement in the relationship between emotional appeal in advertising and purchase intention, while also exploring the mediating role of attitude towards brand in the relationship between attitude towards advertisement and purchase intention. The study is organized as follows: First, we present a review of the relevant literature and theoretical foundations that are included and examined in this study. After that, hypotheses and research model are developed. Then, The sampling and research methods are outlined, followed by an explanation of the data analysis. Finally, the research concludes by discussing the results, including limitations and suggested future research directions.

Generation Z (born 1995 to 2010) (Djafarova & Bowes, 2021) is the focus demographic of this study as they are the first group to grow up with pervasive digital technology, making them highly influential in the digital marketing landscape (Smith,

2019; Williams, 2012). Their familiarity with social media and smartphones (Kotler & Armstrong, 2021) makes them prime targets to examine how the appeal of Instagram video advertisement can shape consumer attitudes and behaviors. Gen Z's distinctive media consumption habits (Haenlein et al., 2020) and quick decision-making processes (Djafarova & Bowes, 2021) highlight their importance for this research. The Atılım University campus in Ankara is an ideal environment for data collection due to its diverse student population as it ensures access to population of Generation Z and facilitates the collection of relevant data. Smart watches were chosen as the product for this study due to their increasing appeal in the Internet of Things (IoT) market (Hsiao, & Chen, 2018). Smartwatches, as wearable device, offer multifunctional features (Chuah, et al., 2016) like checking and answering notifications and control health (Krey et al., 2019). The smartwatch study offers insights into how innovative tech products can use Instagram video advertising appeals to influence purchase intent among Gen Z consumers. Instagram was chosen as a social media platform for this study due to its rapid growth and popularity among users (Belanche, Cenjor, & Pérez-Rueda, 2019). A powerful tool that enables businesses to create engaging and effective ads with unique offerings such as stories, reels, and targeted advertising capabilities (Hijrah et al., 2023).

As the marketing landscape shifts to digital platforms, understanding the effectiveness of advertising appeals becomes critical for businesses looking to engage with Generation Z. The contribution of this research lies in its a deep understanding of how advertising appeals influence Generation Z's attitudes, attention and purchase intentions towards advertisements and brands in the digital marketing context. Furthermore, by exploring the mediating roles of attitudes towards advertising, attitudes towards the brand, and attention to advertisement, this research sheds light on the underlying mechanisms driving purchase intention among Generation Z consumers on Instagram. Such insights can improve marketers' strategies, helping them tailor their advertising approaches to effectively engage with this demographic. Overall, the result of this research provides practical implications for marketers aiming to improve their Instagram advertising campaigns and better engage with Generation Z consumers, ultimately contributing to improved marketing effectiveness and consumer engagement in the digital era.



## CHAPTER 1: LITERATURE REVIEW

### 1.1 Theoretical Framework

This research utilizes the theory of Stimulus Organism Response (S-O-R) (Mehrabian, & Russell, 1974) to understand the impact of emotional and rational appeals on the attitude towards advertisements, attitude towards the brand, attention to advertisements and purchase intention of consumers. Stimulus-Organism-Response (S-O-R) theory, crucial in understanding consumer behavior, is a significant theoretical concept for this research, and from the marketing perspective, S-O-R is a theory explaining how behavioral responses are shaped by information processing (Tan et al., 2019). The S-O-R theory states that for a stimulus presented in an environment, a response is generated based on the inner feelings or behavior of an organism (person or user) and the organism plays a mediating role to shape the response, which arises from an internal evaluation of various environmental cues (Hazari, & Sethna, 2023). Environmental cues (stimuli) can stimulate the self-evaluative state of the individual (organism), influencing whether their behavior is negative or positive (response) (Sohaib, Safeer, & Majeed, 2022). In particular, the organism refers to consumers' attitude, motivation, emotions, judgements, and thinking influenced by their experiences with the stimulus which can be tactile, visual, or auditory in nature (Tan et al., 2019). Using the literature, this research suggest that the S-O-R theory is suitable framework for this research. Previous research found that social media marketing activities like advertisement can act as an external environmental stimulus (Hazari, & Sethna, 2023; Mohamed Sadom, Mat Yusoff, & Mohd Sauh, 2023; Sohaib et al., 2022). Past studies considered social media marketing in the form of entertainment, interaction and customization as stimulation that influence trust and reputation as organisms and influence consumers' purchase intentions (response) (Mohamed Sadom et al., 2023). In another research lifestyle marketing and advertising that involves brand influencers (stimulus), attention and attitude towards ads (organism) and purchase intention were measured as responses (Hazari, & Sethna, 2023). In another study, based on the S-O-R theory, they examined the effect of social media marketing activities as external environmental stimuli on relationship quality, including satisfaction,

trust, and commitment (organism) to predict customers' online repurchase intention (response) (Sohaib et al., 2022).

Therefore, previous studies have confirmed the relevance and importance of S-O-R theory in explaining consumers' internal feelings and behavioral responses to stimuli in the online environment. This study tries to add to the current studies in this field by using a social network (Instagram) and utilizing it as an environment for the S-O-R theory, as well as the study of generation Z users of this platform. In the framework of the S-O-R theory, in this research the effects of advertising appeal in two types of emotional and rational appeal as external environmental stimuli on attitude towards advertisements, attitude towards brand and attention to advertisements (organism) as well as the purchase intention of consumers (response) is examined.

## **1.2 Advertising**

A company's total advertising mix (marketing communications mix) which includes sales promotion, public relations, direct and digital marketing tools, personal selling and advertising which the company uses to build relationships with customers, interact with consumers and uses persuasive communication with customer value. Each of these categories include particular advertising tools which utilize to communicate with consumers. For instance, advertising contain mobile, broadcast, online, print, and outdoors (Kotler & Armstrong, 2021). Kotler & Armstrong (2021, p. 411) defined advertising as "any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor".

In the existing literature, there are different definitions. As was found (Bennett, & American Marketing Association, 1995, as cited in Chen, & Hsieh, 2012, p. 544) advertising is "the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas." According to Genç and Turna's (2023) research, advertisement appears is a communication between costumers and brand. While in the past advertising has a functioned as a tool for communication, its current evolution involves engaging with

customers through online platforms and fostering mutual communication. Consequently, Ads are now perceived as interaction tool. Besides, the advent of online opportunities enables the measurement of advertisement effectiveness, allowing for the tracking of viewer engagement, post-advertisement actions, and even purchase decisions influenced by the advertisement. Moreover, the expansive reach of online advertising presents significant opportunities for brands, attracting companies to invest heavily in this medium. Thus, businesses allocating substantial portions of their budgets to online advertisement closely monitor consumer's attitude towards these promotions. Sciulli (2023) mentioned, goods are tangible and services are intangible, the process consumers go through to decide if a service is worth using may be different from pre-consumption decisions for tangible goods. Besides, a consumer may form attitudes toward an advertisement based solely on the advertising itself without experienced it. Since, services are intangible, promoting may impact customers' perceptions of service attributes more than goods properties.

### **1.2.1 Advertising media**

There are types of five advertising media, which include mobile advertising, internet, radio, television, newspapers/magazines, and each advertising media conveys different marketing messages to consumers according to its unique characteristics (Chen, & Hsieh, 2012). Smartphones are a relatively new technology, they have gained widespread popularity and have become essential tools in people's work and personal lives because significant capabilities such as playing games, responding to emails and messages, and reading e-books compared to standard mobile phones. Additionally, smartphone advertising is playing a crucial role in the process of making decision aids consumers in purchasing. Besides, by using advertising techniques in wireless devices such as mobile phones in advertising strategies such as advertising objectives, mobile advertising elements, stakeholders and alignment between all context variables, marketers can create more interaction with consumers (Martins et al., 2019).

Mobile advertising refers to transmitting messages to user through mobile phones or other communication devices which are wireless. Additionally, in order to make advertisements of wireless devices such as mobile phones more effective, personalization of advertisements can be useful and paying attention to factors such as time, place, price,

brand name, background information, search history, interests, activities and preferences of the user can significantly increase the effectiveness of advertisements. Besides, among the important things that affect the effectiveness of advertisements and consumer acceptance, we can mention choosing the right segment of the target market based on personal information, creating personalized advertising content, and sending the desired advertising message to the user (Chen, & Hsieh, 2012).

In traditional marketing, push marketing is a marketing strategy which businesses use trade promotion and sales force to show their product to as many people as possible through channels. Pull marketing is an advertising strategy which businesses spend a lot on promotions, consumer advertising, and other content to entice final consumers to interact and purchase the product. Likewise, some businesses use only one of two strategies (push/pull). However, some businesses use both strategies, and strategy design depends on several factors such as the market and the type of product. (Kotler, & Armstrong, 2021). Online advertising on social media allows consumers and businesses to have interaction (Kelley et al., 2022). It is more efficient than one-way advertising because interaction leads to a better understanding of the advertising message (Chen, & Hsieh, 2012). Thanks to the advancement of technology, social media have access to a lot of information from online consumers, and businesses can use this big data to personalize advertisement, get to know the customer deeply, and improve customer service and interaction (Kotler, & Armstrong, 2021). Thus, consumers can not only take advertising message via the push delivery method. As well, they actively retrieve advertising message via the pull type delivery method (Chen, & Hsieh, 2012).

### **1.2.2 Social media advertising**

Mahmut et al., (2022) pointed out that social media advertising provides the opportunity for marketers to help create or strengthen the brand image due to its cheapness, removal of borders and the possibility of faster communication with the audience. Additionally, social media advertising allows consumers to get information about a service or product with little effort and in a short time, share their experiences, and interact with other consumers. Considering the benefits that advertising in social media provides for marketers and consumers, it is apparent that consumers perceive

advertised brands and products differently and can affect their attitude towards the brand and advertising. The direction of consumers' attitude towards advertising can cause positive behavior or avoidance of the advertised product.

Hijrah, Hidayah, and Aransyah (2023) noted that today, due to the intense competitive environment, the failure or success of a business relies on the perception of the public. Therefore, the success of advertising must be carefully examined according to the customer's evaluations of the interests created by advertising. Moreover, social media is a means of sharing opinions and interaction between users on a very large scale, and among the most popular social media in society, we can mention Twitter, YouTube, Instagram, and Line. Advertising has become an integral component within these platforms and advertisements presented in social media give their users the opportunity to engage with them proactively and users can interact with advertisements by sharing them, liking, and commenting. Also, social media can act as a general monitor of a brand's reputation. In business, Instagram and Facebook rank among the most popular platforms of social media.

Wang et al., (2019) noted in their study that businesses' use of interactive, brief and personalized advertisements in social media attracts the attention of users and also helps users to understand the content produced, and users can evaluate the advertisement in terms of aesthetics, purchase of products/services, product performance, evaluate services and after-sales services. In addition to the content of the ads, the platform that businesses use for their ads is also very effective in attracting the attention of users because different social media have their own audience, style, and culture. As pointed out in Bleier, and Eisenbeiss (2015) study, The purpose of advertising personalization is to provide offers and advertisements that match the personal interests of customers.

### **1.2.3 Instagram**

Social medias that are the focus of this research, are applications that can be accessed through an Internet connection and that allow people to create personal accounts and create and share content and interacting with others. Various social media platforms like Instagram, YouTube and Tik Tok have their own audiences based on the type of content they provide (Behbahani & Develi, 2023). Kevin Systrom and Mike Krieger

established Instagram on October 6, 2010 and it is one of the social media applications that is specially designed for smartphones and visual content and can be downloaded for free through application stores (Chen, 2018). Instagram is a social networking service and an online platform that allows its users to take photos and videos, use embedded filters for them and share them with their followers (Chen, 2018; Singh, 2020). The feature that distinguishes Instagram from other social networks is that the photos are limited to a square shape and similar to Polaroid images, and digital filters can also be used for them. Users use Instagram as a source of inspiration and to find beautiful and creative images because it is a beautiful platform full of interesting content. In addition to the simple design of Instagram, a regular environment is provided for the user, and visuals are in the center stage and fill the screen (Singh, 2020).

Instagram has the highest growth rate among all social media, and the popular and innovative features of Instagram have increased its value for commercial and personal brands (Belanche, Cenjor, & Pérez-Rueda, 2019). On Instagram, users can watch short videos through Stories, Explore, and Feed (Wang, 2020).

Instagram's content can be categorized into two types: ephemeral and non-ephemeral (Lin et al., 2023). Launched in 2016, Instagram Stories is a prominent and innovative social media development of recent times and stories stand out as a prominent and inventive form of ephemeral content. The global appeal and engagement on Instagram can be attributed in part to its distinctive Story feature (Belanche et al., 2019). Stories provide content to users for a maximum of 60 seconds and up to 24 hours, the Explore shows them content similar to the activities and interests of users, and the feed is related to the content of the accounts that the user follows (Wang, 2020). The emergence of ephemeral content represents a recent trend in social media. Furthermore, an Instagram Story provides users with the ability to capture and post visual content, comprising images and videos, in a slideshow style. However, this content remains accessible for just 24 hours from the time of publication. In contrast to ephemeral content, an Instagram reel and post constitute non-ephemeral content that a user shares on the platform (Lin et al., 2023).

The concept of ephemeral content and time are other significant elements of the story on Instagram, which is different from the always available content of its posts and reels. Story on Instagram is designed based on the sharing a moment concept within a limited 24-hour period, which requires Instagram users to check their Instagram account regularly to avoid missing content from the accounts they follow and this feature stimulates the users to quickly process the basic elements of a story and if they are interested in its content, they will continue watching it (Belanche et al., 2019). Instagram offers a range of captivating functionalities, including videos, stories, posts, reels, and images, which find extensive use in business marketing (Lin et., (2023). The innovative features of Instagram give its users more opportunities to interact with advertising content and increase the effectiveness and persuasiveness of advertisements (Belanche et al., 2019).

#### **1.2.4 Instagram advertising**

Instagram is one of the fast-growing social networks and the number of active users is more than Twitter and this level of social proliferation should not be ignored in e-commerce marketing and businesses can take an effective step in their marketing activities by using Instagram (Singh, 2020). Instagram includes features that make the use of Instagram more profitable and easier for commercial brands because it can provide a platform for all tastes by providing content that has visual appeal, as well as features such as stories, reels, posts, hashtags, and live (Hijrah et al., 2023).

Based on the extensive information that Instagram collects from user profiles, businesses can personalize the depth of advertising and check how well their ad matches the preferences and interests of customers. Breadth of advertising can reflect the preferences and interests of customers in advertisements (Bleier & Eisenbeiss, 2015). reported in their research that social networks, especially Instagram, due to the data collected in large volumes from their users, allow business pages to show advertising messages in a targeted manner to the target market (Hazari & Sethna, 2023).

### **1.2.5 Video advertising**

Video advertisement is a promotional image created by advertisers that can be inserted into a video. It can be made up of different forms like text, images, animations, or video clips (Zhang et al., 2016). Due to technological progress in terms of performance and the widespread availability of video content on diverse screens and platforms, the Internet is increasingly recognized as an opportunity for video advertising (Zhang, & Yuan, 2018). video advertising is better than text and picture advertising to capture consumers' attention to advertisement (Hsieh, & Chen, 2011). Compared to static images or text, videos have richer information, such as voice, body, facial features which increase their popularity. Therefore, visual information plays important role in the consumer process of making decision (Dong et al., 2023). Promotion serves as a communication medium for conveying information about services and goods, employed by brands to convince consumers of the advantages of possessing the promoted item (Czarnecka, & Schivinski, 2019). As outlined by Gu et al. (2022) in their research, video content as a marketing tool can help users imagine products and services in a more realistic and quality way and can enhance their intention to purchase in a more persuasive manner. Users want to see high-quality videos with clear themes that can clearly display the features of the service or product. Stewart et al. (2019) reported in their research that video ads influence customer responses like ad interest, brand attitude, and purchase intent regardless of the device on which they are viewed.

Before deciding to buy, consumers watch content that includes a video of a product or service, and the possibility of purchasing increases in 64% of users after watching the video content of that product or service (Israfilzade & Baghirova, 2022). Actually, more than three out of five people will watch a video of a product or service that they are considering buying for at least two minutes (Israfilzade & Baghirova, 2022). Chen, Sukpasjaroen, and Chankoson (2022) noted in their study that advertising is an essential tool to attract the audience and create a brand image in the audience's mind, video ads that show the product or service in full detail and are attractive and creative influence the increase of consumers' purchase intention. It is also said that the light and color used for advertising and product presentation can increase the purchase intention of consumers.



### **1.2.6 Short video advertising:**

Short videos are gaining popularity on social media platforms, and as of 2010, the majority of YouTube videos were under 10 minutes in duration. However, according to social media users, YouTube videos are longer than Instagram, Facebook, and Snapchat (Wang, 2020). In fact, the appeal of short videos may be due to the fast pace of modern life (Wang, 2020). One of the most popular video formats are short videos that can last from a few seconds to a few minutes and have created attractive features for both ordinary users and users. For example, users can interact with others by sharing their daily issues on social networks, and they can also work on social media by viewing, liking, sharing, and commenting on other videos (Xiao, Li, and Zhang, 2023). Businesses can show their products and services to their target market in the form of video content, and we know this marketing model as short form video business and videos that include advertisements for products and services of businesses are called short form video advertisements (Xiao et al., 2023).

Xiao et al. (2023) mentioned in their work that short video ads have two significant advantages over other marketing methods. First, short-term video advertising is more cost-effective than traditional form of advertising for disseminating business information and creating a brand, and second, short video has a positive effect on increasing user traffic accumulation and user adhesion. Xiao et al. (2023) noted in their study that short videos are entertainment, and entertainment can satisfy users' needs for emotional release and physical pleasure, and if businesses try to create entertaining video content to promote their products or services, they can actually create a sense of pleasure for consumers. In addition, the interaction and purchase intention of consumers is high with video advertisements that have an entertainment aspect, and businesses can increase the effectiveness of their advertisements by creating entertaining video content. In their study, Wang (2020) pointed out that Video content can create a sense of entertainment and social presence, and if the first-person camera angle is used to produce video content, it helps to strengthen these senses.

### 1.3 Smartwatch

Smart watches (mini computers) have capabilities beyond time display and Smartwatch is defined as a small wearable device which designed to be worn like a classic watch, enabling users to install and utilize various applications (Chuah, et al., 2016). Smartwatch also can be defined as a small wearable device like a classic watch with computing power which can connect to other devices by short-range wireless connectivity like Wi-Fi and Bluetooth. It gathers personal data via an array of sensors, retaining them within its storage, while also it shows time and provides alert notifications (Beh et al., 2021). By the rise of the Internet, products have become more intelligent over time, and people expect to use communication devices that have various features (Baudier, Ammi, & Hikkerova, 2022). For this reason, products such as smart watches and smartphones, which we know as the Internet of Things (IOT), can provide various possibilities for users. Additionally, people who are too dependent on their smartphones like to always check their social media accounts so that they do not miss new content and are always aware of notifications in the moment, so smartwatches that can defined as a wearable computer, can be a suitable answer to the needs of such people, because they are always with people and strapped to their wrists, so these people can see a list of notifications at a glance (Baudier et al., 2022). Moreover, especially for women who carry their phone in their bag, using a smart watch with a mobile phone can be very useful (Baudier et al., 2022). Smart watches and smart phones have similar functions and provide users with features such as listening to music, making phone calls and connecting to the Internet (Baudier et al., 2022). Smart watches provide easier, faster and more adaptable access to information and communication, and users can check and reply text messages and calls immediately without using a mobile phone and the various capabilities of smart watches and their advanced access to communications and information and the experience of a personalized space are attractive to a wide range of users (Kang, & Jung, 2021). However, due to advanced sensors and scanning features, smart watches can surpass the performance of tablets or smartphones because by taking advantage of the wearable technology, they are able to provide biofeedback, track activities and data which related to health with minimal user effort (Kang, & Jung, 2021).

Today, smart watches have become an important tool in our lives and have attracted a lot of attention in the IOT market (Internet of Things) and are used in the fields of entertainment, personal communication and health care (Hsiao, & Chen, 2018). The software, hardware and design of smart watches are always upgraded by manufacturers, which can increase the intention to buy these products. The intention to buy a smart watch can be defined as the possibility of buying a smart watch (Hsiao, & Chen, 2018). Smart watches can be known as wearable computers that can help us in doing daily tasks such as digital maps, playing music and scheduling. Most of the smart watches have a touch screen and are equipped with Wi-Fi, GPS and Bluetooth wireless technology, and being equipped with wireless sensors can provide information such as the number of steps and heart rate of consumers. which provides added value for users (Hsiao, & Chen, 2018).

Wearable technologies like smart watches and smart glasses will revolutionize our lifestyle, and smart watches are expected to be at the top of the wearable technology market. Features such as checking notifications and responding to them, as well as useful programs to control fitness and health using fitness trackers and body sensors are among the features of smart watches that do more than show the time (Krey et al., 2019). Smart watches can collect, process and store health and fitness information and allow tracking of activities like number of steps, distance, falls and sleep, as well as health indicators such as stress levels, oxygen saturation and heart rate (Gopinath, & Sai, 2023). The lack of a proper advertising strategy can ignore the advanced features and added value of smart watches and show them only as unnecessary and luxury accessories, and the wrong advertising can increase the resistance of consumers to the acceptance of the product (Krey et al., 2019). Smart watches are wearable technology that are placed in the category of fashionology (fashion and technology) and are a new style of fashion accessories designed for their wearers (Chuah, et al., 2016). The acceptance of smart watches by consumers depends on both aesthetics and technology performance, and can be an indication of the social status of people and fashion. Moreover, in today's society, people buy products that are noticed by others, so smart watches attract more attention than traditional watches (Krey et al., 2019).

## 1.4 Generation Z

Generation defined as each generation is deeply affected by the time it grew up in (the politics, movies, music and defining events of that era) and members of each generation share the same major political, cultural, and economic experiences and often share similar values and views. As well as, marketers try to develop services and products which uniquely satisfy the specific needs or interests of a target generation (Kotler, 2009). People from the same generation have similar attitudes, feelings, dispositions and preferences, and ways of doing things (Parry, & Urwin, 2011). Generation represents a kind of identity of location which includes related age groups in a socio-historical process (Mannheim, 1952). Generation Z (born between 1995 and 2010), which makes up approximately 32% of the world's population (Djafarova & Bowes, 2021). Generation Z population of Turkey was 18.05 % of the country's total population in 2023 (Atay, 2024). Gen Z has mastered digital technologies such as social media, smartphones and Wi-Fi because they have always had technology and most of their awake time, they are online (Kotler & Armstrong, 2021). Generation Z can readily access the information which they require on the Internet, and they also tend to share information quickly with others. They use different types of social media like Instagram, Twitter, and YouTube or communication devices such as mobile phones. It can be said that Generation Z are not only consumes of Internet content. But also, they create and control it (Dolot, 2018). They were born in the digital world and are the first generation that has grown up in the age of digital communication, and they are also referred to as digital natives (Smith, 2019; Williams, 2012). This is the first generation that spend a lot of time online, lives online and virtually engage with their favorite brands (Priporas, Stylos & Fotiadis, 2017). Generation Z is known as D-gen (Digital generation) or N-gen (net generation). However, the best name for generation Z is Digital Natives because this generation's native language is digital (Prensky, 2001). Digital natives are used to getting information and responses right away and eight-second wait for an app to load considered too lengthy for them (Smith, 2019). Gen Z is connected with technology more than other generations and they spend about 11 hours a day sharing content, liking and reading content on digital devices and they log into their Instagram account at least five times a day and they are more likely to encounter digital advertising on social networks and they have accepted that social

media plays a crucial role in marketing (Djafarova & Bowes, 2021). Generation Z is a challenge for businesses because it behaves differently than previous generations, which can lead to changes in consumer behavior. For instance, compared to previous generations, they expect more, are not brand loyal and care a lot about their experiences (Priporas et al., 2017).

Gen Z is interested in visual and innovative content, unlike the previous generation, which mostly communicated with text. Additionally, this generation of consumers are very materialistic and looks for immediate results, which reinforces the impulse buying behavior. Furthermore, Generation Z consumers tend to make rapid decisions and that is why they are attracted to Instagram because Instagram offers swift and convenient access to products and they can make instant purchases (Djafarova & Bowes, 2021).

41% of Generation Z consumers make impulse purchases and want the latest products as quickly as possible, followed by Millennials at 34% and Gen X at 32%. Generation Z can easily convince their family members and peers when making a buying decision. Moreover, because this generation has been exposed to marketing for a lifetime, it is more knowledgeable than previous young generations and can easily recognize attractive and creative advertisements. Therefore, based on these behavioral characteristics of Generation Z, businesses should develop their marketing strategies based on the needs of this generation (Djafarova & Bowes, 2021).

Generation Z's media usage patterns are different from older generations, as it is clear that Generation Z's lifestyle is integrated with technology. For example, Generation Z uses Netflix instead of watching TV and has substituted Spotify for listening to the radio, and the changes in the lifestyle and behavior of generation Z have also led to changes in traditional marketing, and these days two main marketing models can be seen, which include outdoor advertising like billboards and mobile advertising, particularly on social media like Instagram (Haenlein et al., 2020). the way of shopping in generation Z is different from the generations before them, so that social commerce is the favorite style of generation Z for shopping, while millennials prefer the more traditional method of e-commerce (Hazari and Sethna, 2023). For this reason, when Marketing for Gen Z on

Instagram, businesses must adopt effective strategies to attract Gen Z users. To create engaging and interactive content, businesses need to connect with their most important asset, which is their target audience. Also, content marketers should study the behavior, interests and characteristics of their target community so that they can produce content according to the taste of their audience (Israfilzade and Baghirova, 2022). Auxier and Anderson (2021) mentioned in their study that 71% of Generation Z use Instagram, of which 73% are active Instagram users and use Instagram daily to watch stories, posts, videos, and live, and 53% of them log into their Instagram account several times a day. Also, they interact with other accounts by liking, sharing and commenting.

### **1.5 Purchase Intention (PI)**

Purchase intention is defined as the subjective likelihood which consumers will purchase a product (Huang et al., 2022; Mann, and Ghuman, 2018). Also, it can be defined as the consumer's intention to buy a specific service or product later and it is like a promise to themselves that they will probably buy it next time (Gu et al., 2022; Israfilzade & Baghirova, 2022; Santiago & Su, 2023). In addition, purchase intention points to the ability to buy a product from a particular brand at the time of purchase (Israfilzade & Baghirova, 2022). Purchase intention also is explained as the conscious intention or previous plan of the consumer to purchase a service or product (Santiago & Su, 2023; Spears & Singh, 2004).

Additionally, Santiago and Su (2023) pointed out that consumers' willingness to buy a specific service or product at a specific time and under specific conditions is another definition of purchase intention. Authors mentioned that because services are more difficult to evaluate before purchase than tangible products, services are more vulnerable to purchase intention compared to tangible products. Martins, et al. (2019) stated that purchase intention presents the likelihood that consumers intend or willing to purchase a specific product or service later, and increasing purchase intention indicates an increase in purchase likelihood. Likewise, if a consumer has a positive purchase intention, positive engagement with the brand will boost this buy.

As outlined by Huang et al. (2022) in their research, in online shopping, purchase intention refers to the customer's initial intent to buy a product from an online store.

Israfilzade and Baghirova (2022) explained that online purchase intention means the first purchase from an online platform made by a potential customer. The continuing intention is that the online shopper will return and buy from that brand again in the future.

Purchase intention is one of the main concepts in general marketing and content marketing, and by producing high-quality content, users engage with the brand on social media and their purchase intention increases. Users also pay attention to the produced content that brands publish on their social media platform, and the frequency and time of publication of the produced content plays an important role in increasing the purchase intention of customer (Israfilzade & Baghirova, 2022). By considering that purchase intention includes attitude formation, perception and motivation, it can be seen as one of the most significant targets of advertising. Also, purchase intention includes psychological sub-processes such as attitude formation, perception and motivation (Manzoor, 2023). Based on the research carried out by Anggraini and Sobari (2023), purchase intention occurs when consumers are interested in purchasing a product. In accordance with Genç and Turna's (2023) research, purchase intention signifies the predictable consumer's behavior in their near-future buying decisions and it plays a significant role in shaping attitudes. However, it is important to understand that having the intention to purchase does not guarantee an actual buying decision (Genç, & Turna, 2023).

As outlined by Huang et al. (2022) in their research, positive feelings about the purchase of a product or service, such as personal behavior and a pleasant experience, lead to increase the intention to purchase the product or service. Moreover, purchasing, whether in physical stores or through online platforms, is more than exchange of money and product. Experiencing a pleasant feeling while shopping is more important than buying the product itself. In the online shopping process, buyers cannot access and touch the actual products. The real and face-to-face communication will not be formed, and it becomes difficult for buyers to trust the seller, which can reduce the purchase intention. Not to mention, experiencing a positive feeling when shopping online reduces the complexity of the buying process and the vulnerability of customers. If the content and images presented in the videos can provide an ideal experience or make users feel that they are experiencing face-to-face and real communication, it can increase the intention of users to buy. Likewise, during the purchase process, buyers have emotional changes

in response to the information provided on the online shopping platform about the product, which affects their purchase intention (Huang et al., 2022).

## **1.6 Advertising Appeal**

Visual appeal refers to the images and text which used in advertising and make it more attractive to the target audience (Ramish et al., 2023). Marketers have used various types of advertising appeals to persuade consumers. Advertising appeals are the general nature and tendency of advertising, and their purpose is to attract the attention of the consumer, influence and persuade them to buy a particular service or product for their benefit. Further, advertising appeals play a significant role in changing the attitude of consumers towards a specific brand and consumers' buying decisions are affected by attractive advertising messages (Mehmood et al., 2022). Appeal leads people to like or act towards something (Aslam, Batool, & Haq, 2016). Advertising appeals showcase the characteristics, advantages, and brand identity of a product (Kim, Jeon, & Lee, 2020). Typically, rational and emotional appeals are distinguished to categorize advertisement material. (Aslam et. l, 2016; Garaus & Wolfsteiner, 2023; Kim et al., 2020). It appears that the brain contains two functionally alternating methods of recognizing knowledge: knowledge by description; and knowledge by acquaintance. On the one hand, knowledge by description (reason) of sequential and analytical processing of information based on how the receiver evaluates the environment using rational appeals in advertisement can motivate consumers through logical arguments and information. On the other hand, emotional appeals rely on feelings and images to shape consumers' attitude towards brand. Additionally, knowledge by acquaintance is based on emotional platform, holistic integration and combination of sensory data from the internal and external environment (Panda, Panda, & Mishra, 2013). In their study, Kotler and Armstrong (2021) pointed out three types of appeals which include emotional, rational and moral. In this study, however, emotional and rational appeals are examined.

As outlined by Septianto, and Pratiwi (2016), businesses use different strategies for advertising, but the basic approach to promoting a goods is to highlight the particular appeal of that. Moreover, some advertisements emphasize the emotional value related to using and owning the product (emotional appeal), while others mainly highlight the



practical benefits of the product itself, such as product quality (rational appeal). In addition, inherent attitude of consumers can influence the persuasiveness of different types of appeals in advertisements, in the sense that emotional appeals in advertisements are more persuasive for costumers whose attitudes are based on emotions rather than logic. In fact, how people perceive their attitudes can also influence their preference for emotional or rational message. Also, emotional messages such as I feel are more effective for customers who tend to think emotionally rather than logically. According to Septianto, and Pratiwi (2016), people prefer ads that contain emotional appeal to ads that contain rational appeal.

The effects of advertising appeal may vary between each person, leading to different responses to advertising messages. It was also found that advertising appeal affected the processes by which people formulate attitudes toward brands and advertisements. For example, when exposed to a rational (informational) advertisement, one's advertisement evaluation process leads to increased credibility, which in turn leads to positive emotions. Plus, when people are exposed to an emotional advertisement, firstly they respond through the emotion process and when an advertisement creates positive emotions, this increases the perceived credibility of the advertisement and thus forms a positive attitude in the viewer towards the brand and the advertisement portrayed (Rhee & Jung, 2019).

The effectiveness of an advertisement appeal depends on one's previous knowledge. For example, when people have a lot of previous knowledge about a particular service or product, they are less inclined to process information from advertisements. In this situation, advertisements that use emotional appeal will make people feel good about them. However, when people have little information or knowledge about a particular service or product, advertisements that include more rational appeal are more persuasive. Due to the lack of previous knowledge, people are willing to gain knowledge from advertising, process information and transfer it to long-term memory. As well as, if a person encounters an unfamiliar brand or has no previous knowledge about a brand, then a rational appeal advertisement is viewed better than an emotional appeal advertisement. In contrast, when people encounter a familiar brand, an emotional appeal might elicit greater responses (Rhee & Jung, 2019).

### **1.6.1 Emotional appeal**

The use of different categorized emotions in advertisements is called emotional appeals, and emotions such as fear, sinfulness and joy can be classified as marketing emotional appeals. Also, emotional appeal can be used in advertisements through various theoretical models: in the implicit model, emotions act as the main features of the goods, in the explicit model, different emotions are used to influence attitude of consumer and purchase intention, and in the association model, emotions are evoked through cues and social motives and are indirectly associated with products and brands and it can be concluded that emotional appeals affect the buying behavior (Vrtana & Krizanova, 2023). In this vein, emotional appeals advertising plays an important role in receiving and understanding advertisements by the audience (Wardhani & Alif, 2019).

Emotional appeal refers to the degree of emotional response are evoked upon exposure to an advertisement, and it is a way of persuasion designed to make emotional response to the message by using emotional content (joyful music, sad story, horror movie). Besides, emotional appeal refers to how emotional responses are triggered based on the motivational relevance of the message to each person. Emotions are important factors that can significantly influence the message's effectiveness. Emotional appeals will more effectively persuade an individual with low motivation or poor cognitive processing of the message (Lee, & Hong, 2016).

Advertisements that evoke feelings such as compassion, pride, happiness, patriotism, hope, or rage are those that speak to the psychological characteristics and emotions associated with the product. Promotions employing emotional appeal incorporate background music, messages, and images to capture the consumer's attention and convey brand information. The use of music, colors, and text in emotional appeals advertisement aims to evoke feelings like joy, excitement, shame, and fear. Moreover, a contrast is observed between Indian and Japanese advertising strategies, with Indian advertisements placing a greater emphasis on emotional appeals. Also, the presence of more emotional elements in Facebook ads tends to attract customer attention (Dogra & Kaushal, 2023).

Emotional appeals try to evoke two types of emotions for consumers, which include negative emotions such as guilt, fear, disgust, anger or sadness or positive emotions such as pride, love, joy, humor and surprise that can motivate a purchase (Kotler & Armstrong, 2021; Vrtana & Krizanova, 2023; Wardhani & Alif, 2019).

Emotional appeal can also stimulate electronic word-of-mouth (eWOM) on social media, including Instagram, and customers' positive eWOM can determine attitudes toward advertising. Viral video advertisements in social media contain stronger emotional appeals, so it can be said that marketers should try to produce emotional appeals advertising. They can promote the emotional appeals of advertisements through effective messages, creating colors or graphics, or confirming famous people use (Wardhani & Alif, 2019).

Emotional appeals tap into consumers' psychological, symbolic, or social desires, prompting them to purchase the product based on the emotions it elicits (Kim et al., 2020). Emotional advertising format is defined as an advertising performance that appeals to the receiver's emotions by using music, mood, drama, and other emotion-evoking strategies. When the advertisement format is emotional, initial responses to advertisement exposure are likely to be emotional—because the advertisement delivery is designed to appeal to emotions of viewers (Yoo, & MacInnis, 2005).

Consumers usually feel before they think, and that persuasion is emotional in nature. Hence, emotional messages' proponents claim that these messages capture more attention and create more belief in the brand. For instance, Google uses emotional appeals in its 100 billion words advertisement, which represents the number of words its users process daily, and positions Google Translate and generally language as an international unifier. Furthermore, consisting of a series of inspiring scenes in different languages, the advertisement displays how Google Translate brings people of all nationalities together by sharing experiences. At the end of the advertisement, it says: daily, the most translated sentences in the world are I love you, how are you, and thank you (Kotler & Armstrong, 2021). Emotional appeals aim to evoke feelings and emotions by emphasizing the intangible benefits and subjective of a product, often utilizing elements like humor. Furthermore, there are different reactions to advertising content based on gender and

women tend to respond more favorably to advertisement which contain emotional appeals (Garaus and Wolfsteiner, 2023).

By highlighting a product's subjective qualities and intangible benefits, emotional appeals attempt to arouse feelings and emotions in the audience. They often employ the use of humorous components. Furthermore, there are different reactions to advertising content based on gender and women are more likely to react positively to advertisements which contain emotional appeals (Garaus & Wolfsteiner, 2023).

In their study, Vrtana and Krizanova (2023) pointed out that the use of various emotional appeals can affect the consumers' intention to buy and increase the popularity of the ad. Marketers can intentionally produce an advertisement with negative emotional appeal, but the correct way of using it in relation to the advertised product is very important because the wrong use of negative emotional appeal will affect the effectiveness of marketing. Emotions can be aroused through emotional appeals in the advertisements, however then the emotions must be directed towards buying the advertised product. This implies that the consumers might be emotionally activated, but not sufficiently to make a purchase. According to authors, the correct use of emotional appeals makes them effective, and because each generation has a different buying behavior, it is necessary to use emotional appeals appropriate to the related generation, and the emotional understanding of Gen Z is stronger than the previous generations.

### **1.6.2 Rational appeal**

Rational appeal is also known as logical, informational or cognitive appeal (Mehmood et al., 2022). Rational appeal is related to the features and advantages of the product (Aslam et al., 2016). Rational appeals pertain to consumers' attitudes and logical beliefs regarding the product's functionality or benefits (Kim et al., 2020). Rational appeals stimulate thoughtful consideration by focusing on the content's rational aspects, appealing to the audience's logic, and often highlighting functional factors, like price or information about product (Garaus & Wolfsteiner, 2023). Rational appeals display that the product produces the intended advantages. Messages displaying performance, economy, quality, and value of the product are the example of rational appeal. for instance, Aleve use rational appeals in an advertisement and stated that more pills do not mean

greater pain alleviation. Aleve has the power to relieve back, arthritis and body pain all day long with fewer pills than Tylenol (Kotler & Armstrong, 2021). The rational appeal emphasizes the symbolic advantages of product, psychological or social requirements, the functions and attributes of the product (Dogra, & Kaushal, 2023). The informational (rational) advertising format is defined as the implementation of advertising that appeals to the rationality of the consumer by using information that describes benefits of a brand (Yoo & MacInnis, 2005).

### **1.6.3 Emotional appeal Vs. rational appeal:**

Brand associations can affect consumers' purchase intentions in two ways, which include provoking consumers' emotional responses or influencing their cognitive responses, which can affect consumers' choices. The emotional responses of consumers are based on their interest in the brand or the enjoyable experience with the brand, and the cognitive responses are based on the evaluation of information on the brand's characteristics (Mann & Ghuman, 2018). A fundamental strategy for affecting consumer choice is using of emotional and rational appeals because consumers might buy products for emotional or rational reasons. Likewise, emotional appeals tap into the emotional aspect of consumption for making a positive influence while rational appeals provide factual information that demonstrates the advantages of the product. Most advertisements include a combination of emotional and rational elements. However, advertisements can be recognized by the extent to which they rely on one kind of appeal. Moreover, rational appeal is more efficient for utilitarian products. However, emotional appeal is more efficient for hedonic products (Santoso et al., 2022).

Online promotions featuring emotional elements like music, images, and color tend to garner higher click-through rates than those relying on informational or rational content like location, gender, and age (Dogra, & Kaushal, 2023). Emotional appeal is efficient in nature and include feelings, social interactions, and considerations of interpersonal relationships. While rational appeal is cognitive in nature as they present facts and information. Furthermore, the storytelling element of emotional appeals lends greater credence to the robust association between brand memory and emotion than does the rational processing of information in rational appeals. Using storytelling in advertising

causes emotional involvement with brand and has a positive effect on attitudes of consumers and purchase intentions because it leads customers to imagine future consumption experiences. Emotional advertising appeals enhance intention of buying and consumers respond better to emotional appeals than rational appeals (Young, Gillespie, & Otto, 2019). Marketers use rational appeal in advertisement to convince consumers by highlighting the rationality of the promotional product like the uses, benefits, and functionality of the product or service. However, for products and services that are similar in terms of benefits and performance to competitors' products or services, choosing rational appeals in advertising is not always influential. Hence, marketers turn to using emotional appeals in advertisement to create an efficient emotional relationship between consumers and the promotional service or product because using emotional appeals in advertising causes positive emotional feelings about the product or service (Mehmood et al., 2022).

### **1.7 Attention to Advertising**

Attention is a significant step in the world of advertising and occurs before any other advertising effect occurs, and forms the foundation of how advertising operates. This means that when a person is exposed to an advertisement and becomes aware of it, he can develop an attitude and interest towards the subject of the advertisement message, and following the formation of this attitude or interest, the individual's behavior towards the product is determined and finally it can causes an action towards the product (Duff & Lutchyn, 2017). By looking at the definition of attention, we can have a more accurate understanding of this concept. They refer to various definitions, including the possession of the mind, in vivid and clear form, by one of what may appear to be several possible objects or lines of thought simultaneously. So, in general, attention can be defined as a selective cognitive processing response, which means focusing on some specific things to the exclusion of others. For example, there may be a lot going on around you, but your focus may be on reading this text while many other perceptual inputs are competing for your attention. Focusing on any one of them can move it to the forefront and push other issues into the background. Thus, attention allows us to process the surrounding events

more systematically by limiting the amount of information we process (Duff & Lutchyn, 2017).

In traditional information theory, attention is viewed as a limited mental resource that can only be divided among a few numbers of tasks simultaneously, depending on their classification and importance (Hsieh, & Chen, 2011). Focusing on advertising is called attention to advertisement and it can be seen as a necessary factor for advertising effectiveness. Audiences who have high interest and attention to advertisements evaluate advertisements more effectively than others who have low attention to advertisement (Groza, 2015). People are attracted to use social media for various reasons and mainly non-commercial purposes such as entertainment, spending time, expressing their opinion, social interaction, convenience, searching for information and sharing their opinions. Besides, these days advertisers must vie to capture attention of consumers and it can be said that they operate in the attention economy (Maslowska, Ohme, & Segijn, 2021). Attracting the attention of consumers in a cluttered information environment like social media can be difficult for advertisers because other diverse content available on social media may be more interesting to users than advertising content. People's use of social media may be influenced by habits such as repeated and automatic browsing, and considering this behavior, it can be said that social media users are exposed to advertising without a specific purpose. Additionally, because attention is selective in nature and its capacity is limited, when distractions are present as with other types of content on social media, consumers should choose what content they will attend to (Maslowska et al., 2021).

Surfing the Internet exposes users to a large volume of content, and the user must quickly target useful content and ignore other less important content and most of the time, Internet advertising classified as interference by users while surfing the Internet (Hsieh, & Chen, 2011). Internet advertising should be considered in the area of selective attention which refers to the tendency of individuals to focus more on stimuli that are relevant to their interests or needs and conversely paying less attention to irrelevant stimuli, such as advertisements (Hsieh, & Chen, 2011). Selective attention is learnable, which means that costumers can learn to selectively ignore some elements and pay attention to others. In addition, when consumers consider a content as advertising, they ignore and direct

themselves to the elements that are more interesting to them. Hence, advertisers are always focusing on new strategies that can attract the attention of customer (Maslowska et al., 2021). In fact, Zhang, and Zinkhan (2006) mentioned in their research that increased attention to advertisement can lead to increased deeper processing of the message, message argument scrutiny, and clearer understanding of the advertising message. Based on the research carried out by Hazari, and Sethna (2023), an advertisement that contains a convincing and clear message and emphasizes the preferences and interests of the target market can be successful in attracting the user's attention. Moreover, the visual appeal and informativeness of the content can capture users' attention and cause the user to interact with the content, which can ultimately affect the purchase intention of the users. Advertising on social media has been more successful compared to the traditional market, because social media messages are more reliable and personalized and social media encourages users to engage with each other. Additionally, when users can remember the advertisement of a business and actually pay attention to the advertisement, their purchase intention increases. The variety of products, convenience shopping and easy access make users have a positive attitude to online shopping and increase the intention of the next online purchase (Hazari, & Sethna, 2023).

Hussainy et al. (2008) found that attention to humor advertising is more compared to serious advertising. Cross-cultural and individual differences determine what is humor and what is not. However, humor should not divert the consumer's attention from the message. Likewise, what may be attractive to one person in a society may be unacceptable and offensive to another person in the same society. For this reason, advertising agencies can hardly be more creative than what is accepted in a society, and higher standards of creativity are needed to develop advertisements that are attractive to the target market. Marketers sometimes strive to capture the consumers' attention to advertisements by creating strange advertising, and depending on the cultural and social dynamics of the target society, humorous messages can be used for any kind of appeal. They point out that there is a positive relationship between audience attention and humor, attention to advertisements is easy when the audience is exposed to the message in a playful way.



### **1.7.1 Attention, interest, desire, action (AIDA model):**

The customer's cognitive journey goes through four essential steps including attention, interest, desire and action (AIDA model). The salesperson should guide the consumer through these four steps: attracting attention, maintaining interest, creating desire and action. Furthermore, a more complex model of purchase stages was presented, which includes six steps: awareness, knowledge, interest, preference, conviction and buy (Ghirvu, 2013). According to the four-step AIDA model, which illustrates the advertising strategy, an effective advertisement should, in the first instance, draw customers' attention to the advertised product, attract their interest in the message displayed, arouse their desire for the advertised product, and ultimately elicit an action (Bakar, Desa, & Mustafa, 2015).

According to the study conducted by Ghirvu (2013), in the cognitive hierarchy, the first step focuses on ways to capture and retain the customer's attention. In addition, the buying process starts when the consumer does not know about a particular brand, so at first the consumer must be informed about the existence of the service or product and the advertiser should advertise the service or product in such a way that the consumer notices the existence of that specific product or service. Besides, using large headlines, strong imagery, use of color, and use of whitespace to maximize the impact of advertising is the powerful method to capture potential customers' attention (Ghirvu, 2013). Regardless of the media type used—text message, social media, or standard online advertising— attracting attention of consumer to advertisements is a significant challenge for businesses, although it is a significant step in the purchasing process. As well as, it makes people disregard or pay little attention to advertisements when they are exposed to too many of them in social media environments and this presents a significant issue for businesses. Because advertising clutter reduces the effectiveness of advertisements in social media, and with the enhance in the amount of clutter of advertisements in social media, consumers' inattention to advertisements also increases. Therefore, it is very important to know the elements of advertisement design which attract attention of consumer to advertisements on social media (Bakar et al., 2015).

## **1.8 Attitude**

Attitude is defined as the degree of unfavorable or favorable response to a certain behavior (Aslam et al., 2016). People have attitudes about music, clothes, politics, food, religion, and almost every other thing. Besides, attitudes describe relatively stable evaluations of an individual's tendencies and feelings toward an idea or object. Attitude places an individual in a mental state of moving away from things or moving towards them, disliking or liking them. For example, The Nikon camera fits well with buyer attitudes such as the world's best camera products are made by the Japanese and buy the best. Additionally, an individual's attitudes are set in a pattern, and it is difficult to change them. They pointed that altering one attitude might require challenging adjustments in others. Therefore, a company should generally try to adapt its products to existing attitudinal patterns instead of changing attitudes. There are exclusions, such as introducing a creative new brand that goes against conventional thinking (Kotler & Armstrong, 2021). Furthermore, consumer purchasing behavior is affected by these psychological factors and each of them offers a different perspective to understand consumer purchase behavior: learning, perception, motivation, beliefs and attitudes (Kotler & Armstrong, 2021). In this article attitude is examined.

### **1.8.1 Attitude towards advertising**

Attitude towards advertising is one of the different forms of individual response to advertising as a stimulus and this attitude occurs when the consumer is exposed to the advertisement (Wardhani & Alif, 2019). When it comes to advertisements, customer attitudes can lean towards positivity or negativity. Furthermore, these attitudes are considered a crucial gauge of advertisement effectiveness (Eid et al., 2020). Attitude towards advertisement is explained as a tendency to answer unfavorably or favorably to a particular advertising stimulus in a particular exposure with it (Ho Nguyen et al., 2022; Kamalul Ariffin, Ihsannuddin, & Abdul Mohsin, 2022; MacKenzie & Lut, 1989). It is crucial to emphasize that this definition specifically relates to a specific exposure to a specific advertisement, rather than reflecting costumers' overall attitudes toward advertisement (MacKenzie & Lut, 1989). The formation of an attitude towards an advertisement occurs as the consumer assesses the content of the advertisement. Attitude

towards advertisement of consumer is an important factor of advertising effectiveness since their response to advertising is manifested in their emotions, thoughts, and subsequently shaping their attitude towards advertising. Moreover, advertising induces both favorable and unfavorable emotions, thereby influencing users' overall attitudes. When emotional responses are triggered, consumers can determine their purchasing choices solely based on the advertisement's attitude, without fully processing all the brand-related information. Furthermore, this attitude significantly impacts the costumer's decision-making process regarding purchases, and varying perceptions of the advertisement result in diverse levels of purchase intention (Ho Nguyen et al., 2022).

The effectiveness of advertisement is heavily impacted by the attitudes of consumers towards advertising (Dogra, & Kaushal, 2023). From the viewpoint of consumers, one of the measures of effectiveness of advertising is their attitudes toward advertising. The effectiveness of advertising in influencing consumers to take specific actions is likely to be higher when there have more favorable attitudes towards advertising. The general attitude towards advertising stems from the opinions a consumer develops about advertising. Besides, it is characterized as a learned inclination to react unfavorably or favorably to advertisement in general and this disposition may impact how a consumer reacts to a particular advertisement. (Czarnecka, & Schivinski, 2019). The way customers view and feel about advertisements is a crucial indicator of their efficacy, and consumer attitudes and perceptions of advertisements are frequently used to determine the success of advertising. the general perspective one has about advertising can affect their perceptions and judgments when it comes to advertisement (Wiese, & Akareem, 2020). Advertising messages on social media improve costumer's attitudes toward a brand and their intention to make a purchase (Kamalul Ariffin et al., 2022). Advertising is controllable communication to which costumers are exposed before making a purchase and the messages conveyed can impact changes in their behavior and attitudes. Generally, advertisements that evoke positive attitudes are more likely to fulfill advertising goals than advertisements that encourage negative attitudes (Sciulli, 2023). The relationship between attitudes and behavior is evident, as a more favorable attitude toward a behavior strengthens an intention of individual to perform that behavior. Therefore, it can be inferred that positive attitudes result in positive actions (Kamalul Ariffin et al., 2022).

One of the roles of advertising is to alter consumer behavior and when consumers hold a favorable view of advertising overall, its impact on purchasing behavior is likely to be positive (Czarnecka & Schivinski, 2019) and positive attitude of customers towards advertisements is important because it can boost a consumer's intention to make a purchase (Kamalul Ariffin et al., 2022; Santiago, & Su, 2023; Wardhani & Alif, 2019). The purchasing behavior of consumers is influenced by their attitudes towards advertisements. To put it another way, with the enhance of social media ads, there is a concurrent increase in purchasing behavior (Genç & Turna, 2023).

### **1.8.2 Attitude towards brand (AB)**

Brand is defined as “A name, term, sign, symbol, or design or a combination of these that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors” (Kotler & Armstrong, 2021, P.240) and good branding stems from responsive advertising and when consumers can easily recognize the brand and communicate with it, advertising is successful (Kasilingam, & Ajitha, 2022). An individual's personal evaluation of a brand is referred to as their attitude toward it (Mitchell & Olson, 1981). Hence, attitude toward brand has been defined as the tendency to respond unfavorably or favorably to a specific brand after a person is exposed to an advertising stimulus (Sallam & Algammash, 2016). Besides, to a large extent, attitudes toward the brand are formed based on costumer feelings resulting from previous experiences and can be reinforced by external stimuli such as advertising. Seeing brands as more than just a service or product; besides their functional value, they build relationships and offer emotional value to customers. Likewise, it is important to create a positive costumer attitude towards brand because positive attitude towards a brand can lead to purchase intention (Kasilingam, & Ajitha, 2022). According to the study of Ramish et al. (2023), attitude towards a brand is the overall evaluation of consumers of a brand and includes emotional, cognitive, and behavioral aspects and it is a cognitive component is based on customers' knowledge and beliefs. In accordance with Spears and Singh's (2004) research, attitude toward the brand is an individual's internal assessment or judgment of the brand. Attitude is stable state that lasts at least for a short time and is likely to direct and stimulate behavior. Thus, attitude toward the brand is a relatively

stable, one-dimensional summary evaluation of a brand which is likely to energize behavior. Attitudes towards a brand are not the same as the emotions evoked by the brand because emotions are transient, while attitudes are relatively stable. Emotions are self-referential it means that they do not provide information about the outside world. Rather, they show how the outside world affects us.

Anggraini and Sobari (2023) pointed out that attitude towards the brand is a significant factor that affects behavioral intentions customers, including purchase intention. When costumers have a positive attitude towards a brand, it influences their purchase intention and willingness to pay a premium price this means that the purchase intention of consumer will be increase when their attitude towards a brand is good and a positive attitude towards the brand will encourage consumers to buy a product. Therefore, marketers can take advantage of positive brand attitudes of consumers by creating strong relationships between the brand and consumer. Su et al. (2023) mentioned that attitude towards the brand plays a significant role in costumers' purchase intention. Furthermore, when consumers respond emotionally to brand attitudes, the emotional response causes the consumer to have a positive purchase intention for services and goods. So, there is a positive relation between intention to purchase and attitude of consumer (Su et al., 2023).

Using rational and emotional appeals may be considered as two separate strategies for creating positive attitudes towards brand. However, in essence, they are said to complement each other (Panda et al., 2013). The process of brand attitude formation in advertising using rational appeals does not portray consumers as solely rational, non-emotional information processor. While such advertisements are designed to appeal to the consumer's rationality first, emotions also play significant role in the process of forming brand attitudes. Similarly, the formation of brand attitudes through emotional appeals in advertising does not appear to be solely based on emotions. Despite the primary appeals of these advertisements to the consumer's emotions, more rational outcomes such as evaluative thoughts play a significant role in the effectiveness of emotional appeals advertising (Yoo, & MacInnis, 2005).

## CHAPTER 2: THE RELATIONSHIPS AMONG STUDY VARIABLES

### 2.1 Direct Relationships

Emotional appeal involves clearly articulating specific reasons or interests, drawing attention of consumer to advertising services or products, and attempting to persuade consumers to pay attention to or buy such services or products. The emotional appeal aims to evoke emotions of consumers, and usually uses persuasive ways for persuading consumers to agree with advertising (Chen, Ling, & Chen, 2023). When an online content or persuasive message has more emotional appeal, users will react more favorably to it. Messages which contain strong emotional appeal are more likely to be shared online. Also, the more emotionally appealing advertisement is, the more likely users are to develop a positive attitude toward the advertisement (Lee, & Hong, 2016). The use of emotional appeals in advertisements can influence the creation of favorable consumer attitudes towards advertisements and purchasing behavior (Vrtana & Krizanova, 2023). Chen et al. (2023), Lee and Hong (2016) and Balaskas, Panagiotarou, and Rigou (2023) suggested that using emotional appeal in advertisement has a positive impact on consumers' attitude towards advertisement. Additionally, Aslam et al., (2016) pointed out that appeal has an important, positive and direct effect on consumer's attitude towards advertisement, brand and purchase intention. Moreover, based on the research carried out by Ramish et al. (2023), attitude towards advertising of consumers depends on the visual appeal of an advertising and it has been recognized that texts, images, and the intended message must be aligned in order for advertising to be more effective. Also, the client decodes the sent message and makes inferences about it and this helps to form a negative or positive attitude towards advertisement. Advertisements that have visual appeal and an aligned intended message will have a positive impact on customers' attitude toward the ad compared to those that do not have these elements aligned. Besides, visual appeal not only attracts consumers towards the advertising but also stimulates a positive attitude towards the advertising.

According to Balaskas' et al. (2023) research, they deal with the effect of emotional appeals (both positive and negative) and their effect on the consumer's attitude and intention to purchase green products and mentioned that marketers add strong

emotional features to advertisements with the aim of increasing consumer understanding of green products. As well, examples of emotional responses that can be used to attract consumer interest in an advertisement can be mentioned as self-esteem, guilt, fear, compassion and humor. In their research, by studying the effect of emotional appeals (evoking negative and positive emotions) in green advertisements and how they affect the consumer's attitude towards advertising and their effect on the consumer's purchase intention found that negative emotions such as disgust, fear and guilt are potential triggers for changing consumer behavior. They found that negative emotions have a significant positive relationship with consumer's attitudes towards advertisement and have a significant effect on that (Balaskas et al., 2023). Affective responses and emotional content appear to be more significant than cognitive in predicting attitudes toward advertising (Panda et al., 2013). Accordingly, the following is the suggested hypothesis:

H1. Emotional appeal in advertising has a higher positive effect on consumer attitude towards advertising (AAD) than rational appeal.

Emotional appeals work well when the level of involvement with the brand is low, while logical appeals are most efficient when there is already a high level of interest, involvement and engagement with the brand (Aslam et al., 2016). When strong visual appeal is used in advertising, the visual effect has an important moderating effect on attitude towards brand (Ramish et al., 2023). Using rational and emotional appeals may be considered as two separate strategies for creating positive attitudes towards brand. However, in essence, they are said to complement each other. Additionally, positive emotions such as interest, happiness, cheerfulness are always associated with higher brand and advertisement recognition (Panda et al., 2013).

The role of emotions in advertising cannot be ignored because emotions have the potential to increase positive attitude towards brand, brand and advertising recall, which leads to the desire to purchase the brand. Besides, liking/preferring an advertising can lead to a positive attitude towards brand, which in turn leads to higher purchase intentions. In addition, emotional advertisements have been shown to influence attitude towards brand.

Moreover, using negative emotional appeal such as guilt, fear and shame make people to do things they should not or they should. Also, marketers use positive emotional appeals like affection, nostalgia, pride, love, joy, humor and patriotism to develop positive attitude towards brand. The importance and relevance of these emotions largely depends on the emotional implementation in advertising. Also, emotional advertising is generally capable of generating more positive attitude toward a brand than rational appeals. Feelings of cheerfulness and interest have an important and positive impact on the attitude towards brand. It is found that advertising based on humor have higher recall and are capable of creating more ad-evoked emotions (Panda et al., 2013). Advertisements that have emotional content such as humor can influence the audience's cognitive process in a manner that typically results in a favorable attitude towards the advertised brand (Kasilingam, & Ajitha, 2022).

H2. Emotional appeal in advertising has a higher positive effect on consumer attitude towards the brand (AB) than rational appeal.

Advertisements' visual appeal is a significant aspect to attract the attention of customers. (Ramish et al., 2023). Advertising appeal and advertising creativity are factors that have been shown to influence advertising attitude and attention (Hazari, & Sethna, 2023). Emotional advertisements influence consumers' reactions to advertising and to increase their attention towards advertisement (Panda et al., 2013).

An emotional response from the audience can lead to increased attention and interest in advertising and the formation of a favorable attitude towards advertising and brand. Likewise, in order to capture the attention of consumer to the advertising and ease of mental processing, advertisements usually contain dramatic and emotional appeals. Additionally, if the emotional appeal in the ad is integrated with the advertised brand, it will lead to the formation of a positive attitude and increase attention to the ad. Also, it has been suggested that advertising content should be a combination of entertainment's serious forms and humor to have a better effect on attention (Kasilingam, & Ajitha, 2022).



Advertisements use emotional appeal with the help of music and images to capture attention of consumer to advertisement. In addition, the presence of more emotional appeal in Facebook ads attracted the customer's attention (Dogra & Kaushal, 2023). Proponents of emotional messages claim that messages which contain emotional appeal capture more attention and create more trust in the brand (Kotler & Armstrong, 2021).

Audiences used adjectives such as creative, memorable and humorous to talk about their emotional reactions to both their favorite and least favorite advertisements, which evoke favorable emotional responses and attract customers' attention to advertisement (Groza, 2015). The use of emotional stimulus in advertisement has power, that enables it to be identified earlier in the perceptual process, and due to its perceived significance, it can also draw attention if identified. For example, the use of emotional words in advertising leads to an increase in brand awareness and attention to advertisements (Nielsen, Shapiro, & Mason, 2010).

H3. Emotional appeal in advertising has a higher positive effect on consumer attention to advertisement (ATT) than rational appeal.

The use of emotional appeal in advertisement has a noteworthy positive effect on purchase intention of consumer (Nurbasari et al., 2023). Advertisements that include content with emotional appeals are more effective to persuade consumers that have little ability or motivation to cognitively process a message and can strengthen purchase intent and by increasing the emotional appeal in advertising, the customer's purchase intention increases and usually, companies which their services or products do not offer anything different from their competitors use emotional appeal in their advertisements to encourage people to buy their services or products because the use of emotional content in advertisements can create a good relationship with customers (KV, Kp, & Kamath, 2021). Using different emotional appeals can effect purchase intention of consumer and increase the popularity of the advertisement (Vrtana & Krizanova, 2023). Negative emotions are potential motivators to change purchasing behavior and encourage consumers to consider the environmental impacts of their green purchasing decisions, and in this way, evoking

negative emotions increases consumers' purchase intentions, and among negative emotions, inducing feelings of guilt in Green advertising has a greater impact on purchasing behavior (Balaskas et al., 2023). Emotional advertising appeals increase purchase intention, and consumers respond better to emotional appeals than to rational appeals (Young et al., 2019). Accordingly, the following is the suggested hypothesis:

H4. Emotional appeal in advertising has a higher positive effect on consumer purchase intention (PI) than rational appeal.

## **2.2 Indirect Relationships**

Attitude towards advertisement (AAD) significantly influences attitude towards brand (AB). Attitude towards brand (AB), in turn, has a notable impact on purchase intention (PI). Moreover, attitude towards brand (AB) serves as a mediator in the relationship between attitude towards advertisement (AAD) and purchase intention (PI) (Kaushal & Kumar, 2016). In another research, it was shown that attitude towards advertisement (AAD) was related to AB, because attitude was based on behavioral intentions and these intentions are strongly affected by expected outcomes and they found that consumers' behavior and attitude towards advertisement (AAD) positively affects attitude towards brand (AB) and there is a positive relationship between them. Furthermore, advertisement which can attract attention of consumers and increase the retention level is efficient in changing attitude towards brand (AB). Also, it was, also, mentioned that purchase intention and attitude have a significant relationship (Ramish et al., 2023).

Attitude towards advertisement (AAD) has been considered as an influencing factor on attitude towards brand (AB) and also hypothesized that both of them influence purchase intention (PI). When a consumer is effectively influenced by advertisements, then his/her attitude towards advertisement (AAD) may become positive, which may then affect his/her purchase intention (PI). Also, attitude towards brand (AB) can be considered as a mediating factor between the attitude towards advertisement (AAD) and the purchase intention (PI), which means that when the consumer has a favorable attitude

towards advertisement (AAD), he or she is led towards a favorable attitude towards brand (AB), which can ultimately lead to purchase intention (PI) (Sallam & Algammash, 2016).

Feelings of consumers about advertising shape their attitudes towards it. Therefore, the term attitude towards advertisement (AAD) describes a consumer's positive or negative reaction to an advertisement that causes an emotional shift following the watching of the advertisement and is crucial in determining the consumer's attitude towards brand (AB). Besides, the attitude formed toward a brand can be considered a direct driver of intention of consumers to buy from that brand. Additionally, attitude towards brand (AB) can importantly influence purchase intention (PI) of consumers and attitude towards brand (AB) drive costumer purchase intention (PI) (Iyer & Mallika, 2023). Attitude towards brand (AB) is molded by consumers' attitude towards advertisement (AAD) and the effectiveness of advertising is crucially measured by individuals' attitudes towards it (Ho Nguyen et al., 2022). Given that the complex relationships between variables in the mode, following mediation hypotheses were developed:

H5. Attitude towards brand (AB) mediates relationship between attitude towards advertisement (AAD) and purchase intention (PI).

Past studies have demonstrated that consumers' attitude towards advertisements has a positive and significant effect on their willingness to buy the goods or services being advertised (Sallam & Algammash, 2016), and considering the positive and direct effect of the emotional appeal in advertisements on attitude of consumers towards advertisements (Balaskas et al., 2023; Chen et al., 2023; Lee, & Hong, 2016; Vrtana & Krizanova, 2023), given that the complex relationships between variables, following mediation hypothesis was developed:

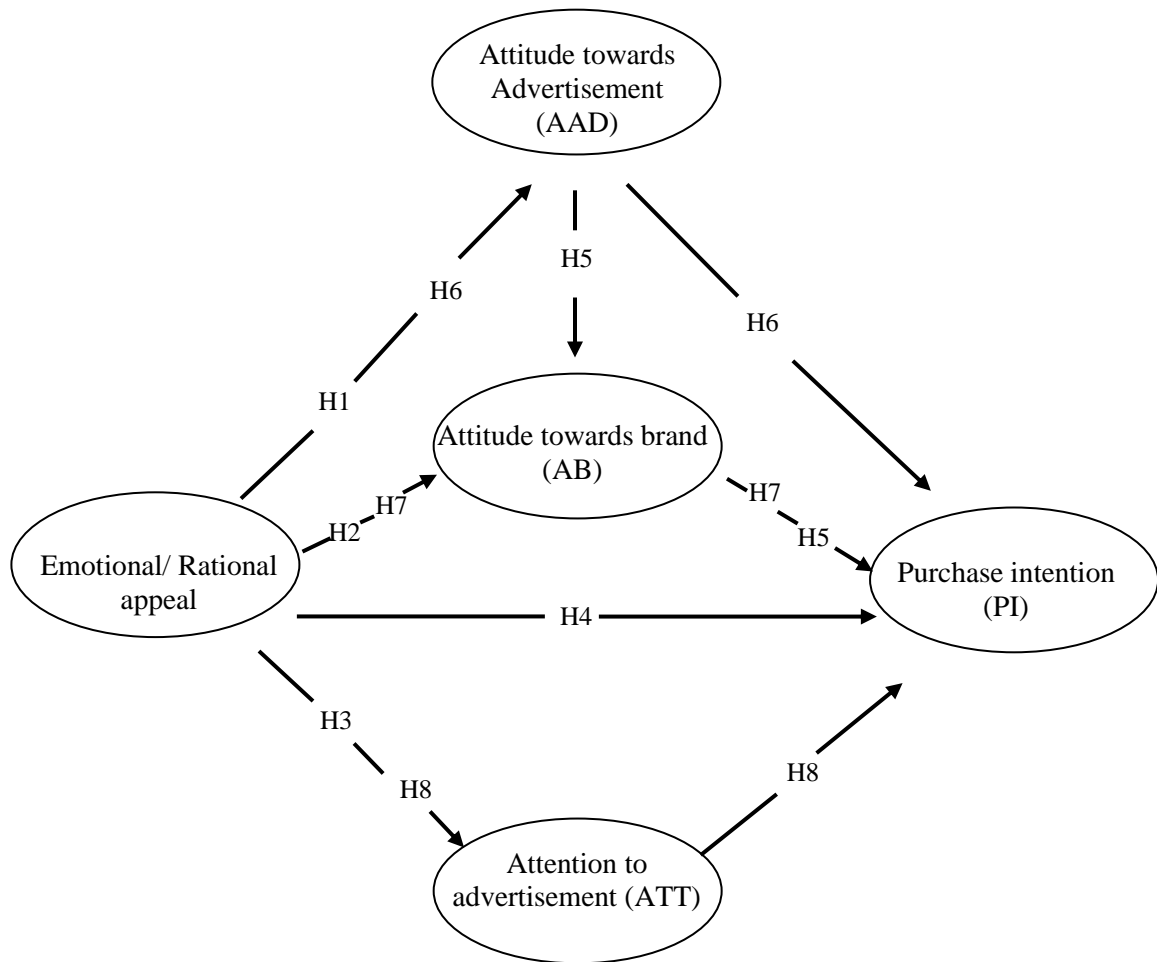
H6. Attitude towards advertisement (AAD) mediates relationship between emotional appeal and purchase intention (PI).

Previous studies found that the attitude of consumers towards the brand has a positive and important effect on their purchase intention (Kaushal & Kumar, 2016; Sallam & Algammash, 2016), and considering the positive and direct effect of the emotional appeal in advertisements on attitude of consumers towards brand (Kasilingam, & Ajitha, 2022; Panda et al., 2013), given that the complex relationships between variables, following mediation hypothesis was developed:

H7. Attitude towards brand (AB) mediates relationship between emotional appeal and purchase intention (PI).

Advertisements containing emotional appeal have a direct effect on increasing consumers' attention to advertisements (Panda et al., 2013; Kasilingam, & Ajitha, 2022; Kotler & Armstrong, 2021). Also, attracting consumer attention to advertisement has a important influence on consumers' purchase intention (KV et al., 2021), given that the complex relationships between variables, following mediation hypothesis was developed:

H8. Attention to advertisement (ATT) mediates relationship between emotional appeal and purchase intention (PI).



*Figure 1: Research model*

In this research model (Figure 1), the effect of Instagram video advertising content on the online purchase intention of Gen Z consumers in Türkiye regarding smart watches is investigated. The content of attitude towards advertisement (AAD) and attitude towards brand (AB) and attention to advertisement (ATT) serves as the independent variables and online purchase intention as the dependent variable. The purpose of this study is to gain insight into Instagram advertising and its impact on the purchase intention of Gen Z consumers in Türkiye.

## **CHAPTER 3: METHODOLOGY**

### **3.1 Sampling**

A quantitative research approach was utilized to examine the effect of Instagram video advertising on the purchase intention of Generation Z (focusing on 18-28 age group) consumers in Türkiye, especially regarding smartwatches. Purposive sampling has been utilized in this research. Purposive sampling allowed the study to purposely select participants who fit the desired demographic profile (Lawrence Neuman, 2014) which in this study included individuals over 18 years of age who used Instagram, thus ensuring that the data collected was more representative and relevant to the research questions. By focusing on this particular group, this research can effectively assess how various variables such as attitude towards advertising and attitude towards brand and attention to advertising influence purchase intention in this demographic.

### **3.2 Research Instrument**

The research instrument included the use of online questionnaire that was distributed to the participants through Google Form links by using social media as well as face-to-face in the campus of Atılım University between December 2023 and January 2024, and the participants could access the questionnaire online and answer it at the appropriate time. By using Google Forms, the research ensured efficient data collection process, and data directly inputted into a database for further analysis. This questionnaire aimed to collect data on independent variables like attitude towards advertising, attitude towards brand and attention to advertising as well as dependent variable purchase intention. In addition, this study investigated factors such as gender, age, personal monthly income, ownership of a smart watch, emotional appeal, and rational appeal. To ensure a thorough analysis, 220 participants included in the study.

Information on the year of birth have been collected to examine the potential effect of age as a variable on the intention to purchase a smart watch through Instagram video advertising. Additionally, this questionnaire deals with the effect of personal monthly income level as potentially effective factors on the intention to buy a smart watch and increases the depth of the study. Owning or lacking a smartwatch also helps us to have a

more accurate analysis of the effect of advertising videos on the purchase intention of the participants. Also, the Turkish version was used to collect data because the Turkish language was more understandable for the participants.

In the voluntary participation form, the aim of the research was explained to the participants and it was explained to them that their answers will be used for research and that they can answer the questionnaire if they wish. They were also assured that the identity of the respondents would remain anonymous. Respondents were also asked not to answer this questionnaire if they are not over 18 years old or do not use Instagram. To ensure that the participants were aware of the evaluation of video advertisements related to smart watches, two series of questionnaires have been prepared, both of them contained the same measurement items, and only the control questions in these two questionnaires were different. An advertising video about the smartwatch was added to each questionnaire. One of them consisted of a promotional video of a smartwatch that contained an emotional appeal, and the other included another promotional video of a smartwatch that focused on rational appeal, and participants were asked to watch the video advertisement before answering the questionnaire. The video that included emotional appeal contained an advertisement that showed that smart watch can save people's lives in emergency situations, and the video that included rational appeal showed the features of a smart watch to the participants. In total, 220 participants were needed to be able to achieve a detailed analysis based on their answers, and out of these 220 participants, 110 of them have answered the questionnaire based on watching the emotional appeal video advertisement, and the others have answered the questionnaire by watching the rational appeal video advertisement. Since the participants needed to answer a questionnaire after watching only one of two videos. assigning the number 1 to the emotional appeal video and number 2 to the rational appeal video. Participants chose a number from 1 to 10. Odd numbers mean they watched video 1 (emotional appeal), and even numbers mean they watched video 2 (rational appeal).

After the completion of data collection, screening was done, and 10 participants related to emotional advertisement and 12 participants related to rational advertisement were removed due to irrelevant answers for screening questions and finally 22 other participants were asked to answer the questionnaire. Before the screening, most of the

people had chosen odd numbers, and when the emotional advertisement had reached 110 people, 92 people had answered the questionnaire related to the rational advertisement. Therefore, only the rational advertisement was shown to the last 18 people. Totally, 51 men and 59 women answered the questionnaire containing emotional advertisement and 53 men and 57 women answered the questionnaire containing rational advertisement.

The addition of videos to the survey ensures that exposure times to advertisement do not vary among participants and that all of them have watched the videos before answering the questionnaire, and this approach aims to more validly assess the impact of Instagram video advertising on purchase intent by validating participants' exposure to content. To ensure that participants have watched the promotional video, they have been asked a screening question. Chu, Kamal, and Kim's (2013) research was used to write measurement items about attention to advertisement, attitude towards advertisement and demographic items like gender, age and personal income. Furthermore, measurement items related to attitude towards advertisements, attention to advertisements and purchase intention are taken from the article of Hazari, & Sethna (2023). Moreover, Celebi's research (2015) was adopted to measure attitude towards advertisement and purchase intention. Manzoor (2023) and Kaushal and Kumar's (2016) study have been used to measure the attitude towards the brand. Also, the control questions are taken from Kim et al., (2020) research. Additionally, screening items and one item that related to smartwatch ownership were created by the author. These items are original and not adapted from previous research, ensuring alignment with the specific objectives of the study (please see Table 1). A five-point Likert scale was utilized to measure control, dependent and independent variables, and its scale is as follows: 1 = strongly disagree, 2 = disagree, 3 = Neither agree nor disagree, 4 = agree and 5 = strongly agree, and this labeling is consistent with established guidelines for the use of surveys. This Likert scale method facilitates the quantification of the participants' perception and attitude towards the variables and provides a tool for numerical representation of these responses.



*Table 1: Measurement items*

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**Constructs/Indicators**

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**Control questions**

1.This advertisement conveys more emotional features than the functional features of the product.

2.This advertisement conveys more functional features than the emotional features of the product.

**Attitude towards advertisement**

AAD1.I trust the message given in this advertisement.

Deleted

AAD 2. The advertisement makes me feel this is a good quality product.

AAD 3. I consider social media advertising important.

AAD 4. Generally, I like advertisement that I see on Instagram.

**Attitude towards brand**

AB1. I like the brand more after watching the advertisement.

AB2. I feel more positive towards the brand after watching the advertisement.

AB3. I have extremely favorable attitude towards this brand.

**Attention to advertisement**

ATT1. When I see a social media advertisement, I pay close attention to.

ATT2. The advertisement captured my attention.

ATT3. The advertisement was of interest to me.

ATT4. I was engaged with information in the advertisement.

**Purchase intention**

PI1. Seeing Instagram advertisements helps me make product purchase decisions.

PI2. I am open to making a product purchase for products shown on Instagram.

PI3. Generally, I want to buy products advertised on Instagram.

PI4. I purchase products when I see advertisement on Instagram.

PI5. I am likely to buy products that I see mentioned on Instagram.

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### **3.3 Data Analysis**

After collecting the questionnaires and screening the data, the remaining questionnaires have been carefully analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2022) to evaluate the relationships between independent and dependent variables. This method was chosen for its ability to handle complex models with multiple constructs and its suitability for smaller sample sizes. Outer loadings, Composite reliability (Rho\_c) and average variance extracted (AVE) were evaluated to ensure the validity and reliability of measurement items. Path coefficients ( $\beta$ ), p-values, and confidence intervals have been used to test the importance and strength of hypothetical relationships between variables. Mediation analysis was also conducted to understand the indirect effects of variables on purchase intention through mediating variables like attitude towards advertising, attitude towards brand and attention to advertising.

## CHAPTER 4: FINDINGS

### 4.1 Findings

The measurement model (Table 2) was evaluated based on outer loadings, composite reliability (Rho\_c), and average variance extracted (AVE) to ensure the reliability and validity of the model. The recommended threshold for outer loadings was above 0.7 (Hair et al., 2022), and most were close to or above 0.70, indicating a sufficient level of reliability. Composite reliability values (Rho\_c) exceeded the recommended threshold of 0.7 (Hair et al., 2022), indicating good internal consistency for the constructs. AVE values were all above the acceptable threshold of 0.5 (Fornell & Larcker, 1981), demonstrating good convergent validity for the constructs.

*Table 2: Measurement Model*

Measures	Outer Loadings	Rho_c	AVE
Emotional/Rational <- Emotional/ Rational (single item)	1,000		
<b>Attitude towards Advertisement</b>			
The advertisement makes me feel this is a good quality product.	0,681		
I consider social media advertising important.	0,718	0.771	0.529
Generally, I like advertisement that I see on Instagram.	0,779		
<b>Attitude towards Brand</b>			
I like the brand more after watching the advertisement.	0,884		
I feel more positive towards the brand after watching the advertisement.	0,904	0.860	0.675
I have extremely favorable attitude towards this brand.	0,655		
<b>Attention towards Advertisement</b>			

When I see a social media advertisement, I pay close attention to.	0,693		
The advertisement captured my attention.	0,841		
The advertisement was of interest to me.	0,842	0.883	0.655
I was engaged with information in the advertisement.	0,851		
<b>Purchase Intention</b>			
Seeing Instagram advertisements helps me make product purchase decisions.	0,773		
I am open to making a product purchase for products shown on Instagram.	0,783		
Generally, I want to buy products advertised on Instagram.	0,867	0.913	0.678
I purchase products when I see advertisement on Instagram.	0,851		
I am likely to buy products that I see mentioned on Instagram.	0,840		

**Table 3: Discriminant Validity (HTMT)**

	Attitude towards Advertisement	Attitude towards Brand	Emotional/Rational	Purchase Intention	Attention towards Advertisement
Attitude towards Advertisement					
Attitude towards Brand	0,862				
Emotional/Rational	0,153	0,132			
Purchase Intention	0,722	0,567	0,047		
Attention towards Advertisement	0,762	0,850	0,299	0,624	

As seen in Table-3, the Heterotrait-Monotrait Ratio of Correlations (HTMT) criterion was used to assess discriminant validity, with an acceptable threshold of 0.90 (Henseler, Ringle, & Sarstedt, 2015). The results indicated that all HTMT values were below 0.90. The structural model analysis evaluated the hypotheses related to the relationships between the constructs.

**Table 4: Structural Model**

Hypotheses	Paths	$\beta$	P values	Confidence Intervals	Results
H1	Emotional/Rational -> Attitude towards Advertisement	0,146	0,285	-0,120; 0,416	Not Supported
H2	Emotional/Rational -> Attitude towards Brand	-0,318	0,004	-0,527; -0,098	Supported
H3	Emotional/Rational -> Attention to Advertisement	-0,540	0,000	-0,791; -0,231	Supported
H4	Emotional/Rational -> Purchase Intention	0,255	0,038	0,005; 0,501	Not Supported

$R^2$ : Attitude towards Advertisement: 0,005; Attitude towards Brand: 0,330; Purchase Intention:0,391; Attention to Advertisement: 0,073

The path coefficients ( $\beta$ ) indicate the strength of the relationships between the variables, P-values (probability value) indicate the statistical significance of the path coefficients, P-values < 0.05 is considered statistically significant and it means that there is less than 5% chance that the observed results are less likely to have occurred by chance. Confidence intervals also provide a range within which the true population parameter is likely to lie. If the confidence interval includes zero for a path coefficient, it indicates that the relationship is not statistically significant. Conversely, if the interval does not include zero, it indicates statistical significance (Hair et al., 2022). In this research if the p-value is less than the chosen significance level (often 0.05), and the confidence interval does not include zero, the hypothesis is supported.

In this research, emotional video was coded as 1 and rational video was coded as 2. Then, positive value of path coefficient means that rational video had an effect, whereas the negative value of path coefficient ( $\beta$ ) means that the emotional video had affect.

Based on table 4 the path from advertisement to attitude towards advertisement was found to be insignificant ( $\beta= 0.146$   $p > 0.05$ ). The confidence interval (-0.120 to 0.416) included zero, which indicated that this relationship was not statistically significant. Therefore, hypothesis 1 was not supported. This showed that, contrary to the initial hypothesis, emotional or rational appeal in advertising did not significantly influence consumer attitude towards advertisement. The effect of video advertisement on attitude towards brand was negative and significant ( $\beta=-0.318$ ,  $p<0.05$ ). Moreover, the confidence interval (-0.527 to -0.098) did not include zero indicating statistical significance. Negative value of path coefficient revealed a positive effect of emotional appeal on attitude towards the brand. Therefore, Hypothesis 2 was supported and this implied that exposure to emotional appeal videos has more positive effect on consumer attitude towards the brand compared to rational appeal videos. Hypothesis 3 showed that the path coefficient ( $\beta$ ) was indeed negative (-0.540) with a p-value of 0.000 ( $p\text{-value} < 0.05$ ) and the confidence interval (-0.791 to -0.231) also supported this negative effect of path coefficient ( $\beta$ ) because it was not included zero, which indicated statistical significance. A negative value for the path coefficient would indicate a positive effect of emotional appeal on attention towards advertisement. Therefore, hypothesis 3 was also supported and this implied that exposure to emotional appeal videos has more positive effect on attention towards advertisement compared to rational appeal videos. The effect of video advertisement on purchase intention was found to be positive and significant ( $\beta =0.255$ ,  $p<0.05$ ). It should be noted that the confidence interval (0.005 to 0.501) also supported a positive effect. This positive value for the path coefficient showed a positive effect of rational appeal on purchase intention. However, hypothesis 4 was not supported because the fourth hypothesis points to the positive effect of emotional appeal video on purchase intention, but the values in the table 4 show the effect of rational appeal video on purchase intention, which contradicts the fourth hypothesis. The coefficient of determination ( $R^2$ ) was a measure of the explanatory power of the model and  $R^2$  spans between 0 and 1 and higher values signify a greater degree of explanatory capability.

Also, the  $R^2$  values of 0.25, 0.50 and 0.75 can be considered weak, moderate and significant (Hair et al., 2022). Since a significant explanatory power was not found for attitude toward advertisement (AAD), the  $R^2$  value of this variable was not evaluated. The  $R^2$  value for attitude towards brand (AB) was 0.330, which indicated that the model explains 33.0% of the variance of attitude towards brand (AB) and the model had low explanatory power for this construct. The  $R^2$  value for purchase intention (PI) was 0.391, which indicated that the model explains 39.1% of the variance of purchase intention (PI) and the model had low explanatory power for this construct. The  $R^2$  value for attention towards advertisement (ATT) was 0.073, which indicated that the model explains 7.3% of the variance of attention towards advertisement (ATT) and the model had very low explanatory power for this construct.

**Table 5: Mediation analysis**

<b>H</b>	<b>Path</b>	<b>Indirect effect (CI)</b>	<b>Direct effect (CI)</b>	<b>Type of mediation</b>
H5	Attitude towards advertisement -> Attitude towards brand -> Purchase intention	,037 [-0,050;0,123]	0,284 [0,138; 0,422]	Direct-only (Non mediation)
H6	Emotional/Rational -> Attitude towards advertisement -> Purchase intention	0,041 [-0,039;0,119]	0,255 [0,005; 0,501]	Direct-only (Non mediation)
H7	Emotional/Rational -> Attitude towards brand -> Purchase intention	-0,021 [-0,088;0,025]	0,255 [0,005;0,501]	Direct-only (Non mediation)
H8	Emotional/Rational -> Attention to advertisement -> Purchase intention	-0,205 [-0,368;-0,087]	0,255 [0,005;0,501]	Competitive mediation

The indirect effect represents the influence of the independent variable on the dependent variable through the mediating variable and the direct effect shows the direct relationship between the independent variable and dependent variable, without the mediating variable's influence (Preacher, & Hayes, 2008). In mediation classification, Zhao et al. (2010)'s study was followed.



According to Table 5, the indirect effect of attitude towards advertisement (AAD) on purchase intention (PI) was investigated through attitude towards brand (AB), which had an estimate of 0.037 with a confidence interval (CI) of -0.050 to 0.123. The direct effect, however, was significant. This showed that there was no mediation. Therefore, H5 was not supported. The indirect effect of emotional/ rational appeal on purchase intention (PI) through attitude towards advertisement (AAD) was assessed, resulting in an estimate of 0.041 with a CI ranging from -0.039 to 0.119. Because it was not significant but the direct effect was significant, the status was determined to be non-mediation, not supporting H6. The indirect effect of emotional/ rational appeal on purchase intention (PI) via attitude towards brand (AB) was examined, resulting in an estimate of -0.021 with a CI ranging from -0.088 to 0.025. The direct effect of rational appeal on purchase intention (PI) was found to be 0.255 with a CI of 0.005 to 0.501. This suggested that attitude towards brand (AB) did not mediate the relationship between emotional/ rational appeal and purchase intention (PI). However, the direct effect was statistically significant because it did not contain zero, indicating a direct influence of rational appeal on purchase intention (PI). Therefore H7 was not supported. Finally, the indirect effect of emotional appeal on purchase intention (PI) through attention to advertisement (ATT) was evaluated, resulting in an estimate of -0.205 with a CI ranging from -0.368 to -0.087. The direct effect of rational appeal on purchase intention (PI) was found to be 0.255 with a CI of 0.005 to 0.501. The indirect effect through attention to advertisement (ATT) was statistically significant, as the CI did not include zero, indicating a mediation effect. As well as, the direct effect was statistically significant, suggesting a direct influence of rational appeal on purchase intention (PI). Although rational appeal had more positive direct effect on purchase intention, the role of emotional appeal was stronger in the mediating relationship, and attention to advertisements mediated the relationship between emotional appeal and purchase intention. Therefore, H8 falls under the category of Competitive Mediation, where both direct and indirect effects are present.

## CHAPTER 5: CONCLUSION

### 5.1 Conclusion

The aim of this research was to examine the effect of advertising appeals (emotional and rational) on attitude towards advertisement, the attitude towards the brand, attention to advertisement and the purchase intention of consumers, as well as to investigate the mediating relationships between the variables. The data was collected through a questionnaire and analyzed using PLS-SEM. The results of this research can be utilized by marketers to create effective advertisements by using advertising appeals on Instagram.

The main findings demonstrate a comprehensive evaluation of the measurement model and structural relationships. Key points included confirming reliability and validity through outer loadings, composite reliability, and average variance extracted and analysis of discriminant validity using Heterotrait-Monotrait Ratio of Correlations (HTMT) revealed satisfactory results.

Previous studies revealed that advertising appeals (emotional and rational) generally have a direct effect on consumer attitudes towards advertisements, and emotional appeals are effective when there is low brand response. On the other hand, rational appeals are efficient when consumers have highly involved with the brand and its advertisements (Aslam et al., 2016). Past related researches have shown that the advertisement which has stronger emotional appeals, has more positive effect on the customer's attitude towards the advertisement (Lee, & Hong, 2016). Advertising appeals lead to better consumer feedback, and adequate use of emotions in advertising leads to a more favorable attitude towards advertising (Vrtana & Krizanova, 2023). Regarding hypotheses testing, the positive relationship between advertising appeal and attitude towards advertising (hypothesis 1) was not supported, this shows that emotional appeals in advertisements do not affect advertising attitude, which can be confirmed by Sadeghi et al., (2015) and in their study mentioned that emotional appeal has no significant effect on attitude towards advertisements. Advertisements with emotional appeal create a more positive attitude towards a brand than rational appeals, especially humorous content has an important positive impact on the attitude towards the brand (Kasilingam, & Ajitha,

2022; Panda et al., 2013) which is consistent with the findings of this study and hypothesis 2 was supported. According to other researches, advertisements with emotional appeal attract customer attention (Dogra & Kaushal, 2023; Nielsen et al., 2010) and advertisements that evoke emotional reactions can attract the attention of consumers (Groza, 2015). Based on the obtained data, emotional appeal has a positive effect on attracting attention of consumers to the advertisement, which is consistent with the findings of past studies, and hypothesis 3 was supported. Hypothesis 4 was not supported because the results of the data analysis of this research showed the positive and direct effect of the rational appeal of advertisements on the purchase intention, which contradicts the claim of the fourth hypothesis, which refers to the positive effect of emotional appeals on the purchase intention of customers, which contradicts the findings of the research. The unmediated, direct and positive effect of rational appeals, which was collected based on the analysis of the data of this research, is consistent with the results of Zhang's et al., (2023) research, and they have pointed out in their article that when the participants are exposed to rational advertisements, in compared to emotional advertising, it has relatively higher purchase intention. Based on previous researches, advertisements that use emotional appeals (positive and negative emotions) have a greater effect on consumer aged 18 to 25 than older people and have a positive impact on their purchase decision (Vrtana & Krizanova, 2023). Emotional appeals are effective factors in the formation of the intention to purchase green products and negative emotions are more effective than positive emotions in creating positive consumer purchase behavior (Balaskas et al., 2023).

The findings of existing research show the mediating role of attitude towards the brand between attitude towards advertising and purchase intention (Kaushal, & Kumar, 2016; Sallam, & Algammash, 2016), which means that despite the important role of advertising in convincing consumers to buy from a brand, the brand in itself is important and can play a role which is the mediator between the attitude towards advertising and the intention to buy (Kaushal, & Kumar, 2016). However, the findings of this research were in conflict with the previous researches and did not support the mediator role of attitude towards brand. Thus, hypothesis 5 was not supported and it is consistent with the study of Chen et al. (2023) and they mentioned that advertising attitude has a positive and unmediated effect on purchase intention. Previous findings have supported the positive

and direct effect of the emotional appeal on attitude towards advertisements (Balaskas et al., 2023) and consumers' attitude towards advertisements has a positive effect on their purchase intention (Sallam & Algamash, 2016), according to previous direct relationships, this research has investigated the mediating role of attitude towards advertisements between emotional appeals and purchase intention. Based on the data analysis, the attitude towards advertisements did not play a mediating role and hypothesis 6 was not supported. Considering the direct and positive effect of emotional appeal in advertisements on the attitude towards the brand (Kasilingam, & Ajitha, 2022; Panda et al., 2013) and the positive and direct relationship of the attitude towards the brand on the purchase intention (Sallam, & Algamash, 2016), this research has investigated the mediating role of attitude towards the brand between emotional appeal and purchase intention, which based on the hypothesis test of attitude towards the brand did not play a mediating role and hypothesis 7 was not supported. According to past researches, emotional appeal in advertisement has positive effect on attention to advertisement (Panda et al., 2013; Kasilingam, & Ajitha, 2022; Kotler & Armstrong, 2021) and attracting the consumer's attention has an important impact on consumers' purchase intention (KV et al., 2021). Hence, according to these findings, this study examined the mediating role of attention to advertisements between emotional appeal and purchase intention and based on analysis the collected data, we found that attention to advertisements played the mediation role between two variables of emotional appeal of advertisements and consumer purchase intention. Hence, emotional appeal had indirect effect on purchase intention through attention to advertisement and H8 was supported.

## **5.2 Implications**

The practical implications of this research are diverse and provide actionable insights for marketers, advertisers, and brand managers looking to optimize their Instagram video advertising strategies. The research highlights the importance of understanding how consumers respond to different types of advertising appeals. Firstly, the findings emphasize the importance of tailoring advertising appeals to match the preferences and characteristics of the target audience. Marketers can leverage the insights gained from this research to develop more effective advertising content that resonates with

Generation Z consumers in Türkiye. By understanding the differential impact of emotional and rational appeals on generation Z attitudes and purchase intentions, advertisers can enable businesses to optimize their advertising strategies on social media platforms like Instagram, ultimately enhancing their success in reaching and engaging this demographic. Also, understanding the distinct preferences of Generation Z consumers help businesses provide messages that are not only attention-grabbing but also persuasive and compelling. While emotional appeal may have a stronger impact on consumer attitude towards the brand and attention towards advertisements, rational appeal can be more effective in driving purchase intention. Marketers should consider balancing these two approaches based on their specific objectives and target audience. Marketers can optimize advertising effectiveness by leveraging the strengths of emotional and rational appeals in different stages of the consumer decision-making process. Finding of this study shows the positive and direct effect of rational appeals on Generation Z consumers' intention to purchase smartwatches. This implies that marketers targeting Generation Z should focus on incorporating rational appeals into their Instagram video advertisements to effectively drive purchase intentions. Emphasizing emotional appeal in advertising can help capture consumers' attention, especially generation Z and improve brand perception. Utilizing both positive and negative emotions can significantly influence the purchase intention of this demographic. By crafting compelling narratives and evoking emotions that connect with their target audience, marketers can produce memorable and influential advertisements that drive positive brand associations. Emotional appeals in advertisements effectively capture consumer attention, especially when targeting generation Z. By understanding the significance of attention, marketers can design advertising strategy that resonate well with their target audience, leading to increased purchase intentions.

Marketers should emphasize the importance of evoking emotional responses in advertisements, as emotional appeal indirectly influences purchase intention through increased attention to the advertisement. Hence, advertisement should be designed to elicit emotional responses that lead to heightened attention from consumers. Given the focus on Instagram video advertising in this study, marketers should explore the unique features and capabilities of social media platforms to increase the effectiveness of their advertising,

and brands should be aware of emerging trends and platform updates to adapt their advertising strategies accordingly and by utilizing Instagram features marketers can create emotionally advertisements that capture consumer. By understanding the indirect effect of emotional appeal on purchase intention through attention to advertisements, marketers can optimize their advertising strategies on Instagram to effectively drive consumer behavior and purchase decisions. Overall, the practical implications of this research are a practical guide for marketers and advertisers looking to optimize their Instagram video advertisement efforts, especially those related to wearable technology such as smartwatches which examined in this study. By leveraging the insights gained from this research, brands can create more effective and engaging advertising content that drives consumer engagement, increases brand awareness, and ultimately, increases purchase intent among Gen Z consumers in Türkiye. The survey respondents of this research were all residents of Türkiye, so the results of this research can be utilized for efficient advertisement appeals in Türkiye.

The theoretical implications of this study are significant, especially in the field of consumer behavior. Using stimulus-organism-response (S-O-R) theory (Mehrabian, & Russell, 1974), this research explores the complex mechanism behind consumer responses to Instagram video advertisement. Using the S-O-R framework emphasizes the importance of environmental stimuli (advertising appeals) in shaping consumer attitudes towards advertisement, attitude towards brand, attention to advertisement as organism and, ultimately, purchase intentions as response.

This study reveals subtle insights into the effect of emotional and rational appeals on various aspects of consumer behavior and responses. While emotional appeals are associated with stronger emotional responses, attitude towards brand and attention to advertisement, findings suggest that rational appeals also play a significant role, particularly in influencing purchase intentions among highly involved consumers. In addition, examining the mediating relationships between variables adds depth to existing studies. This study's exploration of these mediating roles within the S-O-R framework highlights the complex interplay between environmental stimuli and consumer responses. These findings add to a broader comprehension of the rational and emotional processes underlying consumer decision-making regarding Instagram video advertising.

In the context of social media, the principle of the S-O-R theory was confirmed by this study, showing that a response is generated based on the inner feelings or behavior of an organism (user or person). In this research, attitude and attention that shaped the response resulting from the internal evaluation of different emotional or rational appeals in the Instagram environment were identified. The results of this research help marketers to use advertising appeals to influence users' attention and attitude and ultimately increase their purchase intention.

### **5.3 Limitations and Future Research**

This research only focused on Generation Z who use Instagram. Thus, future researches can replicate this study with similar structure on other social media platforms, like YouTube, Pinterest, and Facebook. This would help figure out which platform is the most effective for various marketing strategies. While the study focused specifically on Generation Z consumers, it did not consider the perspectives and behaviors of other generational cohorts, like Millennials, Generation X, or Baby Boomers. Future research could include a broader range of generational cohorts to provide a more comprehensive understanding of how Instagram video advertising influences purchase intention across different age groups.

The study focused specifically on smartwatches, which could restrict the applicability of the results to other types of products. Different products may elicit varying responses to Instagram video advertising due to differences in consumer needs, preferences, and purchase considerations. With the rapid evolution of technology, future research could explore the effectiveness of Instagram video advertising for emerging products such as virtual reality headsets, smart home devices, and electric vehicles. Understanding how consumers perceive and respond to advertising for innovative products can inform marketing strategies in dynamic markets. Future research could investigate potential moderating variables that may affect the relationship between Instagram video advertising and purchase intention, such as social media usage patterns, personality and brand loyalty.

By addressing these constraints and investigating future research avenues, researchers can enhance our comprehension of the intricate relationship between

Instagram video advertising and consumer behavior, providing actionable insights for marketers and advertisers.



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## APPENDIX 1: QUESTIONNAIRE

Please mark the most appropriate category for you:

1. Gender.

Male     Female

2. Age.

Under 18 years     18-28 years     More than 28 years

3. Personal monthly income.

Less than 15,000 TRY                       15,001 TRY-20,000 TRY  
 20,001 TRY - 25,000 TRY                       25,001 TRY - 30,000 TRY  
 More than 30,000 TRY

4. Please choose the best option according to your situation.

- I currently own a smartwatch and I would like to purchase a new one in the future.
- I currently own a smartwatch, and I would not like to purchase a new one in the future.
- I do not own a smartwatch but I would like to purchase a smartwatch in the future.
- I do not own a smartwatch, and I would not like to purchase one in the future.

5. What brand was shown in this video advertisement?

Samsung     Apple     Huawei

Please mark the most appropriate category for you.	Strongly disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly agree 5
6. This advertisement conveys more emotional features than the functional features of the product.					
7. This advertisement conveys more functional features than the emotional features of the product.					
8. I trust the message given in this advertisement.					
9. The advertisement makes me feel this is a good quality product.					
10. I consider social media advertising important.					
11. Generally, I like advertisement that I see on Instagram.					
12. I like the brand more after watching the advertisement.					
13. I feel more positive towards the brand after watching the advertisement.					
14. I have extremely favorable attitude towards this brand.					
15. When I see a social media advertisement, I pay close attention to.					

16. The advertisement captured my attention.					
17. The advertisement was of interest to me.					
18. I was engaged with information in the advertisement.					
19. Seeing Instagram advertisements helps me make product purchase decisions.					
20. I am open to making a product purchase for products shown on Instagram.					
21. Generally, I want to buy products advertised on Instagram.					
22. I purchase products when I see advertisement on Instagram.					
23. I am likely to buy products that I see mentioned on Instagram.					

# TURNITIN REPORT

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<b>Undergraduate Degree</b>	Business administration	Islamic Azad University	2014-2019
<b>Master Degree</b>	Business administration	Atilm university	2021-2024

### **Work Experience:**

<b>Workplace</b>	<b>Position</b>	<b>Year</b>
Negin Eram jonoub company	Accountant	2016-2019
Negin Eram jonoub company	Internal director	2019-2020
Eskele dena company	Accountant	2020-2021

Foreign Languages: English, Persian  
Publications:

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