

The Effects of Advertisement Appeals on Consumer Purchasing Intention of Smartphones in Turkey

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

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

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I. INTRODUCTION

The recent developments in telecommunication not only affected consumers' lifestyles but also changed the patterns of consumer purchase intentions and technology advancement affects the consumers buying behavior in all types of products. According to Comer and Wikle (2003), Smartphones have become the biggest essential in a modern world. It has become an inherent part of everyday life, and this shows the purchasing power of the consumers regarding these phones. Especially smartphones have rolled over last two years, due to the development of technologies and smartphones has extended the history of dynamic inventions and this development in such devices had increased the rate of consumption of these technologies in today's world.

In current research, it is tried to explain how advertising appeals as independent variable by the help and penetration of effective designing can influence on the consumers' purchase intention as the dependent variable of research in many efficient kinds. The primary aim of current research is to explore the impacts of advertisements on consumer buying intention towards smartphones in mobile market of Turkey, and to explore the most suitable form of advertising appeals that has the best impact on consumers 'motivation for smartphone purchases.

This study based on survey which is conducted between 270smartphones' consumers in Turkey which 250 consumers responded the questionnaires. Moreover, it is tried to assess the impact of advertising appeals between smartphones consumers according to respondents' age, education level, occupation, gender, type of preferred advertainment channels, mobile brand and monthly income on their purchase intention for smartphones users.

As it is illustrated in table 1, there are some important and influential studies which is made in similar literature:

Table 1: Studies on the effect of advertising appeals on consumers' purchase intention

Subject	Studies
The effects of advertising appeals on consumer purchasing intention	Lane et al. 2010; Wells, Burnett & Moriarty, 2015; Wijaya, 2011; Crosno, Freling & Skinner, 2009; Stafford and Day (1995); Kotler, 2003; Schiffman and Kanuk, 2010; Brown, 2009; Adelaar, et al. 2003

II. THEORETICAL BACKGROUND

2.1 Introduction

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

2.2 Definitions of Advertising

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

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

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

Marketers use advertising as a key for building, creating and sustaining brands. Advertisement is playing an important role in persuading, informing and remaining potential and existing consumers through making buying decision (Ingavale, 2013). Most of advertisings intend to be persuasion to win comments to a product, service or idea. The advertisement objective is declaring where the advertiser wants to be with respect to consumer preference, awareness and attitude (Buvee & Arens, 1994: 216). Marketers create advertisement with mass of aims and objectives in mind. Their ultimate goal may be getting people to a product or encourage them to make a decision (Jones, 1995). According to Hansten, (2009) commonly the media conveys advertising messages from advertisers (sender) to the target consumer (receiver). The main impact of advertising is to persuade the consumer buying behavior (Abiodun, 2011). Most of the marketers use attractive images and words to appeal consumer to buy the product or service of the company. Persuasion is defined as human communication that is designing to impact others by changing attitudes, values and beliefs (Oberholzer et al., 2008). According to Yelbert, (2010) persuading method in advertisement based on reflexive purposes of imitation and the wish to be what is advertisement. From the point of Blake et al. (2013), consumers are exposed daily to advertisement of persuasive nature.

2.3 Functions of Advertisement

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

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

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

2.4 Aspects of Advertising Effectiveness

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

2.4.1 Market approach

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

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

The companies consider their audiences age, education, gender, and many other factors to narrow their target ads. furthermore, Vakratsas and Ambler (1999) briefly discussed in their research that there is no such linkage between sale and effective advertisements. There is no positive on significant relationship between advertising and sales volume. Whereas Neslin (2002) states that the other variable, which it is sales promotion. Sales Effect Research depends on the sales of the company. Despite the effectiveness of an ad, many other factors play important role in increasing sales. For instance, product availability, pricing, product features, cultural acuity, and competitors. The Sale Effect measures the ad spending to its return on money.

2.4.2 Behavioral perspective

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

Advertising, in other words, can be seen as a form of communication that provides information that is computed through a sequence of operations including exposure, perception, comprehension, acceptance, and retention that, collectively, recode the information into someone's memory. The implication of this approach to explaining advertising is that marketing organizations can judge the success of an advertising campaign without recourse to sales or other behavioral indicators. Instead, they can measure the extent to which people have processed their adverts. Perhaps the most straightforward way this is achieved is through recall, recognition and persuasion tests that, collectively, probe the extent to which someone has retained an advert. The purpose of advertising is to make consumers aware of your product or service. This shows the market positive result in the market. It ultimately indicates the effectiveness of the advertisement. According to expectancy-value theory, Behavioristic segmentation is offered a distinct advantage over method that only users may act, if marketers have information about how the target consumer behave. As an example; imagine there is a landscaping company that want to secure local contracts. For this purpose, they can find the customers or client that already they have used the landscaping and then offer them a better deal. As they already using the landscaping services, it meant they are interested. In contrast, advertising the landscaping services to every homes or houses will cause to waste the resources and money. The purpose of segmentation is to group the consumers by their past purchases. In this case the marketer needs enough information about the consumers to divide them and then find the target ones. One method for this purpose is to make a survey and ask the question about their purchase habits. Questions like how many times in a specific time they buy your products and what are the limitations that prevent you to buy it more (Christopher C et al.,1987).

2.5 Theoretical Framework of Advertising

2.5.1 Hierarchy of effects models

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

According to Egan (2007:44) it is obvious that a remarkable consumption of a brand is simply leads to more purchases or a strong perception and attachment towards a brand. In the early 20th century A. F. Sheldon added "permanent satisfaction" of a brand as a vital sign in the Lewis Strong model AIDAS (Attention, Interest, Desire, Action and Satisfaction). Lewis was the pioneer of AIDAS and constructed this model in in late 19th century. According to the adoption theory of Roger (1983) there are a number of stages to religious adopt a brand including satisfaction, familiarity, influence and decision to adopt or reject. Bovee et al. (1995) added

further in this theory by saying well-meaning advertising must be used to strengthen the consumer's satisfaction towards a brand purchase in post-purchase phase and this phase can represent the sequences of a new established communication process.

2.5.2 Means end theory

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

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

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

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

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

2.5.3 Means-end chain model approach

According to Gutman (1982), the means-end chain model provides a suggestion of association of advertising with means and also linked product consumption to achieving desired aims. According to the theory behind it, means refers to the attitudes of the brand and consequences of the brand use for achievement of the desired end which result from these consequences. Two important linkages are provided by the means-end approach which are:

- Product attributes-consequences linkage

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

- Consequences-values linkage

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

2.6 Product Features

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

2.7 Consumers' Purchase Intention

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

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

2.8 Advertising appeals

According to Turley et al. (1997) and Stafford and Day (1995) an advertisement appeals used to attract the attention of consumers and influence their feeling toward the products and services. It makes people to move, speaks to their needs and wants, and exciting their interests. Appeal use in advertisement to impact on consumer purchase intention. Advertising appeal match with individual's needs, wants and interests.

2.9 Types of Advertng Appeal

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

III. RESEARCH METHODOLOGY

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

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

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

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

Many different methods are available for the data analyzing. The important point based on which the data analysis technique is selected is whether the data is quantitative or qualitative. The collected data was then entered into SPSS for further analysis, in order to test the relationship of independent variables (emotional appeal, humour appeal, rational appeal and fear appeal) on dependent variable (consumer buying intention). IBM SPSS version 21 and SPSS AMOS version 23 were used for the aim of data analysis and to test the results using frequency distribution analysis, reliability tests, confirmatory factor analysis (CFA) and structural equation modelling (SEM).

In the bellow the paper hypotheses are presented as follow:

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

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

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

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

IV. DATA ANALYSIS & INTERPRETATION

4.1 Reliability Test

Reliability test is using to estimate the quality of measurement procedure of data collection in study. The reliability test investigates the internal consistency of measures. For this purpose, Cronbach's coefficient alpha method in SPSS software is used. This method is sufficient for multiple point scales items. Next table 1 shows the reliability analyze of this study.

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

Table 1: Cronbach's Alpha Reliability Test

Name of test	Number of variables	Cronbach Alpha
Cronbach's Alpha	22	0.763
Cronbach's Alpha Based on Standardized Items	22	0.763

Kurtosis states about the height and sharpness of the central peak, in relation to the standard bell curve. The important finding of SEM is in this research is that data is multivariate normally. From a statistical perception, skewness evaluated from the normality of the distribution function. In this study all the values of Skewness and Kurtosis are illustrated in the Appendix B, which it shows that that the result of all values is within the range of (-2 and 2), which means the data of current research is distributed normally.

4.2 Confirmatory Factor Analysis (CFA)

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

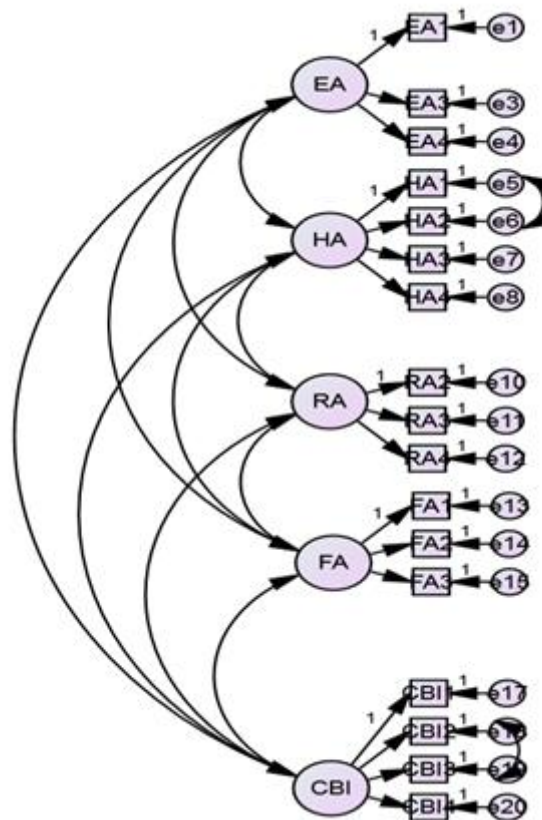


Figure 1: CFA model

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

- According to Byrne (2010) GFI and AGFI are defined as unconditional indices of fit because they essentially associate the hypothesized framework with no framework and both indices range from 0.0 to

1.00, however value close to 1.00 and more than 0.8 being indicative of good fit. For this research, in the hypothesis CFA model, GFI and AGFI values are illustrated in table 2 (0.893 and 0.847 respectively). It is shown which our hypothesized model fits the collected data well.

- The CFI measure illustrates that the research model is fitted the data well. According to Byrne (2010) the value for CFI should be from 0.0 to 1.00, value near or close to the 1.00 being indicative of good fit. In this research as, it is shown in table 2, considering CFI value is 0.909, so it is acceptable.
- Another fit statistic focuses on the root mean square error of approximation, RMSEA. Its value should be less than 0.1 and perfectly it should be less than 0.05 (Byrne, 2010). In this study as it is mentioned in the below table 2 value of RMSEA is 0.072 hypothesized CFA model fits the data well.

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

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

Table 2: Goodness of fit Metrics for CFA

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

As mentioned in the above table 2, evident which CMIN/DF is under the threshold value of 3.00, that is 2.157, so it is fitted the data well. The CFI .909, GFI .831, RMR .087 and RMSEA .072 are all accepted because they are within the range or within the permissible range.

4.3 Validity and Reliability

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

The thresholds for these values are mentioned as below:

Reliability

- CR > 0.7

Convergent Validity

- AVE > 0.5

Discriminant Validity

- MSV < AVE

The results of reliability and validity of this study is mentioned in below table 3.

Table 3: Reliability and Validity Results

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

In the table 3 CR, AVE and MSV results can be considered acceptable because they are close to the acceptable limits.

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

Based on the results was illustrated in table 3, it shows that except of Fear Appeal (FA) which it is also closes to the 0.7. Other CR values of variables; Emotional Appeal EA, Humor Appeal, Rational Appeal and Consumer buying Intention (CBI) are 0.799, 0.795, 0.800 and 0.831 respectively, so all of them are acceptable. CR of Fear Appeal (0.654), is close to 0.7 and as well as other variables is acceptable.

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

When Discriminant validity (MSV) value is less than AVE it is acceptable. Table 3 proves that MSV values of all the variables in this research are less than AVE. Therefore, all these values are acceptable.

4.4 Structural Equation Modeling (SEM)

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

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

4.4.1 Normality evaluation

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

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

Kurtosis states about the height and sharpness of the central peak, in relation to the standard bell curve. The important finding of SEM is in this research is that data is multivariate normally. From a statistical perception, skewness evaluated from the normality of the distribution function. In this study all the values of Skewness and Kurtosis are illustrated in the Appendix B, which it shows that that the result of all values is within the range of (-2 and 2), which means the data of current research is distributed normally.

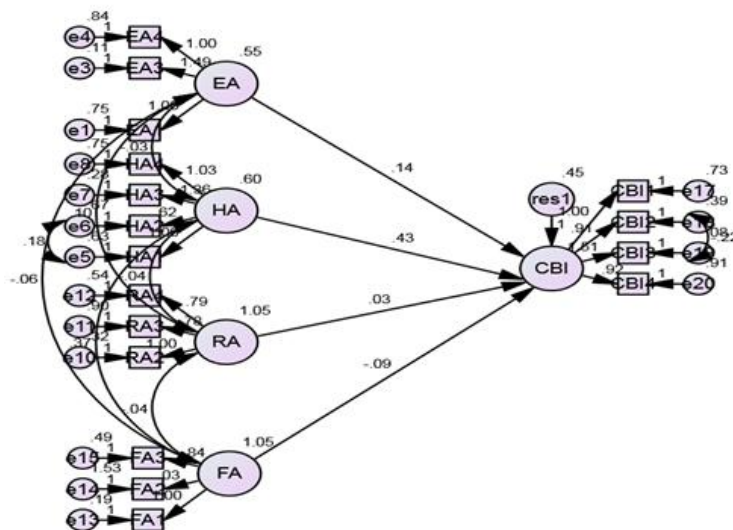


Figure 2: Structural Model

Table 4: AMOS Output, Structural Model: Goodness-of-Fit Statistics

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

The above table 4 shows the goodness-of-fit values of the structural model. As well as in CFA model, all values are accepted because the values are either below the threshold limits or are marginally near to it, which is also permissible.

- According to Byrne (2010) GFI and AGFI are defined as unconditional indices of fit because they essentially associate the hypothesized framework with no framework and both indices range from zero to 1.00, however the value close to 1.00 and more than 0.8 being indicative of good fit. For this research, in the structural model, GFI and AGFI values was shown in table 5.12 (0.893 and 0.847 ordinary). It means which our hypothesized model fits the collected data well.
- Byrne (2010), stated that the PGFI or Parsimony goodness of- fit explains the point of parsimony in SEM and it is better that it should have values less than the threshold level, usually supposed as satisfactory for average fit indices. In the above Table 4, PGFI value is 0.624, therefor it is consistent with our previous statistics.
- The CFI means that the data is a good fit for the structural model. According to Byrne (2010), CFI value from zero to 1.00 and close to 1.00 are termed as good fit values. In this research as, it was shown in table 4, CFI value is 0.909, so it is acceptable.
- The next measure of fit is Parsimony Model. The PCFI value in current study is 0.715 and it is within the acceptable range of model, so it is fitted the data well and accepted.
- Finally; RMSEA or root mean square error of approximation fit is examined. Byrne (2010) stated that the acceptable value of RMSEA is less than 0.1 or perfectly less than 0.05, as RMSEA in this study is 0.072 so the model is fitted data well.

Table 5: Regression Weights

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

According to the final results of hypothesis testing, which is shown in the above Table5, the explanation of it, is written in the Table 6.

Table 6: Hypotheses Results

No.	Hypothesis	P Value
1	H₁: Emotional appeal has a significant impact on consumer buying intentions of smartphones. β=.135 S.E=.067	0.043
2	H₂: Humor appeal has a significant impact on consumer buying intentions of smartphones. β=.426 S.E=.094	***
3	H₃: Rational appeal has a significant impact on consumer buying intentions of smartphones. β=.034 S.E=.049	0.482
4	H₄: Fear appeal has a significant impact on consumer buying intentions of smartphones. β=-.085 S.E=.057	0.138

Based on the outcome of hypothesis statistical tests, illustrated in the above Table 6, for the rational appeal and fear appeal the P value is greater than standard limits of thresholds, it means that these two variables don't have any impact on consumer purchase intention in smartphone market of Turkey. Therefore, H3 and H4 are rejected.

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

V. CONCLUSION

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

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

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

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

consumer behavior by determining the impact of emotional and humor appeals on consumer purchase intention especially purchasing behavior of the smartphone's users in Turkey.

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

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

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

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

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

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