



**Rational versus emotional appeals for smartphone advertisement in triggering UTAR
undergraduates purchase intention**

CHAI MING MEI

LING HUI YIN

YEO WAN TENG

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING

FACULTY OF ARTS & SOCIAL SCIENCE

UNIVERSITI TUNKU ABDUL RAHMAN

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ACKNOWLEDGEMENTS

It would be impossible to complete this thesis without the assistance from my supervisor. I am therefore deeply thankful to Ms. Kok Hui Meian for providing guidelines to us in order to complete this thesis.

I am deeply grateful to my parents for their warm and sweet encouragement as well as their understanding. Besides, I must give special thanks to several friends whose continuous support and wise counsel I value and appreciate immeasurably: Chua Jing Mun, Lau Phui Yew, Seah Chia Jin, and Voon Shu Shin who gave me strong moral support.

To every one of you, I thank you. This thesis has been completed by having all of your efforts and contributions.

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DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to all sources be they printed, electronic or personal.


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This research paper attached hereto, entitled “Rational Versus Emotional Appeals for Smartphone Advertisement in Triggering UTAR Undergraduates Purchase Intention” prepared and submitted by Chai Ming Mei, Ling Hui Yin and Yeo Wan Teng in partial fulfilment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.



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Rational versus emotional appeals for smartphone advertisement in triggering UTAR undergraduates purchase intention

ABSTRACT

In an era where technology advanced at unprecedented rates, people prefer to use new media for information searching as compared to legacy media. Especially for young adults, they will use their smartphone for accessing commercials, make purchases, conduct research, and operate online businesses. They like short and interesting content through new media compared to traditional broadcasting. Thus, in developing commercials, advertisers should consider the length of commercials and the media content to deliver messages to young adults effectively. When people access smartphone commercials, the most common type of broadcasting appeal that would be utilized is a rational and emotional appeal. Besides, marketers also advertised their merchandise through social platforms like YouTube, Facebook, Instagram, and etc. This study's purpose is to find out which broadcasting appeal for smartphone commercials, among logical appeal and sentimental appeal, would prompt young adult's acquisition resolution. The analysis is performed using a qualitative methodology approach. 22 interviewees between the ages of 18 to 26 years old are involved in the interview session. Outcomes of this work would give a boost to many parties, including an advertiser, and academics. (182 words)

Keywords: rational appeal, emotional appeal, digital advertising, purchase intention, young adults

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	i
DECLARATION	ii
APPROVAL SHEET	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF IMAGES	xiv

CHAPTERS

I	INTRODUCTION	
	1.0 Background Study	1
	1.1 Research Problem	4
	1.2 Research Objectives	5
	1.3 Research Questions	5
	1.4 Scope of Study	6
	1.5 Significance of the Study	6
	1.6 Limitation	7
	1.7 Definition of Terms	8
II	LITERATURE REVIEW	
	2.0 Digital Advertising	10
	2.1 Types of Advertising Appeals in Digital Advertising	12
	2.2 Rational Appeals	14

2.3 Emotional Appeals	16
2.4 Types of Smartphone Advertisements	18
2.5 Rational Appeals versus Emotional Appeals in Advertising	20
2.6 Conceptual Framework	22
2.7 Theoretical Framework	22
III	
METHODOLOGY	
3.0 Research Method	24
3.1 Data Collection Methods	25
3.2 Sampling Method	28
3.3 Data Analysis Tool	28
3.4 Pilot Test	29
3.4.1 Pilot Test Analysis	32
3.4.2 Analysis for the first question based on four videos	32
3.4.3 Analysis for the first video (OPPO logical appeal)	32

3.4.4 Analysis for the second video (OPPO sentimental appeal)	33
3.4.5 Analysis for the third video (Vivo logical appeal)	34
3.4.6 Analysis for the fourth video (Vivo sentimental appeal)	35
3.4.7 Analysis of third questions based on four videos	35
3.4.8 Analysis of fourth questions based on four videos	36
IV FINDING AND ANALYSIS	
4.0 Analysis of Data	38
4.1 Analysis of the first question based on four videos	39
4.1.1 Analysis of first commercial (OPPO logical appeal)	41
4.1.2 Analysis of second commercial (OPPO sentimental appeal)	44
4.1.3 Analysis of third commercial (Vivo logical appeal)	47
4.1.4 Analysis of fourth commercial (Vivo sentimental appeal)	50

	4.1.5 Analysis of third question based on four videos	53
	4.1.6 Analysis of fourth question based on four videos	57
	4.2 Summary of Findings	62
V	DISCUSSION AND CONCLUSION	
	5.1 Discussion	66
	5.2 Conclusion	68
	5.3 Recommendations	69

REFERENCES

70

Appendix A Interview Protocol

Appendix B Interview Transcript

Appendix C Turnitin Report

LIST OF TABLES

Tables	Page
1 Response for question 1 based on four videos	32
2 Response for question 2 based on video 1 (OPPO logical appeal)	33
3 Response for question 2 based on video 2 (OPPO sentimental appeal)	33
4 Response for question 2 based on video 3 (Vivo logical appeal)	34
5 Response for question 2 based on video 4 (Vivo sentimental appeal)	35
6 Response towards purchase intention question	35
7 Response towards purchase intention question	36
8 Responses for question 1 based on four videos	39
9 Response for question 2 based on video 1(OPPO logical appeal)	41

10	Responses for question 2 based on video 2 (OPPO sentimental appeal)	44
11	Responses for question 2 based on video 3(Vivo logical appeal)	47
12	Responses for question 2 based on video 4 (Vivo sentimental appeal)	50
13	Responses for question 3 towards purchase intention.	53
14	Responses for question 4 towards purchase intention.	57

LIST OF FIGURES

Figures	Page
1 Number of Malaysian smartphone consumer in 2017-2023	2
2 Internet usage in age groups	3
3 Handphone consumer's percentage by age group	3
4 Q2 2019 top smartphone vendors	4
5 Conceptual framework	22
6 Theoretical framework	22
7 Differences between likes and dislikes of interviewees in perceiving the commercial videos	62
8 The advertisement that triggers the interviewees' purchase intention after watching those videos	63

- | | | |
|----|---|----|
| 9 | The product that the interviewees would consider purchasing and make further research after watching those videos | 64 |
| 10 | Which appeal for smartphone advertisement is effective in triggering UTAR undergraduates purchase intention | 65 |

LIST OF IMAGES

Tables	Page
1 Commercial of OPPO that collaborated with Neelofa	18
2 Logical appeal commercial of OPPO	19
3 Commercial of Vivo that collaborated with Siti Nurhaliza	19
4 Logical appeal commercial by OPPO	30
5 Sentimental appeal commercial by OPPO	30
6 Logical appeal commercial by Vivo	31
7 Sentimental appeal commercial by Vivo	31

CHAPTER 1

INTRODUCTION

1.0 Background Study

Generation Y and Z are shifting from legacy media to new media. This is because new media become more convenient and faster to get the latest updates compared to legacy media. Statista (2019) projected the digital advertising spend in Malaysia will grow more than 20% from 2017 to 2023. This reflected an increasing demand in internet marketing and broadcasting industry.

Besides, there are some popular digital broadcasting podiums like Google Search Ads, YouTube, Facebook, and Instagram available for marketers to advertise their products with lower broadcasting costs and obtain the most viewing rate. Facebook has the most monthly users with 2 billion in 2017, followed by YouTube 1.5 billion, Instagram 700 million, Twitter 328 million, WhatsApp 1.2 Billion, Snapchat 255 million, Facebook Messenger 1.2 billion and WeChat 889 million (Jolly, 2017). Most Instagrammer like different and interesting company content that they endorse instead of clever marketing campaigns (Bäckman & Bergström, 2013). A clever marketing approach is the organizational approach that makes companies succeed and distinguish out competitors. Thus, it brings a change in the advertising industry, the advertiser should change their promotion strategy so that messages could be delivered to target clients effectively.

Mobile phones are essential tools for young adults, once they wake up in the morning they will check their phones instead of going to the bathroom. When we go to restaurants, colleges, shopping centers, and other places we will see that almost every young adult owns a cellphone. So, mobile phones act as a significant tool to them. Vaidya et al., (2016) argued there are no sexuality differences on mobile device usage. People utilized mobile devices for communication, expressed in needing social platforms. The majority of them are technology

savvy, this is why they are more likely to innovate new items, so they would be target consumers in the mobile industry. They know well about mobile phone's stuff for instance, latest selling prices, product features, and endorsement of advertisements. Brand identity, product characteristics and social class factors have a great impact on student acquisition resolution except for the price (Elammari & Cavus, 2019). Statista (2019) published an estimated number of mobile phone users in Malaysia is increasing continuously from year 2017 to 2023. The bar chart in Figure 1 indicated that there are 15.6 million mobile phone users in 2017, 17.2 million in 2018, 18.4 million in 2019, 19.3 million in 2020, 19.9 million in 2021, 20.4 million in 2022 and 20.9 in 2023. Thus, these evidences proved the mobile phone demand in Malaysia is growing.

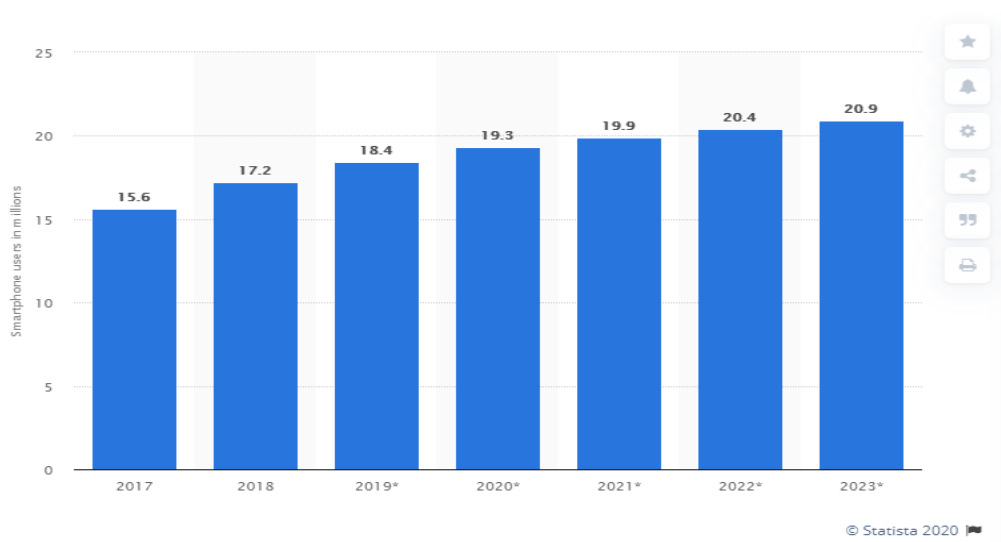


Figure 1: Number of smartphone consumer in Malaysia 2017-2023

In 2018, Malaysian Communications and Multimedia Committee (MCMC) published a study of Internet use. The results revealed that Internet usage among people aged 20's reached 30 %. As seen in figure 2 it is the largest number as calculated with people of various ages.

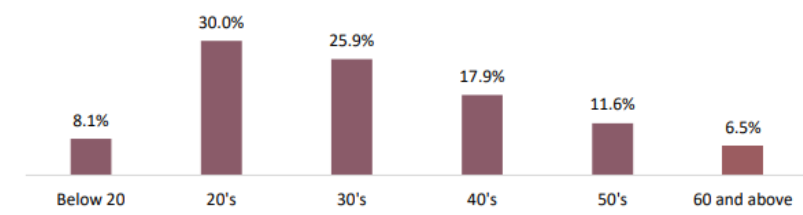


Figure 2: Internet usage in age groups

In addition, MCMC also conducted a hand phone user's survey in 2018, it was shown hand phone users grew sharply from 53.4% in 2014 to 78.0% in 2018. The demographic profile of youth in the 20–24 age group topped the chart with 17.9% as shown in figure 3. Therefore, the surveys proved that young adults are the most active hand phone in Malaysia.

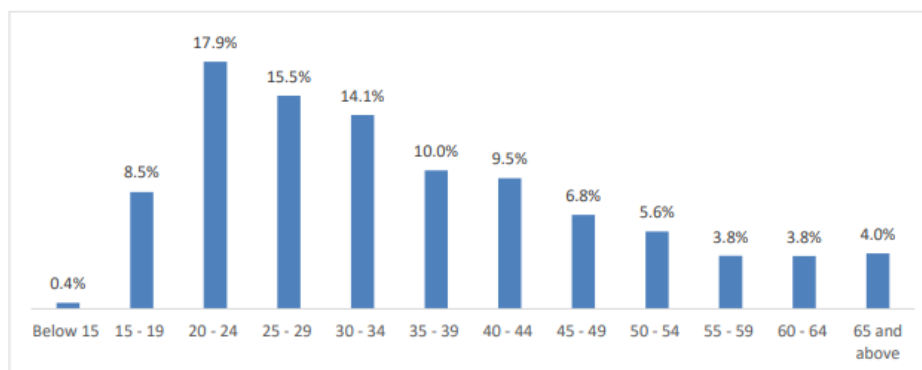


Figure 3: Handphone consumer's percentage by age group

1.1. Research Problem

Nan (2017) reported that OPPO delivered 78.4 million units in 2016, growing 122.2 % annually while Vivo aligned third under 69.2 million units. Liveatpc (2019) published the data about Malaysia's top mobile vendors for Q2 2019 conducted by Canalys. Although Samsung topped the chart, its revenue has decreased over the last few years with -35% growth. The chart pinpoint that OPPO aligned second place and the third place is Vivo. These two brands are the most popular brands in Malaysia as they revealed positive rates of growth in the chart.



Figure 4: Q2 2019 top smartphone vendors

Nowadays, youngsters are more preferring digital media compared to traditional media. They are technology savvy and own a good desire to acquire goods after getting smartphone video publicity (Bakar & Bidin, 2014). Although they do not pursue commercials, they are more inclined to watch digital broadcasting. This causes a change in the broadcasting industry, advertisers will shift more budget on digital broadcasting instead of traditional broadcasting. Different types of commercial appeals will have different effectiveness in triggering the customer's acquisition resolutions. Young adults endorsed a positive attitude towards logical commercials for utilitarian goods (Drolet et al., 2007). The commercial appeals must match with products, for low involvement products we can use different types of commercial appeals but high involvement products we should choose wisely for the commercial appeals.

Sentimental appeals are effective to prompt promotional behavior for low involvement goods and logical appeals are more suitable for high involvement goods (Akbari, 2015). Besides, there are various types of factors that prompt their acquisition resolution of smartphones. The attributes of the commercial product, brand identity, and peer influence have a direct connection with the acquisition purpose of a smartphone (Rahim et al., 2016). Thus, the purpose of this finding is to investigate the viewpoint of local undergraduates in UTAR towards logical and sentimental appeals and which commercial appeals are more effective to prompt people's acquisition resolution in smartphone digital commercials.

1.2. Research Objectives

1. To investigate the viewpoint of local undergraduates in UTAR towards logical and sentimental appeals in smartphone digital commercials.
2. To scrutinize which commercial appeal is more effective to trigger people's acquisition resolution in smartphone digital commercials.

1.3. Research Questions

1. What is the viewpoint of local undergraduates in UTAR towards logical and sentimental appeals in smartphone digital commercials?
2. Which commercial appeal is more effective to prompt people's acquisition resolution in smartphone digital commercials?

1.4 Scope of Study

The implication of logical and sentimental appeals in smartphone commercials and how it would interfere with the acquisition resolution among UTAR local undergraduates is scrutinized in this research. This study solely reinforces the logical and sentimental appeals as these two appeals are widely seen in smartphone commercials. This study only focuses on investigating the smartphone advertisement of Vivo and Oppo through video advertisements because these two brands are top smartphone vendors in Malaysia. An equal number of male and female respondents are involved in the interview session which can avoid gender bias in research. The respondent reaction and which appeals trigger their purchase intention is recorded in research. Malaysian Communications and Multimedia Commission (2017) concluded that people between the age from 20 to 34 years old are the largest groups who own a smartphone. Thus, this is the reason why smartphone advertisements are chosen to conduct this research.

1.5 Significance of the Study

Crucial purpose of this assessment is to ascertain which online broadcasting appeal is more effective to prompt people's acquisition resolution on smartphones between Oppo and Vivo. Moreover, it also explores the cognizance of local undergraduates in UTAR Kampar towards logical and sentimental appeals. Rapid technology advancement causes the legacy media to have less attention from the public, as the new media is more convenient for them to get the latest news and information. It also brings a change in the advertising industry, the advertiser needs to create more creative and innovative new media broadcasting like social media broadcasting to fulfill the client's needs. The outcomes of the report can deliver benefits to advertisers. They can get ideas from the respondent's opinions and redesign the broadcasting content based on consumer demand. As an advertiser, they need to deliver the right products

to the right audience with the right product message. Adjusting the advertisement message is important so that the consumer can understand the message more easily. The most common mistake made by the advertiser is they overestimated the understanding level of the audience. Some of the commercials are very creative, but the audience is not creative enough to understand the content of the commercials. Thus, the main message of products or services is not able to be delivered to audiences. Furthermore, academics can obtain benefits from this study because they can have a better understanding level on how young adults think about these broadcasting appeals. The generation gap will cause the young generation to have a different view and opinion on the commercials. Moreover, they also can adjust the syllables so that they can deliver the message to students more effectively. This can help to make the teaching process more effective. Therefore, cognizance of local undergraduates in UTAR towards logical and sentimental appeals is necessary to examine.

1.6 Limitation

Time constraint is one of the problems of this research. It required more time for scrutinizing all the states in Malaysia. Therefore, this study is only conducted in UTAR Kampar. When research only conducts at UTAR Kampar, a second difficulty appears which is the ethnicity imbalance. Majority students in UTAR Kampar are Chinese, it would cause the result to be biased to one ethnic group. Thirdly, a lack of cost also causes a problem for the research. Conducting research in all the states in Malaysia, it required high transportation costs. Fourthly, most of the studies are conducted over the past 6 years and there is not much past research assertion on a particular issue. Some research may not be pertinent to the latest trend because of rapid development of technology. Therefore, researchers need to establish some new research typology. It is vital to reconstruct knowledge from scholarly articles to pinpoint a new breach in previous literature in construction of new study typology. Ultimately, research may

not get accurate results. As the sample size is only twelve respondents, hence the investigators cannot approach more respondents to obtain more general findings. In addition, the targeted respondent is only restricted to local young adults in Kampar between the age of 18 to 26 years old, the investigators could only conduct this study on this particular group rather than other groups. Complicated words will confuse the interviewees and they may provide a wrong approach, so it is vital to use simple words to interview them. A lengthy interview session is able to ask more significant questions, but it will cause the respondent to feel frustrated and simply give out their answers.

1.7 Definition of Terms

Rational Appeal

Messages at rational appeals would illustrate selling price, functions, and benefit of goods (Belch & Belch, 2011).

Emotional Appeal

Clients refer to feelings when acquiring goods. It focuses on client's thoughts toward the corporate but not model features (Belch & Belch, 2011).

Digital Advertising

Conveying commercials and attracting customers by using modern technology regarded as virtual publicity (Kim, 2012).

Purchase Intention

Purchasing purpose was a market phenomenon after examining the product's features then raised buying motivation (Belch & Belch, 2011).

Young Adults

Youth are around the ages of 15 and 29 (Bleyer & Albritton, 2012).

Chapter 2

LITERATURE REVIEW

2.0 Digital Advertising

Digital broadcasting was characterized as computer-connected broadcasting. This term is utilized in many media sorts for instance, social and mobile (McStay, 2016). Electronic broadcasting is any product-initiated contact that wants to impress citizens across digital publishing platforms (Dahlen & Rosengren, 2016). There are various types of digital broadcasting like banner broadcasting, social media broadcasting, mobile broadcasting and advergaming (Enginkaya & Cinar, 2014). Banner broadcasting on the internet, supplied by a commercial provider. Social media broadcasting enables sellers to participate in prompt communications with end users. Mobile broadcasting is dynamic as they are utilized to engage a particular person. Advergaming is a type of virtual games that operate as commercials via amusement to facilitate goods.

According to the study of Hudders et al., (2019) revealed three essential aspects in online commercials. Firstly, online broadcasting provides new possibilities for consumer marketing. A variety of statistical details are collected so marketers can effectively leverage them to tailor their broadcasting. Secondly, internet broadcasting is the component in engaging material. Promoting products in the game were disguised as semi-commercial. Thirdly, users will not always be passive viewers, they only access the commercial that they like and generate information from it for their own references. The benefits of digital commercials are that a large crowd is able to be targeted at the same time. It is easy to estimate precise statistics (Khandare & Suryawanshi, 2016). Digital broadcasting is appealing to buyers, as marketers concentrate it along each user's desire. Next, it is diverse as the advertiser can make instant modifications to the commercial (Tavor, 2011).

From the research of Ahmed et al., (2019) speculated virtual broadcasting provides the most powerful impact. This research hopes to scrutinize whether sustainability of brands can be developed by digital media broadcasting. 910 Pakistanis participated in the research and questionnaire was applied to obtain data. Thus, the researcher could conclude that beneficial effects can be obtained from all digital broadcasting platforms and sets up the brand feasibility for consumer packaged goods in Pakistan. Jain et al., (2019) also claimed virtual broadcasting was appealing to buyers. This study aimed to probe the efficacy of virtual publicity on buying resolution, identifying people will prefer which sort of virtual publicity, and priority of virtual publicity as a marketing device. Questionnaire utilized to collect data from 113 Internet users in Indo city. The result probe that virtual publicity promotes the acquisition of impulse and it has the most impactful commercial mediums. Both research utilized the same research methods and both of the results proved that internet commercials are powerful in triggering people's acquisition resolution.

The research of Mekawie and Hany (2019) argued buyer's choices are greatly impacted by electronic Word of the Mouth (E-WOM). This study utilized a questionnaire to procure data from 210 Egyptian. Defining variables that arise from the buyer's acquisition resolution is the purpose of this research. The results probe that most influential E-WOM variables are networking resources, peers's preferences, and feedback. Research of Atmojo et al., (2019) also revealed that E-WOM greatly affected a buyer's allegiance comporment. 256 credible responses from participants, a questionnaire is utilized to gather data. The result claimed that E-WOM strongly impacts consumer behavior satisfaction while performing purchases. Both research utilized the same research methods and both of the results proved that E-WOM has the most powerful impact in triggering people purchase intention and their allegiance comporment.

The study of Aziza and Astuti (2019) revealed that buyer's acquisition resolution and brand recognition is affected by YouTube commercial interest. A questionnaire is utilized to obtain data from 261 Indonesian. Scrutinizing the effectiveness of YouTube broadcasting to a buyer's acquisition resolution, YouTube commercial variables and effect on the perceived commercial interest of YouTube are the objectives of this research. The finding indicated that broadcasting interest significantly affected by instructive and amusement broadcasting in YouTube. The research of Ceesay and Sanyang (2018) aimed to scrutinize whether online broadcasting will affect a buyer's acquisition resolution towards indulgence brand and vogue. The questionnaire is utilized to gather data from 74 buyers in The Gambia. The results showed humorous and attractive online broadcasting material is impactful on buyers' resolution to clothing brands. Both research utilized the same research methods and both of the results proved that online broadcasting has the most powerful impact in triggering people purchase intention.

2.1 Types of Advertising Appeals in Digital Advertising

Advertising appeals act as instruments to boost customers' interest as well as affect their feelings toward a product from a broadcasting message (Kazmi & Batra, 2008). Creative scope of corporate image formed by utilizing virtual and powerful appeals. This will enhance the cohesion of marketing programs (Dix & Marchegiani, 2013).

Advertising appeals splitted into three groups, including rational, sentimental, as well as moral (Gupta, 2012). Rational appeal is powerful in clarifying the goods' features, quality, along with advantages. This appeal allows customers who cannot be satisfied by the goods they use, hence the customers could look for other replacements instead, until they find out the information that grabs their attention and convinces them. Therefore, consumers will have more assertive behaviors come with strong purchase faith, due to the reasonable advertising

display that meets consumers' demand and fully evokes them to consume (Kazmi & Batra, 2008).

Sentimental appeals deals with consumers' sentiments and feelings and performs effectively to gratify a brand. Sentimental contagions contain optimistic and pessimistic sides. For example, the optimistic side is humor while the pessimistic side is fear. It affects consumers' thoughts and leaves a strong impression. In short, sentimental contagions have the ability of being utilized to position a brand through conveying commercial's messages (Panda & Mishra, 2013). The sentimental appeal included fun, fear, along with sex (Bbamantra, 2015).

Fun appeal makes consumers feel positive and could build a benign impact on a company (Akyüz, 2015). The research of Akyüz (2015) concluded that a humor commercial must be highlighted in the copy because the copy could remain a long period in consumers' minds. The company's advertisement might be forgotten by consumers, but they could recognize the slogan. Relevance between humour message and buyers is vital to enhance the commercial effectiveness. From the research of Djambaskaet al., (2015) revealed that humor-related commercials were more successful as it relates to intricate comedy compared to those without comedy. Interview sessions and questionnaires have been utilized to collect data. The result concluded that humor that is a meaningful and impeccable taste can become an effective tool in commercials.

Besides, fear appeal is also wide-used in delivering commercials messages. The appeal is functional to grow customers' awareness as well as convince them efficiently (Clow & Baack, 2012). This emotion will make consumers feel worried then find solutions that could cease those feelings. Tannenbaum et al., (2015) researched the efficiency of fear appeal in affecting perspectives, motives, and actions. The research involved 248 independent samples to contribute in the meta-analysis. The result concluded that fear appeals are advantageous in

leaving an optimistic effect on perspectives, motives, along with actions. On the other hand, the failure of conveying messages would happen if the direction was not precise to consumers.

Sex appeal is powerful but criticized (Rajnerowicz, 2020). Nudity and sexual elements are usually applied to produce awareness. Nusantara and Haryanto (2018) conducted a research to discover the link between sex appeal and perception towards sex appeal commercials as well as the character of item cause to adjust the link. 4 experiments involving 100 respondents were implemented for study. In conclusion, a high rate in sex appeal could influence respondents' mindsets toward commercials. Nonetheless, item cause is not able to create any difference in respondents' mindsets.

Moral appeal is enabled to grab customers' awareness through community issues and asking for their support (Kazmi & Batra, 2008). This appeal catches attention based on customers' ethics along with morality. Moral appeal as the method to judge correct or wrong from the consumer's viewpoints (Gupta, 2012). Lipsitz (2017) conducted a research and claimed that moral arguments have the ability to evoke intense emotional responses among electors in democratic programs. This research collected data through content analysis of 3462 specific political commercials. The results revealed that people listen to politicians who utilize political sophistry and use moral principles in commercials, they have a greater mental reaction to the commercials.

2.2 Rational Appeals

Commercials that comprise messages like a commodity's price, function, and quality are considered as a rational contagion (Keshari & Jain, 2014). In this appeal, customers are allowed to know more about the product's usage, quality and value based on the evidence, and specialized opinion on advertisement (Blakeman, 2018). Logical appeal will be utilized by utility marketers compared to marketers with goods (Grove et al., 1995).

Rational appeal could be classified into a few kinds including feature, news, favorable price, competitive strength, and commodity or service popularity (Bbamantra, 2015). Feature appeal provides a lot of messages and commodity features that trigger customer interest and purchase-making. It is appropriate to advertise high involvement commodities. Additionally, a preferential price attraction is wide-used to boost up sales when brands launch promotions, and lower prices are offered (Belch & Belch, 2011). Next, news appeal is defined as announcements as well as reports of commodities or services. It is useful to introduce a new item that is freshly launched in the market and spread crucial messages to customers (Bbamantra, 2015). Furthermore, competitive advantage refers to the direct or indirect comparison between commodities and competitors' commodities (Guitart et al., 2019). Motivation for this attraction is to highlight one brand's commodities more prominent than others. Commodities or services popularity indicate the number of users of the brand (Belch & Belch, 2011). This attraction accentuates a number which could enhance customers' confidence and credibility toward a brand. Moreover, the popularity attraction could highlight values and quality of goods. Due to the large number of users, it is good to persuade customers to acquire a commodity, to evoke them to think this commodity is really good.

Riley and Edgar (2016) conducted a research to determine the causes of an elder's preference on rational appeal rather than emotional appeal. An online survey had been done to collect data from 2550 respondents. A result depicted that elders prefer rational contagions than emotional contagions because elders believe in evidence and facts. This shows customers rely and trust in messages given by advertising. In addition, the investigation of Borborjafari et al., (2016) revealed that commercial information has beneficial impacts on rational thinking models and commercial efficacy. A questionnaire is applied to collect data from 133 students. The result concluded that the reasonable model of commercial advertising has certain credibility. Both research applied the same method to collect data, but they involved distinct

age groups of respondents. However, both revealed logical attractions are more valid compared to sentimental appeals.

2.3 Emotional Appeals

Emotional appeal established an advertisement that increases the emotional response of associate audiences toward intangible products (Holbrook & O'Shaughnessy, 1984).

Sentimental appeal can be utilized from numerous feelings as a fundamental of an advertisement in affecting the buyer's thought (Belch & Belch, 2011). Positive sentimental appeals consist of love, pride, prestige, and joy (Keshari & Jain, 2014). A research conducted by Panda et al., (2013) explained that the consumer is more interested in sentimental appeal's advertisements because the difference of sentimental responses causes different impacts on consumer attitudes that include positive reaction, milder reaction and passive reaction. They conclude that the acquisition resolution of consumers is based on the satisfaction of sentimental appeal of product's commercials.

Negative emotional advertising appeal consist of fear, guild, pity, popularity, and anger (Young, 2016). Fear appeal acts as a warning which seems effective, appropriate and reasonable, such as an advertising campaign that successfully convinces people to believe a warning explaining the dangers of smoking (Walton, 1992). Guild is a popular appeal utilized in food commercials to address parents (Stanton & Guion, 2013). The research objective is to scrutinize how advertisers utilize guilt and fear emotion in food advertisements and a parent's viewpoint to commercials. 18 women were invited to participate in the interview session. Parents embrace the negative sentimental message and they are often dismissive of the publisher's approach.

Pity appeal is to evoke consumers by using human's viewpoint to stimulate sympathy rather than providing proof (Walton, 1997). This kind of appeal always appears in fundraising and charity campaigns. Next, the popularity appeal is showing the wide use of the goods that consumers are satisfied with (Kazmi & Batra, 2008). This type of commercials always indicates the number of users on the commercial's headline. Lastly, anger appeal is usually used for offending a particular person, particularly in politics. For example, a politician applied this attraction to express his anger and attack his opponents.

According to the study of Clow and Baack (2012) emotional appeal is efficient in stimulating customers' attention and cultivating advertising messages. Urban children were lightly being attracted by emotional appeal because they enjoyed the advertising contents and they were able to remember the advertising campaigns (Khanna, 2016). An extensive abundance of sentimental commercials throughout festive periods has contributed to a high rate of commercial viewers (Pirus & Zulqahar, 2018). This research aimed to clarify the public's perceptions toward sad appeals in sentimental commercials. Qualitative methods were utilized to collect data. This work shows trends through which advertising viewers interpret material from emotionally compelling commercials.

2.4 Types of Smartphone Advertisements

OPPO allocated RM 12 million in advertising the brand in Malaysia's market (Acoustic, 2016). It indicated how OPPO focused on Malaysia's market. Lim (2017) announced that OPPO was collaborating with Neelofa to promote its new smartphone. This statement shows the brand applied endorsement commercials appeal which collaborate with a Malaysian celebrity that consumers are familiar with. Besides, sentimental appeal like pride as well as joy are utilized together with endorsement advertising appeal to build connection with buyers.

Chan et al., (2013) conducted a study to investigate the efficiency of ambassador endorsement advertising among youngsters and the ambassador's personality. Besides, they aimed to investigate youngsters' views toward endorsement commercials. This research involved 76 Chinese youngsters. In conclusion, the respondents could remember the advertisement endorsed by an ambassador who is appealing, interesting, and performed excellently in messages expressing. Besides, the respondents perceived an endorsement commercial is good in creating brand reputation, along with improving the confidence toward the brand.



Image 1 : Commercial of OPPO that collaborated with Neelofa

Furthermore, OPPO also applied the rational appeal that focuses on smartphone's features through a commercial. Malik and Tanveer (2018) proposed a rational appeal that works well to optimize features of an item by providing facts. A smartphone's information is listed through the advertisement, hence the customers could understand it easily. The rational appeal is useful in targeting customers that emphasize the goods' functions. Image 2 shows a

rational appeal advertisement that shows the smartphone's feature of a 48mp ultra wide quad camera and 5000mAh battery.



Image 2: A logical appeal commercial of OPPO

Furthermore, the other company, Vivo is famous among Malaysia's smartphone field. Vivo applies the endorsement advertising appeal same as OPPO. It collaborated with Siti Nurhaliza, a diva in Malaysia. Endorsement advertising appeal enables the brand to explore new markets, makes the brand exclusive, and brand's credibility (Kraft, 2018). For example, Vivo is collaborating with Siti Nurhaliza, hence her fans will support Vivo because the fans admire their idol. Image 3 indicates the endorsement appeal advertisement by Vivo and Siti Nurhaliza.



Image 3: Commercial of Vivo that collaborated with Siti Nurhaliza

2.5 Rational Appeals versus Emotional Appeals in Advertising

Rational appeals communicate more signals than emotional appeals, they motivate clients to rationalize their thoughts towards commercial goods (Golden & Johnson, 1983). While there is some research revealed that sentimental appeal is more effective than logical appeals.

Companies that depicted in logical appeal commercials were able to prompt a stronger buyer's acquisition resolution compared to companies described in the sentimental appeal commercials (Grigaliunaite & Pilelienė, 2016). 30 respondents in Lithuania Vytautas Magnus University were invited to participate in an eye-tracking experiment, and Implicit-Association Test. There are some additional students invited to answer the questionnaire. Thus, 80 responses were collected. The result pinpoint that although sentimental commercials would be more favorable, shoppers would rationalize their feelings to commercials. Manchón et al., (2015) claimed that mobile broadcasting that applied logical approach was more successful than sentimental models. A questionnaire was applied to garner data from 24 undergraduates in Universidad Autónoma de Barcelona. This research aimed to illuminate the association between the importance of logical and sentimental smartphone commercial material and core elements of the item's cognitive and affective disposition. These two studies collected data using different methods, both results claimed that logical appeal commercials were able to prompt a stronger buyer's acquisition resolution compared to sentimental appeal commercials. Although there is a time gap between these two research, the result remains the same.

The research of Keshari and Jain (2016) speculated age and sex demographic influences did not have a noticeable impact on buyer reactions. The self-designed instrument was implemented to obtain data from 348 cities of Indore and Ujjain. Objective of this research is to scrutinize whether age and sex demographic will affect a buyer's reaction to rational or emotional appeals. The result of this study pinpointed that logical appeal commercials is more impactful compared to emotional appeal commercials and respondent's age and sex has no

substantial impact on their reactions on commercials. However, the research of Jovanović et al., (2016) revealed that females preferred sentimental commercial appeal while the males preferred the logical commercial appeal. A qualitative research method was utilized to collect data from 14 undergraduates in Belgrade University. This research aims to evaluate whether logical and sentimental commercial appeals would affect a student's acquisition resolution. The result proved that sex demographic will affect a buyer's reaction to rational or emotional appeals, this reaction will directly affect their acquisition resolution. Different research method has been utilized to garner data and both revealed a different result on whether sex demographic will affect their reactions on commercials.

2.6 Conceptual Framework

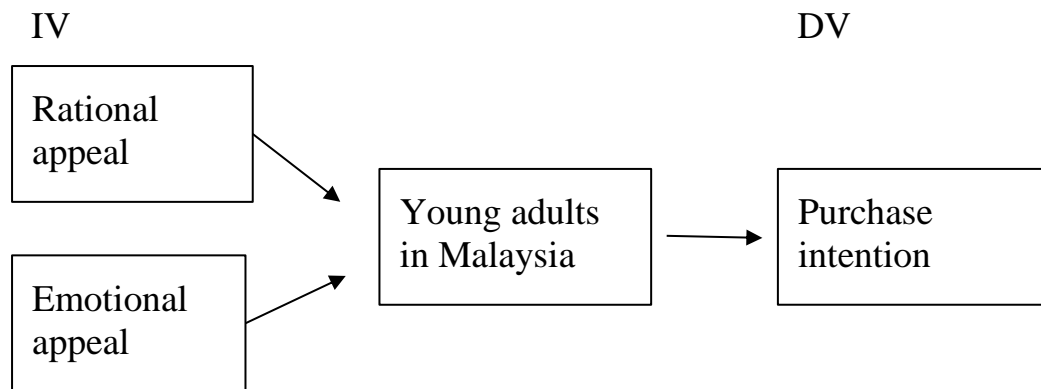


Figure 5: Conceptual framework

Figure 5 shows the logical and sentimental appeals are independent variables, dependent variable is the acquisition resolution. In this qualitative method, a purposive sampling method is applied, which helps to figure out whether logical or sentimental appeals are more effective in triggering young adult's acquisition resolution and the local young adult's cognizance to logical and sentimental appeals in smartphone commercials.

2.7 Theoretical Framework

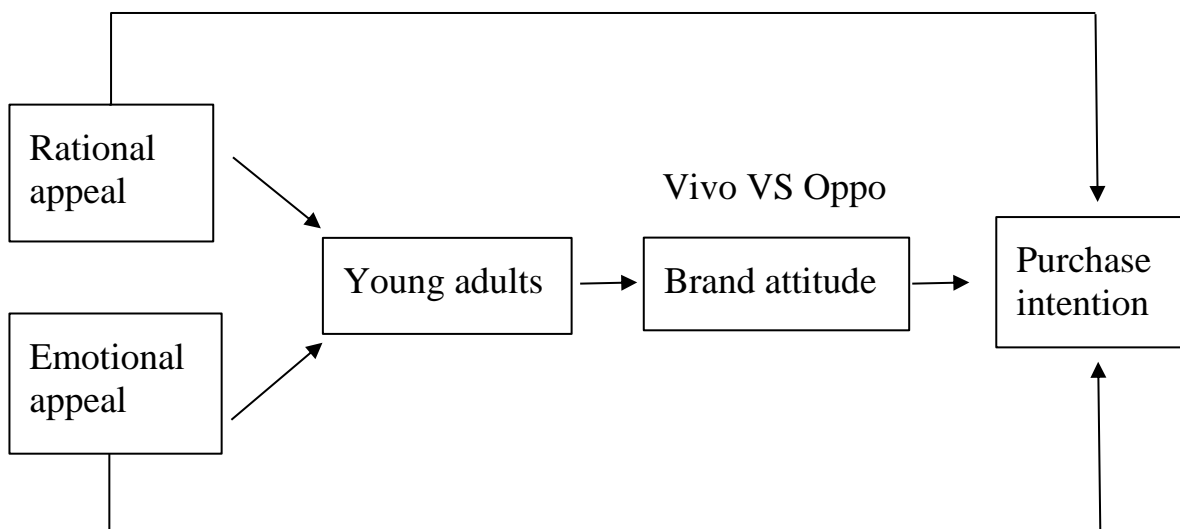


Figure 6: Theoretical framework

The effect of commercial messages towards young adult's acquisition resolution is explained by using brand attitude. Buyer's approach towards broadcast has direct consequences to their

behavior towards the identity of the company and their acquisition resolution (Sallam & Algamash, 2016). When buyers adopt a positive attitude towards the commercials, a positive brand attitude will be endorsed automatically, it causes them to make acquisition decisions. Lutz et al., (1983) argued that attitude to the brand was defined as the effective response of the public to the goods. When humans receive external stimuli it will directly affect their attitude (Hovland, 1959). In this analysis, commercial appeal is external stimuli then the mass media is the major world. Human's attitudes could directly affect their acquisition motivations (Fishbein & Ajzen, 1975). Intention refers to the statistical likelihood that a person participates in such actions. The effect of the commercial appeal on acquisition actions in the new media context is scrutinized so the acquisition purpose of the participant will be the calculated index of acquisition action.

Thus, brand attitude is used to understand how rational and emotional appeals affect a buyer's acquisition impulse. When young adults endorse a positive brand attitude towards the advertising appeals used by the brand it will have higher chances to trigger their acquisition resolution compared to those that endorse a negative brand attitude in the advertising appeals.

Chapter 3

METHODOLOGY

3.0 Research Method

A method of social science research that seeks to interpret the assumption of the interviewer is a qualitative method. Investigators understand social life more by studying the chosen individuals (Mohajan, 2018). Therefore, this method is chosen to examine logical versus sentimental appeals in smartphone commercials in triggering the local UTAR undergraduate's purchase intention. This method yields a more flexible approach because there is no fixed answer compared to a quantitative method. Interviewees have more freedom in replying to problems because they can answer the question based on the individual's viewpoint rather than pick the answer options fixed by investigators (Rahman, 2017). The focus group is the most common form of qualitative research. The most productive number of the population involved in a focus group is 7 to 12 individuals guided by a mentor in an in-depth discussion on one specific subject (Nagle & Williams, 2013). Moreover, in-depth interviews will be utilized in research. It could create high-valued findings because the investigators have the ability in asking for additional information from the participants (Steber, 2017). It is unstructured, and the path of the interview is not regulated. Interviewees will feel relaxed in this interview session as there is no restriction in content. Besides, it allows investigators to know the interviewee's viewpoint and they can accumulate more precise information from each interviewee.

3.1 Data Collection Methods

In this analysis, the investigators need to explore the local undergraduate's viewpoint towards online broadcasting. A qualitative method will be utilized in this analysis because the investigators aim to receive primary data directly as well as observe the interviewee's response. Next, the investigators are going to conduct an in-depth interview for this study. The interviewee's responses to four open-ended questions will be recorded. An interview protocol will be briefed to each interviewee to ensure that they are volunteered to engage in this session (Patton, 2015). An interview protocol acts as a tool for exchanging ideas and asking questions in the study. Interviewees will be informed the entire interview process will be recorded and their replies will only be utilized for internal analysis purposes. Their name will be anonymized due to privacy issues. To prove their willingness to engage in the interview section, the interviewee is required to fill out the interview protocol.

According to Universiti Tunku Abdul Rahman (2020) declared that lecture classes and tutorial classes will be administered online from 5th October 2020 via OTL mode. This announcement is applicable to all students from Foundation Programmes, Undergraduate Programmes, and Postgraduate Programme. In addition, New Straits Times (2020) reported that as a preventive measure to slow the transmission of the Covid-19 outbreak, all the states except Perlis, Pahang, and Kelantan will be put under the Conditional Movement Control Order (CMCO) from November 9th to December 6th for four weeks. Therefore, it is not possible for investigators to perform face-to-face interviews with the respondents. An online focus group will be utilized to replace it because it provides investigators with another feasible and effective way of conducting research. There are two forms of synchronous and asynchronous online focus groups. The distinction between these two groups is that synchronous groups must be online at the same time, but asynchronous does not need to be online at the same time (Myers,

2020). Investigators will utilize the synchronous groups to conduct the research because they wanted to guide the discussion. According to the research by Tates et al., (2009) explained that the advantage of using an online focus group is it provides more freedom for the interviewees who participate in the interview section. They can choose the venue that they feel comfortable in, unlike face-to-face interviews. It also helps the investigator to save time as they do not need to transport around to collect data. Interviewees will be asked to use Microsoft Teams software to participate in the interview section. Everyone is informed when a recording begins and those who are on the call or being invited to the interview session are eligible for recordings (Spataro, 2020). Thus, investigators will utilize this platform to interview the interviewees to protect the privacy of every interviewee. Besides, interviewees needed to respond to the four interview questions based on their perspectives after watching the 4 commercial videos. All of the investigators will participate in every session to enhance the accuracy of the result.

Online commercials by OPPO and Vivo will be utilized in this analysis which was downloaded from their respective YouTube channel. These two brands are chosen to investigate because these two brands involved Malaysia culture, ritual, as well as artists in their commercials. It is more applicable to the field of the study research topic. Firstly, 2 videos from OPPO Malaysia will show to the interviewee followed by 2 videos from Vivo Malaysia via the share screen feature in Microsoft Team. Both videos consist of rational and emotional appeals. After that, investigators will ask them 4 open-ended problems. Investigators will record the whole interview process in video format. This record acts as a method for gathering data and analysis purposes. The interviewee does not need to turn on their camera in the interview session because they may feel uncomfortable expressing their real reaction towards the videos if they are monitored by all the investigators. After the data collecting phase, results will be analyzed. An interview protocol is included in Appendix section A.

Main questions of this study as below:

1. Do you find the content of all these videos interesting?
2. Why do you like or dislike this video?
3. Which advertisement will trigger your purchase intention after watching those videos and why?
4. Which product would you consider purchasing and make further research on after approaching those advertisements?

Sub-questions as below:

1. Before I start do you have any questions or requests for the videos?
2. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.
3. You have to state which video attracts you and why.
4. You have to state one product you want to buy.

3.2 Sampling Method

Investigators aim to conduct interrogation for gathering data that is needed for this analysis. The research will utilize a purposive sampling method. Purposive sampling known as judgment sampling selects interviewees based on their purposes (Tongco, 2007). This sampling method will be implemented because research is more specifically scrutinizing local young adults who are studying at UTAR Kampar Campus. Individuals that fulfill the following criteria would be selected as interviewees to take part in interrogation. The interviewees must be within the age group which is between 18 to 26 years old. The interviewees need to be currently studying in Kampar campus and they must be a Malaysian citizen. Then, 22 interviewees will be divided into 11 males and 11 females because investigators hope to ascertain whether there is a difference between male's and female's viewpoints toward rational and emotional advertising appeals. Besides, the investigator also wanted to scrutinize which commercial appeal is more effective to trigger people's purchase intention in smartphone digital commercials. The interview process will be divided into five sessions, each session will involve at least 4 interviewees. The time taken for each session would be around 20 minutes.

3.3 Data Analysis Tool

In-depth interviews will be recorded in video form. Opinions from each interviewee will be written out and put in table form for analysis purposes. Due to privacy issues, investigators will not expose the interviewee's name. They will be labeled as I1 to I22 respectively. Each question will have 22 answers, the answers will be constructed under the same table accordingly. After approaching the interview protocol to the interviewee, 4 questions to be answered by interviewees based on their viewpoints towards videos. After getting all the responses, investigators need to clarify which broadcasting appeals received the most favorable reaction

and whether gender differences exist. Investigators will implement a thematic analysis approach in the analysis stage. The thematic analysis is chosen to apply for data analysis because it offers a flexible approach that allows the investigators to make modifications according to the study. This analysis could interpret complicated results in beneficial and precise reliable information (King, 2004). Hence, the investigators could have a good command of this analysis approach in a short period. The investigator must evaluate the results after data processing to ensure that the conclusions provide a difference in research.

3.4 Pilot Test

A better understanding and any modification will be obtained in the pilot test. It pinpoints mistakes through the interview session so that the investigators can do better when implementing the actual interview as well as enhance the accuracy of data. Besides, the interviewee's credibility towards the interview protocol will be penetrated.

A pilot test was conducted on October 31st, 2020 at 1 p.m. which was before the actual implementation of an in-depth interview. It was conducted the same with actual methods but involved only 3 local UTAR undergraduates in Kampar campus. The first female interviewee was typified as I1. The second male interviewee was typified as I2 and the last male interviewee typified as I3. Both of them are 22 years old. They are being invited to join the team created by the investigator in the Microsoft Team. An interview protocol was briefed to the interviewees. Besides, three of them were informed that the interview was recorded for the entire session. They were required to watch 4 videos that applied logical and sentimental appeal. The interviewees needed to answer 4 questions one by one based on the commercials shown and their perspectives towards it. The interview session took an estimated 20 minutes.

The commercials were shown as follows:

The first commercial would be displayed to interviewees.

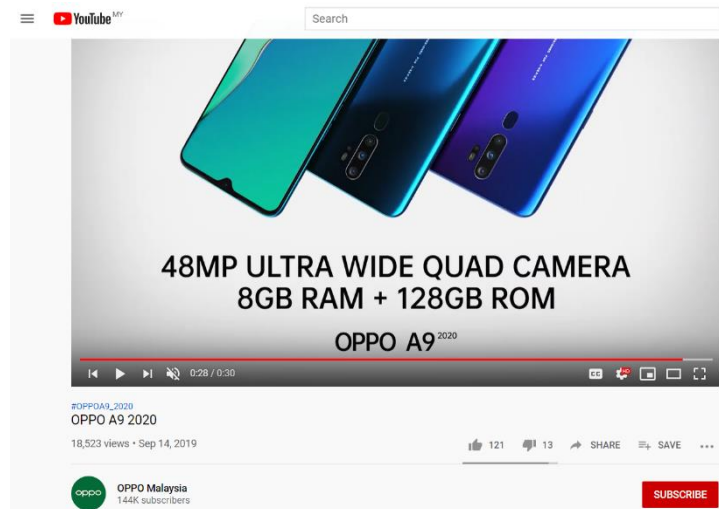


Image 4: Logical appeal commercial by OPPO

The second commercial would be displayed to interviewees.



Image 5: Sentimental appeal commercial by OPPO

The third commercial would be displayed to interviewees.

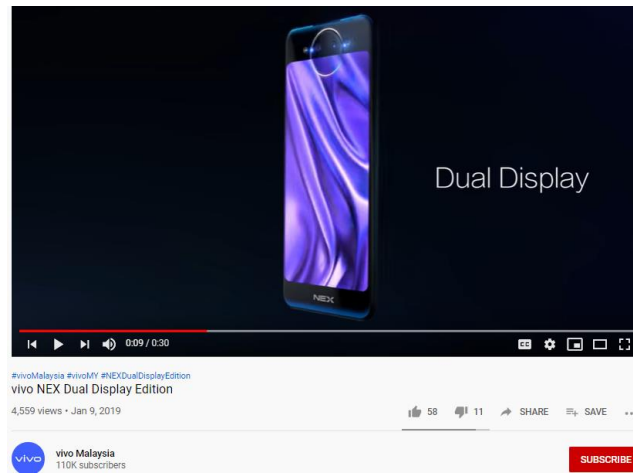


Image 6: Logical appeal commercial by Vivo

The fourth commercial would be displayed to interviewees.



Image 7: Sentimental appeal commercial by Vivo

3.4.1 Pilot Test Analysis

All the interviewees do not have any questions or requests for the four videos.

3.4.2 Analysis for the first question based on four videos

1. Do you find the content of all these videos interesting?

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	Yes, except videos 1 and 3.
I2 (M)	Yes, but not videos 2 and 4.
I3 (M)	Yes, except videos 1 and 3.

Table 1: Response for question 1 based on four videos

66.67 % of interviewees stated that all videos are interesting to them except videos 1 and 3. Next, 33.33% of interviewees stated that all videos are interesting except videos 2 and 4. This result revealed that video 2 and 4 are interesting to most of the interviewees.

3.4.3 Analysis for the first video (OPPO logical appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I dislike this video because it is too simple although the video is interesting.
I2 (M)	I like this video because the animation is cool.
I3 (M)	I dislike this video because the video is very confusing although the way the video presents the product is attractive.

Table 2: Response for question 2 based on video 1 (OPPO logical appeal)

66.67% of interviewees stated that they dislike video 1 and 33.33% of interviewees like video 1. I1 claimed that this video is too simple although the video is interesting. I3 said this video is very confusing although the way the video presents the product is attractive. Besides, I2 claimed that he likes this video because it contains cool animation. This result revealed that this logical appeal commercial did not receive a favorable reaction from the interviewees.

3.4.4 Analysis for the second video (OPPO sentimental appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I like this video because of the touching storyline.
I2 (M)	I dislike this video because the video is too long and boring.
I3 (M)	I like this video because I like to watch a story-based video.

Table 3: Response for question 2 based on video 2 (OPPO sentimental appeal)

66.67% of interviewees stated that they like video 2, and 33.33% of interviewees dislike it. I1 claimed that this video is touching and I3 said he likes story-based videos. Besides, I2 claimed that he dislikes video 2 because it is boring to him and the length of the video is too lengthy. This result revealed that this sentimental appeal commercial received a favorable reaction from the interviewees.

3.4.5 Analysis for the third video (Vivo logical appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I dislike this video because the video is just focused on the technology of smartphones.
I2 (M)	I like this video because the video matches what I like, especially the cool animation.
I3 (M)	I dislike this video because I like to watch a story-based video.

Table 4: Response for question 2 based on video 3 (Vivo logical appeal)

66.67% of interviewees stated that they dislike video 3 and 33.33% of interviewees stated that he likes video 3. I1 stated that she dislikes video 3 because it only focuses on the technology of smartphones and I3 claimed that he likes it because it is a story-based video. I2 stated that video 3 matches what he likes, especially the cool animation. This result revealed that this logical appeal commercial did not receive a favorable reaction from the interviewees.

3.4.6 Analysis for the fourth video (Vivo sentimental appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I like this video because of the touching storyline.
I2 (M)	I dislike this video because the video is boring.
I3 (M)	I like this video because I like to watch a story-based video.

Table 5: Response for question 2 based on video 4 (Vivo sentimental appeal)

66.67% of interviewees stated that they like video 4 and 33.33% of interviewees dislike it. I1 like video 4 because the storyline makes her feel touching and I3 revealed that he likes story-based video. I2 dislikes video 4 because it is boring to him. This result revealed that this sentimental appeal commercial received a favorable reaction from the majority of interviewees.

3.4.7 Analysis of third questions based on four videos

3. Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	Video 3, although I dislike this video only this video shows the product information clearly, the story base video is just interesting to watch.
I2 (M)	Video 3. I like short and simple videos, especially with colorful animation.

I3 (M)	Video 2, triggered me to search for their information with this touching story.
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Table 6: Response towards purchase intention question

66.67% of interviewees stated that video 3 triggered their purchase intention and 33.33% of interviewees stated that he is being triggered by video 2. I1 revealed that a story-based video is just interesting to watch nothing to do with triggered people's purchase intention except a video that focuses on presenting the product selling point. Although I1 dislikes video 3, she still considers purchasing products in video 3. I2 stated that video 3 would trigger his purchase intention because it is short and simple with cool animation. I3 claimed that the touching story in video 2 would trigger him to search for information about the product. This result proved that this logical appeal commercial is effective to trigger the interviewee's purchase intention.

3.4.8 Analysis of fourth questions based on four videos

4. Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	Video 3, although I dislike this video only this video shows the product information clearly.
I2 (M)	Video 3. This video is better than video 1 because the animation is cool.
I3 (M)	Video 2, triggered me to search for their information with this touching story.

Table 7: Response towards purchase intention question

66.67% of interviewees stated that they will consider purchasing Vivo's smartphone in video 3 and 33.33% of interviewees stated that he would buy OPPO's smartphone in video 2. This result revealed that the majority of the interviewees would consider purchasing Vivo's smartphone in video 3 and make further research on this product. Thus, it proved that a logical appeal commercial is more effective to promote products and trigger the interviewee's curiosity compared to a sentimental appeal commercial. Although logical appeal advertisements do not receive favorable reactions from the majority of interviewees.

Generally, all four interview questions are applicable to the research question and the research objective. However, if the number of males and females is not equal in the interview session, it is difficult to make a comparison and this will affect the accuracy of the result.

Chapter 4

FINDING AND ANALYSIS

4.0 Analysis of Data

There were five interview sessions conducted with equal numbers of male and female interviewees using Microsoft Team. 22 undergraduate students from Universiti Tunku Abdul Rahman Kampar campus were chosen as interviewees. They are between the ages of 18 to 26 years old. Before the interview session starts, every interviewee is required to fill up the interview protocol. They need to watch 4 commercial videos and answer the 4 questions one by one based on the videos.

Session 1 was conducted on November 4th, 2020 at 5 p.m. There are 6 interviewees in the group. This session took around 40 minutes to interview 6 interviewees. Then, session 2 was conducted on November 5th, 2020 at 1 p.m. with 4 interviewees in the group. This session took an estimated 20 minutes to complete. Followed by session 3 conducted on November 7th, 2020 at 9 p.m. with 4 interviewees in the group, and session 4 was conducted on the same day at 10 p.m. with 4 interviewees in the group. Both sessions took around 20 minutes to interview four interviewees. Lastly, session 5 was conducted on November 8th, 2020 at 9 p.m. with 4 interviewees in the group. This session took an estimated 20 minutes to complete. Once the 4 videos have been shown to all interviewees, the first sub-question “Do you have any question or request for the 4 videos?” was asked before the interviewee answered the 4 main questions. Out of 22 respondents, only 4.55% of interviewees required to replay video 2 because I3 is disconnected around 3 minutes during the interview session.

4.1.0 Analysis of the first question based on four videos

1. Do you find the content of all these videos interesting?

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	Yes, all videos are interesting, except videos 1 and 3.
I2 (F)	Yes, all videos are interesting.
I3 (F)	Videos 2 and 4 yes, but videos 1 and 3 not.
I4 (M)	Yes, overall all the videos are interesting.
I5 (M)	Yes, all videos are interesting.
I6 (M)	Yes, all videos are interesting except video 2.
I7 (F)	Yes, all videos can be considered as interesting.
I8 (F)	Videos 2 and 4 are interesting but videos 1 and 3 are not.
I9 (M)	Yes, all videos are interesting.
I10 (M)	Yes, but not videos 1 and 3.
I11 (F)	All the videos did not really capture my attention.
I12 (F)	Yes, all videos are interesting.
I13 (M)	Yes, but not videos 1 and 3.
I14 (M)	Yes, all videos are interesting.
I15 (M)	All the videos did not really capture my attention.
I16 (M)	Yes, all videos are interesting.
I17 (F)	All the videos did not really capture my attention.
I18 (F)	Yes, all videos are interesting.
I19 (F)	Yes, all videos are interesting.
I20 (F)	Yes, all videos are interesting.
I21 (M)	Yes, all videos are interesting.
I22 (M)	Yes, all videos are interesting.

Table 8: Responses for question 1 based on four videos

Out of 22 interviewees, 59.09% of interviewees stated that all videos are interesting, 22.73% of interviewees said that all videos are interesting except videos 1 and 3. 4.55% of interviewees claimed that all videos are interesting except video 2. 13.64% of interviewees revealed that they felt average to those four videos.

I1, I3, I8, I10, and I13 specifically mentioned that they dislike videos 1 and 3. I11, I15, and I17 revealed those four videos did not catch their attention. I6 revealed that all videos are interesting except video 2. The result revealed that this logical appeal advertisement is an interesting video because the majority of the interviewees said that video 1 is interesting to them.

4.1.1 Analysis of first commercial (OPPO logical appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	Video 1 would be boring to me although it is an energetically advanced technology ad, it is very normal as we can see it everywhere.
I2 (F)	I like video 1 because it is more straightforward.
I3 (F)	Video 1 I dislike it because the video is a bit short. I cannot recall the content of the video like the specialty of the video.
I4 (M)	I like videos 1 because the content is meaningful and interesting and carries important information to customers.
I5 (M)	Although video 1 is interesting, it only focused on how their camera works. It has fewer features so I dislike it.
I6 (M)	I like video 1 because it is straightforward and it attracts me to know more about the product.
I7 (F)	I will prefer video 1 because I think they are very straight to the point. It presents the main selling points of smartphones to me. So it triggered me to purchase.
I8 (F)	Although video 1 is not interesting to me I like it because they are futuristic and more forward to their function.
I9 (M)	I dislike video 1 because it is all about the features, nothing special inside the video. It is just interesting to watch it.
I10 (M)	I personally dislike video 1 because it is messy and just like normal phone advertisements. So they are not that interesting compared to the 2 and 4 one.

I11 (F)	I don't really have any feelings for this first video because maybe it's common to me.
I12 (F)	I think I like the first video because the content of the video has shown the important information about the product and I can get to know more clearly about the video.
I13 (M)	I don't like the first video. I think the first one is too messy for me although they are trying to be creative in presenting the product.
I14 (M)	I like the first video because I like clean and simple advertisements. I can understand all the features of the phones by watching these two advertisements.
I15 (M)	The video did not trigger my feelings. If it can display more features of a phone it will be more interesting.
I16 (M)	I like video 1 because it is more informative compared to other videos.
I17 (F)	Video 1 is just average to me, not very interesting.
I18 (F)	Personally, I like video 1 because it is more engaging for the audience.
I19 (F)	I dislike video 1 because when compared to other videos they are just normal videos that show the function of the phone only.
I20 (F)	I like video 1 because it focuses on the functions.
I21 (M)	Based on personal preferences, I would say I dislike video 1 because the story is too common and just shows the functions of the phone but I cannot deny that it is an interesting video.
I22 (M)	I like video 1 because it showed the function of the phones.

Table 9: Responses for question 2 based on video 1 (OPPO logical appeal)

Out of 22 interviewees, 50.00% of interviewees like video 1, 36.36% of interviewees dislike video 1, and 13.64% of interviewees stated that it is average. I2, I4, I6, I7, I8, I12, I14, I16, I18, I20, I22 claimed that they like video 1. The reason provided by I2, I4, I6, I7, I8, I12, I16, I20, I22 is video 1 is a straight forward video that focuses on presenting smartphone's features. I14 declared that video 1 is clean and clear, and the content can be easily interpreted by people. I18 claimed that video 1 is engaging to the audience. While I11, I15, and I17 indicated that the content of video 1 is too common, it does not catch their attention.

I1, I3, I5, I9, I10, I13, I19, and I21 stated that they dislike video 1. I1, I10, I19, I21 indicated that they dislike video 1 because the content is too common because it only focused on presenting the features of the smartphone, this kind of advertisement can be found everywhere. I3 claimed that the length of the video was too brief and that the quality of the video was difficult to remember. Besides, I10 and I13 declared that video 1 is too messy although it applied creative animation. I5, I9, I19, and I21 claimed that they dislike video 1, although they said it is an interesting video. Both of them revealed that when specifically comparing video 1 with other videos, it seems to be a common commercial video because it only focuses on presenting the selling point of the product. This type of commercial videos can be found everywhere. This result reveals that the most favorable response from the interviewees was obtained by this rational appeal commercial.

4.1.2 Analysis of second commercial (OPPO sentimental appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I personally prefer video 2. I would be curious about the storyline and finish watching it until the end.
I2 (F)	I dislike video 2 because it is too long. It is a waste of time to watch it but the video animation is interesting.
I3 (F)	I like video 2 because of the storyline, even though I can't remember the model of the phone I still can recall the brand as it is related to the celebration.
I4 (M)	I dislike video 2 because it is boring to me and lacks content, even though the animation is attractive.
I5 (M)	Video 2 I like it because the story is attractive.
I6 (M)	I dislike video 2 because the commercial video should promote the product and not focus on the story.
I7 (F)	I dislike video 2 because I think it took me longer to view this advertisement but the sound effects and illustration are interesting.
I8 (F)	I dislike video 2 because it is too long although it is meaningful it is too long for a phone advertisement.
I9 (M)	I think I like video 2. It is quite interesting and realistic. I can be easily convinced because it shows some festival time, and the moments can create some positive mood for me to buy the product.
I10 (M)	I personally like video 2 because it is different from normal phone

	advertisements. It has plots, so I am more interested in this advertisement.
I11 (F)	It is just average to me because the storyline is too long.
I12 (F)	I think I like the second video. The content for video 2 has shown the important information about the product and I can get to know more clearly about the video.
I13 (M)	I like the second video. It is promoting the product through a small movie. I like this kind of content very much.
I14 (M)	I dislike the second video because the video is a bit too dramatic but the animation is interesting.
I15 (M)	Video 2 is just average to me because it is too lengthy.
I16 (M)	I like video 2 because it is interesting and more like a story base. Although it is not straightforward, I like the story and the moral value of this video.
I17 (F)	Video 2 is just average for me, it is not very interesting.
I18 (F)	I like video 2 because it is more engaging for the audience.
I19 (F)	I like video 2 because the content is special and the story is good.
I20 (F)	I dislike video 2 because it does not focus on the functions even though the story is good.
I21 (M)	I will prefer video 2 because the story is touching.
I22 (M)	I dislike video 2 because it is too long and hard to understand what the product is. I also think video 2 is boring even though the video effects are interesting.

Table 10: Responses for question 2 based on video 2 (OPPO sentimental appeal)

Out of 22 interviewees, 50.00% of the interviewees claimed that they like video 2 while 36.36% of interviewees dislike video 2, and 13.64% of the interviewees stated that video 2 is just average. I1, I3, I5, I9, I10, I12, I13, I16, I18, I19, and I21 stated that they like video 2. The reason given by I1 is that the story raised her curiosity and wanted to finish the entire video. I3, I5, I13, I19, and I21 revealed that they like the story of the video because it is attractive and touching. I9 stated that the interesting and realistic festival shown in the movie coils raised his positive mood to purchase the product. I10 opined video 2 is different from normal phone advertisements as it has a plot in the advertisement while I12 stated the reason she likes video 2 is this video shows important information about the product. I16 claimed that she likes video 4 because of the storyline and moral value. I18 reasoned the content of video 2 is more engaging with the audiences. However, I11, I15, and I17 replied that they did not like or dislike video 2 because it was average to them.

I2, I4, I6, I7, I8, I14, I20, and I22 dislike video 2. Next, I2, I4, I7, I14, I20, and I22 specifically revealed that they do not like video 2 when compared with other videos, although they thought it is an interesting video. The attractive storyline, sound effects, illustration, animation, and video effects in video 2 attracted their interest but it did not receive a favorable reaction from them. Next, I2, I7, and I8 dislike video 2 because it is too long and they felt wasting time watching this video. I4 revealed that video 2 is boring and it lacks content. In addition, I6 and I20 dislike video 2 because they thought the promotional video should be more focused to promote its product instead of focusing on the story. I14 dislikes video 2 because it is too dramatic while I22 perceived this video is too long, hard to understand what the product is selling, and this video is boring even though the video effects are interesting. This result indicated that this sentimental appeal commercial is interesting and attractive for most of the interviewees.

4.1.3 Analysis of third commercial (Vivo logical appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I do not prefer video 3 because it is boring for me although it is an energetically advanced technology advertisement, it is very normal as we can see it everywhere.
I2 (F)	I like video 3 because it is more straightforward.
I3 (F)	Video 3 I dislike because the video is a bit short. I cannot recall the content of the video like the specialty of the video.
I4 (M)	I like video 3 because the content is meaningful and interesting and carries important information to customers.
I5 (M)	I like video 3 because it shows a lot of information.
I6 (M)	I like video 3 because it is straightforward and it attracts me to know more about the product.
I7 (F)	I will prefer video 3 because I think it is very straight to the point. It also presents the main selling point of the smartphone to me. So it triggered me to purchase.
I8 (F)	I like video 3 because it is futuristic and more forward to the function.
I9 (M)	I think I dislike video 3 because it is all about the features, nothing special for me. However, the colorful video effects are attractive.
I10 (M)	I dislike video 3 because it is just like a normal phone advertisement.
I11 (F)	I did not have much interest in this video because the video is all targeting the

	features of the smartphone.
I12 (F)	Although the animation is interesting to watch, it is still not enough for a promotional video. I dislike video 3 because it is too short and I did not get any information after watching.
I13 (M)	I don't like video 3. I think the third video is too simple for me.
I14 (M)	I like the third video because this advertisement is clean and simple, so I can understand all of the features of the phone by watching this advertisement.
I15 (M)	I feel average to this video 3 because it did not show much information, it just showed modern techniques only.
I16 (M)	The colorful illustration is interesting to watch but I dislike video 3 because it is less information for me.
I17 (F)	I cannot define my feelings about video 3 because it is just average and not very interesting for me to see.
I18 (F)	I dislike video 3 because it is too fast to get information, even though the animation is interesting to watch.
I19 (F)	Although the colorful video effects are interesting, I dislike video 3 because it is just a normal video that shows the function of the phone only.
I20 (F)	I like video 3 because I focus on the functions.
I21 (M)	I dislike video 3 because the story is too simple and just shows the functions of the phone but the animation is quite interesting.
I22 (M)	I like video 3 because it showed the function of the phones.

Table 11: Responses for question 2 based on video 3 (Vivo logical appeal)

Out of 22 interviewees, 40.91% of them like video 3 while 45.45% of the interviewees dislike this video and 13.64% of interviewees claimed the video is average to them. I2, I4, I5, I6, I7, I8, I14, I20, I22 indicated that they like video 3. The reason provided by I2, I6, and I7 is video 3 is more straightforward to promote its product to the viewers. Hence, the interviewees could understand the information shown easily. Besides, I4, I5, I6, I7, I8, I20, and I22 stated they like video 3 because it is more meaningful, interesting, and delivers important information such as the features of the product to the audiences. I14 claimed that he likes video 3 as the advertisement is clean and simple that enables him to understand all the product's features. While I11, I15, and I17 indicated that they neither liked nor disliked video 3 because they thought it is an average video.

In contrast, I1, I3, I9, I10, I12, I13, I16, I18, I19, I21 answered that they dislike video 3. Next, I9, I12, I16, I18, I19, and I21 revealed that video 3 is interesting to watch but they specifically pointed out they dislike video 3 when compared to other videos. These interviewees perceived that video 3 is interesting because of its straightforwardness, advanced technology applied in the video, attractive video effects, colorful illustration, and interesting animation. However, video 3 is not likable for them due to several causes such as video speed too fast, content is common, and lack of information. I1, I10, I19 claimed that video 3 is just a common smartphone advertisement that can be found everywhere, there is no specialty inside the video to let them recall the brand. I13 and I21 declared that video 3 is boring, normal, and simple. I3, I12, I16, and I18 stated they dislike video 3 because this video is short and it is too fast in delivering information, so the interviewees could not recall the video's content. Also, I9 and I19 claimed that video 3 only focused on presenting the product's features. In sum, this result proved that this rational appeal commercial video did not receive a favorable reaction from the majority of interviewees.

4.1.4 Analysis of fourth commercial (Vivo Sentimental appeal)

2. Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewee and gender (Male=M), (Female=F)	Finding
I1 (F)	I personally prefer video 4. I would be curious about the storyline and finish watching it until the end.
I2 (F)	I dislike video 4 because I did not have much patience to watch it until the end. It is a waste of time to watch it even though it has an interesting storyline.
I3 (F)	I like video 4 because of the storyline, even though I can't remember the model of the phone I still can recall the brand as it is related to the celebration.
I4 (M)	I dislike video 4 because it is boring to me and lacks content like product features but the storyline is interesting.
I5 (M)	I like video 4 because the story is attractive.
I6 (M)	I dislike video 4 because the commercial video should promote the product and not focus on the story.
I7 (F)	I dislike video 4 because I think it took me a long time to view all these advertisements but the storyline is interesting.
I8 (F)	I dislike video 4 because it is too long although it is meaningful it is too long for phone advertisements.
I9 (M)	I think I like video 4. Of course, it is quite interesting and at the same time, it is realistic. When it comes to advertisement, I think videos 4 are quite attractive.
I10 (M)	I personally like video 4 because it is different from normal phone advertisements. It has a plot so it is more interesting to me.
I11 (F)	I found the storyline of video 4 is quite good but the video is too long, so it is just average to me as I did not watch until the end.
I12 (F)	I think I will like the fourth video because the content is quite attractive and it shows the important information about the product and I can get to know more clearly about the video.

I13 (M)	I like the last video because it is promoting their product through a small movie. I like this kind of content very much.
I14 (M)	I dislike the fourth video because it is a bit too dramatic. However, the video effect is interesting.
I15 (M)	Video 4 is just average to me.
I16 (M)	I like video 4 because I found out it is more like a story base. Although it is not straightforward, I like the storyline and the moral value of this video.
I17 (F)	I would say I like this video because of the storyline, although it is not very interesting to watch.
I18 (F)	I like video 4 because it is more engaging for the audience.
I19 (F)	I like video 4 because the content is special and the story is good.
I20 (F)	The message of the storyline is interesting but I dislike it because I am more focused on the functions.
I21 (M)	I will prefer video 4 because the story is touching and very interesting.
I22 (M)	I dislike video 4 because it is too long and hard to identify the selling points of the product but the story content is interesting.

Table 12: Responses for question 2 based on video 4 (Vivo sentimental appeal)

Out of 22 interviewees, 54.55 % of them like video 4, 36.36 % of the interviewees dislike this video and 9.09% of interviewees feel average to this video. I1, I3, I5, I9, I10, I12, I13, I16, I17, I18, I19, and I21 indicated that they like video 4. While I11 and I15 indicated that they neither liked nor disliked video 1 because they thought it is an average video.

The reason provided by I1 is video 4 raised her curiosity about the story and she wanted to watch the entire video. Besides, I3 revealed that video 4 relating their brand with the celebration, this specialty makes her recall the brand of the product. I1, I3, I5, I9, I17, and I21 like video 4 because they like the interesting story shown in the advertisement. I13 stated that

he likes to watch promotional videos through a small movie and I19 stated that the video content is special compared to common promotional videos because it consists of a good storyline. Next, I10 claimed that he likes video 4 because it is different from other phone advertisements and it contained a plot in the advertisement. Also, I12 likes the attractive content of video 4 and this video shows important information about the product that enables her to know more about the product. I16 claimed that she likes video 4 because of the storyline and moral value. In addition, I17 perceived video 4 gives her more feeling although it is not interesting to watch. I18 declared video 4 is more engaging with the audiences.

On the contrary, I2, I4, I6, I7, I8, I14, I20, I22 answered they do not like video 4. Next, I2, I4, I7, I14, I20, and I22 specifically pointed out that they dislike video 4 although it is an interesting video. Based on their opinions, video 4 is interesting because it has an interesting storyline and utilized attractive video effects. However, it did not receive a favorable reaction from them. I2, I7, and I8 dislike video 4 because they reasoned that this video is too long for a phone advertisement and they felt like wasting time watching it. A long video might cause the interviewees to feel bored and lose interest in it. Besides, the reason provided by I4 is video 4 is boring to him and there is a lack of content for a promotional video. Also, according to I6's perspective, a promotional video should emphasize more on its product instead of focusing on the story. Meanwhile, I14 dislikes video 4 because it is too dramatic. I20 dislikes video 4 because she is more focused on the product's functions although the storyline is attractive. This video did not deliver much information about the product. Moreover, I22 revealed that he dislikes video 4 because it is too long and hard to identify the selling points although the storyline is fascinating. The result proved that this sentimental appeal commercial received a favorable reaction from the majority of the interviewees.

4.1.5 Analysis of the third question based on four videos

3. Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewee and gender (Male=M), (Female=F)	Finding
Session 1 I1 (F)	Although I prefer the advertisement with a storyline, the video that really triggered my purchase intention is video 3 because of the clear information about their phone.
Session 1 I2 (F)	Video 1, because it is more attractive to me.
Session 1 I3 (F)	Video 4, because it shows the reality of society like people have to sacrifice their time to work and separate from their family. The brand is trying to deliver something positive not like the normal video.
Session 1 I4 (M)	I choose video 3 because the content is attractive. It catches my attention and I can understand the content.
Session 1 I5 (M)	Video 3, because in only 30 seconds it shows a lot of features of the phone and information it is unique.
Session 1 I6 (M)	I prefer video 3 VIVONEX because it is interesting, the effect is colorful and attractive compared to video 1.
Session 2 I7 (F)	I think it will still be video 3, it is very straight to the point, it shows many of their selling points so it can be different from it compared to other brands. So, maybe one of the selling points can touch my requirements then. Ya, it will arouse my interest in this.
Session 2 I8 (F)	I think it is video 3 because I like the mirror camera function, so I like video 3 more.
Session 2 I9 (M)	Video 2 is interesting. At the same time, it actually impulses me to buy them.

Session 2 I10 (M)	Video 2 and 4 are very fun to watch, they are very good. They didn't show the features of phones, in terms of buying phones I will still consider video 3.
Session 3 I11 (F)	I think I will choose video 3 because that video is not that long. Although I did not have much feeling on video 3 because it is not so interesting. This video only targeted the features of the smartphone. So it really triggered my purchase intention.
Session 3 I12 (F)	I think I will choose the fourth video because the video shows many things like family love and caring. So it will trigger me to purchase the product.
Session 3 I13 (M)	The video that triggered my purchase intention is the second video because the video shows that people are kind, they always help each other. It is very touching, especially the slogan at the end of the movie.
Session 3 I14 (M)	I will stick to the third video because I like their advertisements. I like the animation shown in the third video, the animations are cool.
Session 4 I15 (M)	Those four videos cannot trigger my purchase intention.
Session 4 I16 (M)	I think video 1 because it is more straightforward and shows us more about the phone feature, more interesting, more visual and these are the reasons.
Session 4 I17 (F)	If I really have to choose, I will be more interested in the fourth one, the Vivo advertisement. From the start to the end, the storyline remains in my mind, the video already in my mind so I can remember the brand even though I did not have much feeling about this video.
Session 4 I18 (F)	If considering purchase intention maybe video number 3 because video 3 is talking about all the features and 1, 2, and 4 maybe not so much.
Session 5 I19 (F)	I think I will buy the video 2 because the advertisement makes me want to know more about the phone.
Session 5 I20 (F)	Video 3 because that is simple and shows more of the functions of the phone.
Session 5 I21 (M)	I think it is video 2 and their video makes me want to know more about this phone.

Session 5 I22 (M)	I think it is video 3 because it is interesting and the content is good and direct. The smartphone looks nice and has many functions.
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Table 13: Responses for question 3 towards purchase intention.

Out of 22 interviewees, 54.55% of the interviewees stated that video 3 will trigger their purchase intention, 18.18% of the interviewees chosen video 2, 13.64% of interviewees choose video 4, and 9.09% of the interviewees claimed that video 1 will raise their purchase intention. 4.55% of the interviewees responded that none of the videos raise his purchase intention. I15 indicated that he would not purchase any of the advertisements because all of the advertisements did not trigger his purchase intention.

I2 and I16 stated that video 1 was triggering their purchase intention. I2 revealed that video 1 shows clear information about their phone while I16 stated that video 1 is more straightforward to show the product's features and it shows more visuals.

I9, I13, I19, and I21 clarified that video 2 is effective in triggering their purchase intention. The reason provided by I9 is video 2 is interesting thus it impulses him to purchase its product. Besides, I13 stated that video 2 shows good moral values and the slogan at the end of the movie which is very touching for him. Therefore, he will consider purchasing the product shown in video 2. I19 and I21 claimed they wanted to purchase video 2's product because the advertisement triggered their intention to know more about the product.

I1, I4, I5, I6, I7, I8, I10, I11, I14, I18, I20, and I22 answered that video 3 will trigger their purchase intention. I1 stated the reason for choosing video 3 because this video shows clear information about the phone although she prefers story-based commercial video. From I4's perspective, he liked video 3 because the content is attractive that catches his attention so that he could understand the content shown. Besides, I6 revealed that the vibrant video effect

makes video 3 enticing and the selling point of the product is easier to capture. In addition, I5, I7, and I20 explained their justification for selecting video 3 is that this video displays a lot of phone functionality and sales points within 30 seconds. I8 replied that she likes the smartphone's features such as the mirror camera function, so she revealed that her purchase intention was prompted by video 3. Next, I10 stated that videos 2 and 4 are interesting to watch but they did not show the phones' functions. Thus, his purchase intention was prompted by video 3 as it displayed more product features. For I11, she didn't have much feeling on video 3, but her buying intention was activated by video 3 because this video is short and it didn't include any unnecessary details besides the features of the smartphone. Moreover, I14 reasoned he likes video 3 because the animation shown is cool and attractive. Although I18 disliked video 3, she declared that video 3 would trigger her purchase intention because video 3 is talking about all the features while videos 1, 2, and 4 do not provide much information about their product. I22 claimed that video 3 is interesting and the content is good and direct as well as the functions shown are attractive to him.

Lastly, I3, I12, and I17 answered that video 4 is able to trigger their purchase intention. The reason provided by I3 is video 4 shows the reality of society and it delivers something positive to the audiences, unlike the other usual commercial videos. Besides, I12 indicated she was triggered by video 4 as this video shows many things like family love, and caring. Although I17 did not have much feeling for those four videos. However, she revealed that only the storyline of video 4 remains in her mind so it has higher chances to trigger her purchase intention. Thus, this result proved that this rational appeal commercial (Vivo) is more effective in triggering the interviewee's purchase intention compared to an emotional appeal commercial even though it does not receive a favorable reaction from the majority of interviewees.

4.1.6 Analysis of the fourth question based on four videos

Q4. Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewee and gender (Male=M), (Female=F)	Finding
Session 1 I1 (F)	I think this will be the third video because it shows clear information to me even though the video is quite short but I will search for more detail of the product.
Session 1 I2 (F)	OPPO, because content and the animation in video 1 is more creative and the information is clear.
Session 1 I3 (F)	Vivo in video 3. Although I dislike video 3, the features of the product two-screen make me want to know more but video 4 did not show many product features.
Session 1 I4 (M)	I would buy OPPO in video 1. This is because I am using OPPO's smartphone I would feel insecure to switch to another brand although video 3 triggered my purchase intention.
Session 1 I5 (M)	It will choose the Vivo although I am not a Vivo fan. The new features of the Vivo phone in video 3 really attracted me and it successfully attracted me to do further research like comparing it with those luxury phones.
Session 1 I6 (M)	Vivo NEX in video 3 because the video content, as compared to others it is the most attractive.
Session 2 I7 (F)	I think it will be the OPPO in video 1 because I am OPPO's fans, even though its video did not trigger my purchase intention compared to video 3.
Session 2 I8 (F)	I think it is video 3 too because the video is interesting and it can attract me to buy.
Session 2	So, I think it is the second video, the OPPO's phone. The advertisement

I9 (M)	triggered me to buy it.
Session 2 I10 (M)	Maybe video 3 because I think the features of the phone seem to be very cool for me, And then I would do more research and want to know more about the product.
Session 3 I11 (F)	I think I will choose Vivo's smartphone in the third video. At first, I can say I was being attracted by the product although it is not an interesting video just like Iphone's advertisement. The product will stand out although the video content is just common and boring.
Session 3 I12 (F)	I think I will purchase the last product which is from the fourth video Vivo, because I wish to know more about the features of the phone, like some of the functions because throughout the video I think it does not show much information about the phone.
Session 3 I13 (M)	I think I will choose the OPPO because the second video is very attractive. As I said the video is very touching, so I would consider purchasing and making further research about it.
Session 3 I14 (M)	The smartphone in the third video because the animation is very cool and I like it.
Session 4 I15 (M)	If I want to purchase a smartphone, I do not see advertisements, I see their performance and their prices. However, all those smartphones in the videos do not attract me to purchase.
Session 4 I16 (M)	OPPO in video 1, because they are showing their feature, their strength of the phone and let us know more about their phone than Vivo. Vivo in video 3 just likes showing a little bit of information only. That's why I would like to purchase the OPPO. Let's say someone likes watching YouTube, and suddenly ads pop up. The first video pops up and they know it is a phone product, more straightforward and short and informative, but for video 2 and 4, they might just give it because it's too long and I believe that not have many people will continue to watch the video like this if they don't know what the main points telling. They will straightforward skip the ads and watch their video.
Session 4 I17 (F)	I would consider buying a Vivo in video 4 since it triggers my purchase intention.
Session 4 I18 (F)	I still will choose OPPO in video 1 although Vivo in video 3 triggered my purchase intention. This is because OPPO has a positive reputation.

Session 5 I19 (F)	I think it is video 2 also. Because the content of the advertisement is quite good for me and I like the story.
Session 5 I20 (F)	I would like to buy the Vivo phone, video 3. The video is showing me many functions of the phone.
Session 5 I21 (M)	I think it is OPPO in video 2 because the storyline is interesting.
Session 5 I22 (M)	I think it is video 3 because it is interesting and the content is good and direct.

Table 14: Responses for question 4 towards purchase intention.

Out of 22 interviewees, 45.45% of them will consider purchasing Vivo's smartphone in video 3, 22.73% of the interviewees will consider purchasing OPPO's smartphone in video 1. 18.18% of the interviewees stated that they will consider purchasing and make further research for video 2 and 4.55% of interviewees claimed that he will not consider purchasing products from those four videos. Lastly, 9.09% of the interviewers claimed that video 4 will trigger them to make purchases and conduct further research of the product.

I2, I4, I7, I16, and I18 answered that video 1 is able to trigger them to purchase and make further research for the product shown in video 1. The reason given by I2 is the content and animation shown in video 1 is creative and the information shown is clear, hence she would consider buying the product from video 1. Besides, I4 claimed that he is using OPPO's smartphone and he would feel insecure to switch to another brand although video 3 triggered his purchase intention. Hence, he would consider video 1 which belongs to OPPO. Also, I7 chose to purchase OPPO's smartphone in video 1, because she is OPPO's fans, even though this video did not trigger her purchase intention compared to video 3. In addition, I16 answered the reason for being attracted by video 1 is the advertisement showed the product's features,

strengths, and enables the viewers to know more about the product compared to Vivo's videos. Although I18 stated that video 3 (Vivo) would prompt her intention to purchase, since OPPO has a better brand reputation, she would buy OPPO's smartphone from video 1.

Besides, I9, I13, I19, and I21 claimed that video 2 will trigger them to consider purchasing and make further research for the product shown in video 2. I9 claimed that the advertisement triggered him to purchase, meanwhile I13 answered that video 2 is very attractive and touching, hence he will consider purchasing and make further research about Oppo's phone. Besides, I19 and I21 replied that they like the interesting story and good content of video 2, therefore they will consider making a purchase and know more about the product.

I1, I3, I5, I6, I8, I10, I11, I14, I20, and I22 had chosen video 3 as the video that they will take further action for. I1 and I0 revealed that video 3 shows clear information about the product even though they dislike video 3. I3 revealed that video 4 would trigger her purchase intention but she considered purchasing Vivo's smartphone in video 3. This is because the two-screen feature of Vivo's smartphone makes her want to know more about it, and video 4 did not show many product features in the video. Besides, I5 and I20 stated that the features of the product shown in the advertisement trigger them to purchase and make further research for the product shown. Also, I6 and I8 claimed that the content of video 3 is interesting and the most attractive if compared with the others. For I11, she replied that she did not have much feeling towards all four videos, but she was being attracted by the product in video 3. The product will stand out although the video content is just common and boring, thus she would consider purchasing Vivo's smartphone in video 3. I14 selected video 3 as the video that will trigger him to purchase and research is because he likes the cool animation shown in the advertisement. Moreover, I22 stated that video 3 is interesting and the content is good and direct hence he will consider purchasing or make further research for the product.

I12 and I17 answered that they will consider purchasing and making further research for the product shown in video 4. The reason given by I12 is that video 4 did not show much information about the phone, hence she wished to know more about the phone, such as the phone's functions. In addition, I17 responded that in video 4 she will buy OPPO's smartphone because it is the only video she can recall and it prompted her purchase intention.

I15 revealed that he will not consider purchasing any product from those four videos because if he wants to purchase a smartphone, he does not see advertisements, he will refer to their performance and their prices. Thus, all those smartphones in the videos do not attract him to purchase. Therefore, this result revealed that a rational appeal commercial is more effective in triggering the interviewees' purchase intention and making further research about the product if compared with a sentimental appeal commercial. Among two types of rational appeal commercials, most of the interviewees revealed that they would buy Vivo's smartphone in video 3 compared to OPPO's smartphone in video 1.

4.2 Summary of Findings

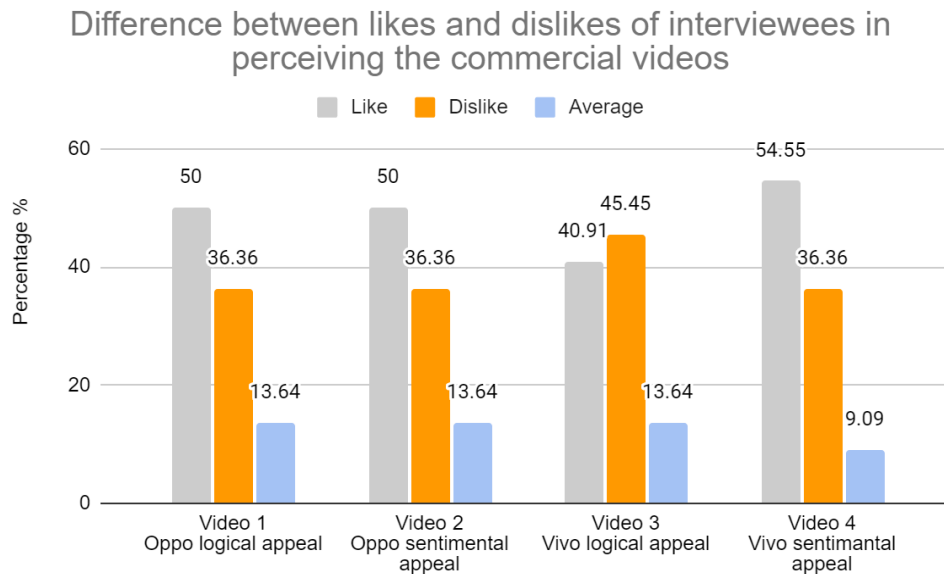


Figure 7: Differences between likes and dislikes of interviewees in perceiving the commercial videos

For video 1 (OPPO logical appeal commercial), 50% of the interviewees mentioned that they liked this video, 36.36% of interviewees dislike it and 13.64% of the interviewees said video 1 did not catch their attention hence they did not indicate whether they like or dislike the video 1. Besides, 50% of the interviewees stated that they like video 2 (OPPO sentimental appeal commercial), 36.36% of the interviewees claimed that they dislike this video and the rest 13.64% answered that they neither liked nor disliked video 2, they perceived this video is average. Moreover, 40.91% of the interviewees responded that they like video 3 (Vivo logical appeal commercial), 45.45% of them dislike it and 13.64% of the interviewees stayed neutral because video 3 is average. Lastly, 54.55% of the interviewees revealed that they like video 4 (Vivo sentimental appeal commercial). 36.36% of the interviewees replied that they dislike it and 9.09% of the interviewees answered that they felt video 4 is average hence they neither like nor dislike this video.

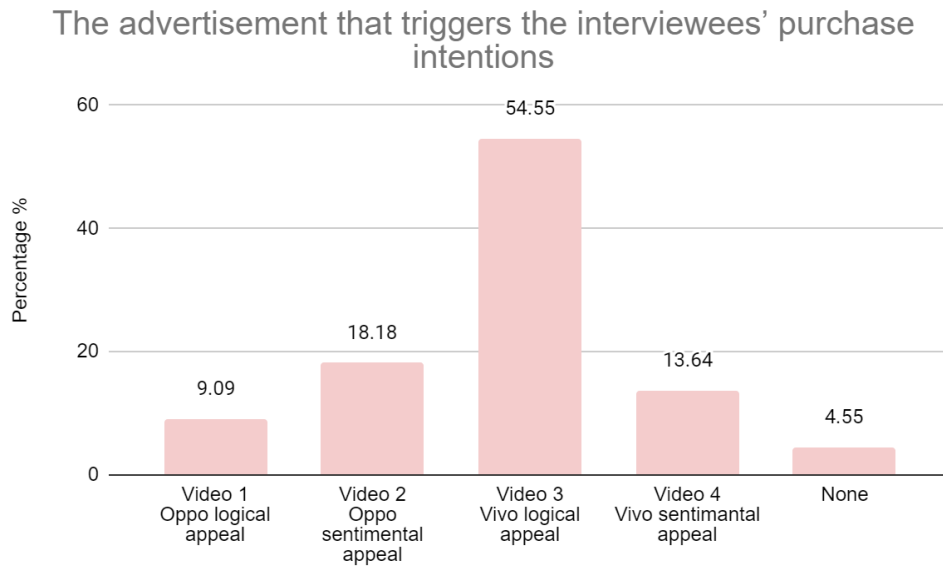


Figure 8: The advertisement that triggers the interviewees' purchase intention after watching those videos

Most of the interviewees 54.55% indicated that video 3 (Vivo logical appeal commercial) had triggered their purchase intention. Followed by video 2 (OPPO sentimental appeal commercial) 18.18% of the interviewees answered that video 2 triggered them to purchase the product shown in the commercial. Besides, 13.64% of the interviewees responded that video 4 (Vivo sentimental appeal commercial) triggered their purchase intention. In addition, video 1 (OPPO logical appeal commercial) triggered 9.09% of the interviewees to purchase. Lastly, 4.54% of the interviewees did not want to purchase any of the products shown because none of the commercials trigger his purchase intention.

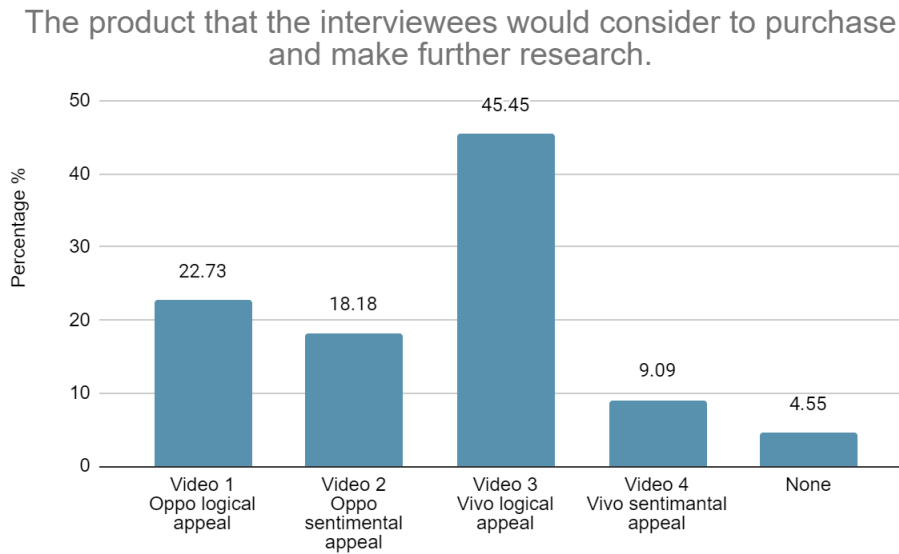


Figure 9: The product that the interviewees would consider purchasing and make further research after watching those videos

Most of the interviewees 45.45% responded that they would consider purchasing and make further research for video 3 (Vivo logical appeal commercial). Besides, 22.73% of the interviewees preferred video 1 (OPPO logical appeal commercial). In addition, video 2 (OPPO sentimental appeal commercial) attracted 18.18% of the interviewees in considering to purchase and make further research for the product shown in the commercial. Followed by video 4 (Vivo sentimental appeal commercial), 9.09% of the interviewees would consider purchasing and make further research for this video. However, 4.55% of the interviewees would not consider any of the videos shown because he perceived these videos were not attractive.

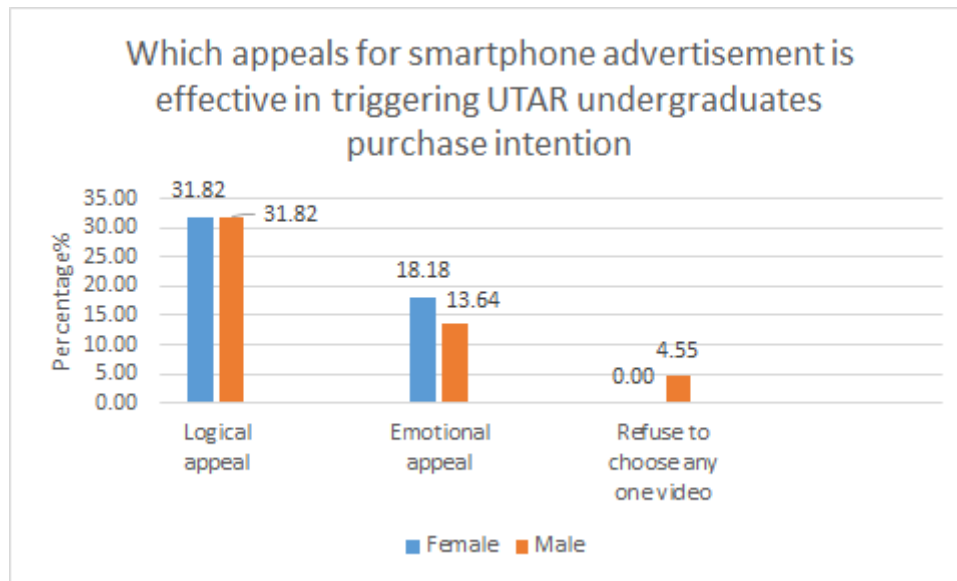


Figure 10: Which appeal for smartphone advertisement is effective in triggering UTAR undergraduates purchase intention

Referring to the chart, a total of 31.82% of males and 31.82% of females preferred logical appeal commercials, including video 1 and video 3. They perceived this kind of commercial is straightforward in delivering the product's selling points, hence the interviewees were attracted to purchase and make further research. Moreover, 13.64% of males and 18.18% of females interviewees responded that emotional appeal commercials including video 2 and video 4 would trigger their purchase intention. The reason is the storylines touched their feelings and the moral values delivered are good. Besides, 4.45% of males interviewees refused to choose any videos because he thought those videos were not interesting. Thus, the result proved that logical appeal smartphone advertisement is more effective in triggering UTAR undergraduates purchase intention. There are no differences in the number of males and females interviewees who preferred the logical appeal commercial. In contrast, the number of females interviewees who preferred emotional appeal is higher than males interviewees.

Chapter 5

DISCUSSION AND CONCLUSION

5.1 Discussion

After conducting five interview sessions with 22 local undergraduates from the Universiti Tunku Abdul Rahman Kampar campus, the result revealed that interviewees have different viewpoints towards logical and sentimental appeals in smartphone digital commercials. In addition, it also showed that sentimental appeal commercials received the most favorable reaction from the majority of interviewees. However, most of the interviewees' purchase intentions were prompted by the logical appeals commercial.

The emotional appeal commercial (Video 4) obtained the most support from the majority of interviewees compared to rational appeal advertisements, based on figure 7. Both videos 2, and 4 were relating their products with the celebration to prompt the buyer's purchase intention. This result proved that relating products with a celebration can prompt the buyer's attention effectively. It is consistent with the research conducted by Pirus and Zulqahar (2018). They declared that an extensive abundance of sentimental commercials throughout festive periods has contributed to a high rate of commercial viewers. Sentimental appeals have the ability to be utilized to position a brand through conveying commercial messages (Panda & Mishra, 2013). The outcome also reinforces the idea that sentimental appeal commercials are effective to prompt the attention of the consumer. A research conducted by Clow and Baack (2012) emotional appeal is efficient in stimulating a buyer's attention and cultivating advertising messages. Besides, research conducted by Panda et al., (2013) explained that the consumer is more interested in sentimental appeal advertisements because the difference of sentimental responses causes different impacts on consumer attitudes that include positive reaction, milder reaction, and passive reaction.

On the other hand, the analysis revealed that emotional appeal commercials are effective to catch interviewee's attention but it is not effective in triggering interviewee's purchase intention compared to rational appeals commercials as shown in figure 8 and 9. The rational appeal commercial (Video 3) received the most support from the interviewees. This outcome further supports the research conducted by Malik and Tanveer (2018). They proposed a rational appeal that works well to optimize the features of an item by providing facts. A smartphone's information is listed through the advertisement, hence the customers could understand it easily. Grigaliunaite and Pilelienė (2016) revealed that companies depicted in logical appeal commercials were able to prompt a stronger buyer's purchase intention compared to companies described in the sentimental appeal commercials. The result pinpoints that although sentimental commercials would be more favorable, shoppers would rationalize their feelings to commercials. In addition, Manchón et al., (2015) also claimed that mobile broadcasting that applied a logical appeal was more successful than a sentimental appeal. This research aimed to illuminate the association between the importance of logical and sentimental smartphone commercial material and core elements of the item's cognitive and affective disposition. These two studies collected data using different methods, both results claimed that logical appeal commercials were able to prompt a stronger buyer's acquisition resolution compared to sentimental appeal commercials.

5.2 Conclusion

The purpose of this thesis is to fill the knowledge gap in the marketing literature with the comparison of rational and emotional appeals for smartphone advertising in triggering the purchasing intention of the consumer. Besides, it also aimed to explore the viewpoints of local undergraduates in UTAR towards logical and sentimental appeals in smartphone digital commercials. The crucial results of this research are as follows: Sentimental appeal commercials (Video 4) received the most favorable reaction from the majority of interviewees. Next, the majority of interviewees declared that their purchase intentions are prompted by rational appeal commercials (Video 3). Furthermore, most of the interviewees would consider purchasing Vivo's smartphone in video 3. Lastly, the gender difference does not really exist in perceiving the advertisement appeals because the number of males and females who prefer logical appeal is the same. However, the number of females who support emotional appeal advertisements is higher than males interviewees.

The outcomes of this report can deliver benefits to advertisers. They can get ideas from the respondent's opinions and redesign the broadcasting content based on consumer demand. For instance, most of the interviewees declared that a promotional video should not let the storyline overshadow the products in those emotional appeal commercials. When the buyers are not able to catch the selling point of the products, thus their purchase intention was not triggered by emotional appeal commercials. As an advertiser, they need to deliver the right products to the right audience with the right product message. Adjusting the advertisement message is important so that the consumer can understand the message more easily. The most common mistake made by the advertiser is they overestimated the understanding level of the audience. Some of the commercials are very creative, but the audience is not creative enough to understand the content of the commercials. For example, most of the interviewees revealed

that those logical appeal commercials are too brief and they cannot catch the selling point of the products. Thus, the main message of products or services is not able to be delivered to audiences effectively.

5.3 Recommendations

There are some constraints inherited to provide alternatives for future research directions. First and foremost, studies with a larger ethnic and age demographic will be better for future research to broaden the generalization of the outcomes. This research only targeted local undergraduates from UTAR Kampar and they must be within the age of 18 to 26 years old. Thus, the result might be biased to one ethnic and age group because the majority of students in UTAR Kampar are Chinese and respondents that are not within the age are not selected as respondents to participate in the research. The second recommendation is to be aware of the length of each commercial video. It would be better for future studies to include those commercial videos of the same length to enhance the accuracy of the result. When the length of each commercial video has too large differences, the interviewees would feel annoyed by those lengthy videos although both videos are applying the same advertising appeal and it might lead to a biased result. In addition, by interrogating the interviewees one by one, the study may be strengthened, because some of the respondents might feel paranoia when other interviewees are present in the interview session to share their opinions. Besides, they tend to follow the opinion of other interviewees because they are afraid to have different opinions for the same question when the majority of the interviewees have the same answer. Lastly, future research would be better by ensuring the interviewees stay in a still environment to participate in the interview session so that they will not get distracted by incidental details.

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(APPENDIX A)



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ARTS AND SOCIAL SCIENCE
BACHELOR OF COMMUNICATION (HONS) ADVERTISING

Interview Protocol

Introduction:

The topic of this study is rational versus emotional appeals for smartphone advertisement in triggering UTAR undergraduate's purchase intention.

Confidentially:

The information and data you provided in this study will be private and used for research purposes only.

Name of investigators:

1. Chai Ming Mei
2. Ling Hui Yin
3. Yeo Wan Teng

Script prior to the interview:

We would like to appreciate being willing to participate in the interview session for our study. In our study, we seek to investigate whether a rational or emotional appeal is more effective in triggering the purchase intention and the perception of young adults towards the advertisement among local undergraduates in Universiti Abdul Rahman. In this study, you will be required to watch 4 advertisements that we display. After you watch these 4 advertisements, we will collect

the data by using video recording and written form. For our interview session, we will ask several questions and take about 20 minutes to gather your opinion.

In this interview session, we need to have your permission for having a video record of our conversation.

Please fill up your nickname.

Please highlight your answer below. Do you agree that our interview today will record your audio for research purposes?

A. Yes B. No

If yes: Thank you! Please let me know if you have any point you want us to turn off the recorder or keep something you said off the record.

If not: Thank you for letting me know. I will only take notes of our conversation.

Before we start the interview session, do you have any questions you want to ask? (Discuss question)

If you have any questions during the interview session, please feel free to ask us anytime you want.

Main Interview Question

1. Do you find the content of ALL these videos interesting?
2. Why do you like or dislike this video?
3. Which advertisement will trigger your purchase intention after watching those videos and why?

4. Which product would you consider purchasing and make further research on after approaching those advertisements?

*In order to obtain detail information, some follow up questions might be ask based on respondent answer

Sub-questions as below:

1. Before I start do you have any questions or requests for the videos?
2. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.
3. You have to state which video attracts you and why.
4. You have to state one product you want to buy.

(APPENDIX B)**INTERVIEW TRANSCRIPT****Section 1 (6 people)**

Date: 4 November, 2020 Wednesday

Time: 5.00 pm

Interviewees: (I1) > (I2) > (I3) > (I4) > (I5) > (I6)

Researchers: R, Males: M, Females: F

The amount of time for conducting this interview: 41 minutes

Question 1

Do you find the content of all these videos interesting?

Interviewees	RESPONSES
I1(F)	<p>R: Before I start do you have any questions or requests for the videos?</p> <p>I1: No.</p> <p>R: Okay. Do you find the content of all these videos interesting?</p> <p>I1: Yes, all videos are interesting, except video 1 and 3.</p>
I2 (F)	<p>R: Do you have any questions or requests for the videos?</p> <p>I2: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I2: Yes, all videos are interesting.</p>
I3 (F)	<p>R: Do you have any questions or requests for the videos?</p>

	<p>I3: Can you replay video 2?</p> <p>R: Okay.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I3: I think video 2 and 4 are yes, but video 1 and 3 are not.</p>
I4 (M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I4: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I4: Yes, all videos are interesting.</p>
I5 (M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I5: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I5: Yes, all videos are interesting.</p>
I6 (M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I6: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I6: Yes, all videos are interesting except video 2.</p>

Question 2

Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewees	RESPONSES
I1 (F)	<p>R: OK, so for the second question is why you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I1: I personally prefer video 2 and video 4. I would be curious about the</p>

	<p>storyline and finish watching it until the end. Video 1 would be boring to me although it is an energetically advanced technology ad, it is very normal as we can see it everywhere. I do not prefer video 3 because it is boring for me although it is an energetically advanced technology advertisement, it is very normal as we can see it everywhere.</p>
I2 (F)	<p>R: Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I2: I like video 1 and video 3 because they are more straightforward. I dislike video 2 and video 4 because they are too long. It is a waste of time to watch them.</p>
I3 (F)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I3: Video 2 and video 4 I like because of the storyline, even though I can't remember the model of the phone I still can recall the brand as it is related to the celebration. Video 1 and video 3 I dislike because the videos are a bit short. I cannot recall the content of the videos like the specialty of the video.</p> <p>R: Understood, so do you mean you like video 2 and video 4 because the storyline of the videos can relate to their brand, is it?</p> <p>I3: Yes.</p>
I4 (M)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I4: Okay, so I like videos 1 and video 3 because the content is meaningful and interesting and carries important information to customers. I dislike video 2 because they are boring to me and lack content, even though the animation is attractive.</p> <p>R: What do you think about video 4?</p> <p>I4: I dislike video 4 also because it is boring to me and lacks content like product features but the storyline is interesting.</p>
I5 (M)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p>

	I5: Erm. Although video 1 is interesting, it only focused on how their camera works. It has fewer features and the video is too messy so I dislike it. Video 2 and Video 4 I like it because the story is attractive. I like video 3 because it shows a lot of information.
I6 (M)	R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo. I6: Okay, I like video 1 and video 3 because they are straightforward and they attract me to know more about the product. I dislike video 2 and video 4 because the commercial video should promote the product and not focus on the story.

Question 3

Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewees	RESPONSES
I1 (F)	R: So, question 3 is which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why. I1: Although I prefer the advertisement with a storyline, the video that really triggered my purchase intention is video 3 because of the clear information about their phone.
I2 (F)	R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why. I2: Video 1, because it is more attractive to me.
I3 (F)	R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why. I3: Video 4, because it shows the reality of society like people have to sacrifice their time to work and separate from their family. The brand is trying to deliver something positive not like the normal video. R: So, you mean the heartwarming message in the video 4 can trigger you and it is not just like doing it for commercial purposes, is it?

	I3: Yes.
I4 (M)	R: I4, which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why. I4: Erm. I choose video 3 because the content is attractive. It catches my attention and I can understand the content.
I5 (M)	R: I5, which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why. I5: Video 3, because in only 30 seconds it shows a lot of features of the phone and information it is unique.
I6 (M)	R: I6, which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why. I6: I prefer video 3 VIVONEX because it is interesting, the effect is colorful and attractive compared to video 1.

Question 4

Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewees	RESPONSES
I1 (F)	R: So, for question 4, which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy. I1: I think this will be the third video because it shows clear information to me even though the video is quite short but I will search for more detail of the product.
I2 (F)	R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy. I2: OPPO, because content and the animation in video 1 is more creative and the information is clear.
I3 (F)	R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to

	<p>buy.</p> <p>I3: Vivo in video 3. Although I dislike video 3, the features of the product two-screen make me want to know more but video 4 did not show many product features.</p> <p>R: So, you are being attracted by the features of the smartphone, not because of the video, is it?</p> <p>I3: Yes.</p>
I4 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I4: I would buy OPPO in video 1. This is because I am using OPPO's smartphone I would feel insecure to switch to another brand although video 3 triggered my purchase intention.</p>
I5 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I5: It will choose the Vivo although I am not a Vivo fan. The new features of the Vivo phone in video 3 really attracted me and it successfully attracted me to do further research like comparing it with those luxury phones.</p> <p>R: So, you will consider purchasing a Vivo phone in video 3?</p> <p>I5: Yes.</p>
I6 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I6: Vivo NEX in video 3 because the video content, as compared to others it is the most attractive.</p>

Section 2 (4 people)

Date: 5 November 2020 Thursday

Time: 1.00 pm

Interviewees: (I7) > (I8) > (I9) > (I10)

Researchers: R, Males: M, Females: F

The amount of time for conducting this interview: 25 minutes

Question 1

Do you find the content of all these videos interesting?

Interviewees	RESPONSES
I7(F)	R: Before I start do you have any questions or requests for the videos? I7: No. R: Okay. Do you find the content of all these videos interesting? I7: Yes, all videos can be considered as interesting.
I8 (F)	R: Do you have any questions or requests for the videos? I8: No. R: Do you find the content of all these videos interesting? I8: Videos 2 and 4 are interesting but videos 1 and 3 are not.
I9 (M)	R: Do you have any questions or requests for the videos? I9: No. R: Do you find the content of all these videos interesting?

	I9: Yes, all videos are interesting.
I10 (M)	R: Do you have any questions or requests for the videos? I10: No. R: Do you find the content of all these videos interesting? I10: Yes, but not videos 1 and 3.

Question 2

Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewees	RESPONSES
I7 (F)	R: The second question is why you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo. I7: I will prefer video 1 and video 3 because I think they are very straight to the point. It presents the main selling points of smartphones to me. So it triggered me to purchase. I dislike video 2 and video 4 because I think they took me longer to view this advertisement but the sound effects and illustration is interesting.
I8 (F)	R: Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo. I8: Although video 1 is not interesting to me I like it because it is futuristic and more forward to their function. I dislike video 2 and video 4 because they are too long, although they are meaningful they are too long for a phone advertisement. R: What do you think about video 3? I8: I like video 3 because it is also futuristic and more forward to the function.
I9 (M)	R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo. I9: It's my turn now. I think I like video 2 and video 4. Of course, they are quite interesting and realistic, especially video 2. I can be easily convinced because they show some festival time, and the moments can create some

	<p>positive mood for me to buy the product. I dislike video 1 and video 3 because they are all about the features, nothing special inside the video. They are just interesting to watch. But when it comes to advertisement, I think videos 4 are quite attractive.</p> <p>R: So, you dislike video 1 and video 3 because they are normal?</p> <p>I9: Yes.</p>
<p>I10 (M)</p>	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I10: I personally like video 2 and video 4 because they are different from normal phone advertisements. It has plots, so I am more interested in these advertisements.</p> <p>R: How about video 1 and video 3?</p> <p>I10: I personally dislike video 1 and video 3 because they are messy and just like normal phone advertisements. So they are not that interesting compared to the 2 and 4 one.</p>

Question 3

Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewees	RESPONSES
<p>I7 (F)</p>	<p>R: So, question 3 is which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I7: I think it will still be video 3, it is very straight to the point, it shows many of their selling points so it can be different from it compared to other brands. So, maybe one of the selling points can touch my requirements then. It will arouse my interest in this.</p>
<p>I8 (F)</p>	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I8: It's my turn now. I think it is video 3 because I like the mirror camera function, so I like video 3 more.</p>

I9 (F)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I9: Video 2 is interesting. At the same time, it actually impulses me to buy them.</p>
I10 (M)	<p>R: I10, which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I10: Video 2 and 4 are very fun to watch, they are very good. They didn't show the features of phones, in terms of buying phones I will still consider video 3.</p> <p>R: Is it because of the function of the phone?</p> <p>I10: Yes.</p>

Question 4

Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewees	RESPONSES
I7 (F)	<p>R: So, for question 4, which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I7: I think it will be the OPPO in video 1 because I am OPPO's fans, even though its video did not trigger my purchase intention compared to video 3.</p>
I8 (F)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I8: I think it is video 3 too because the video is interesting and it can attract me to buy.</p>
I9 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I9: So, I think it is the second video, the OPPO's phone. The advertisement triggered</p>

	<p>me to buy it.</p> <p>R: Is it because the advertisement is triggering you?</p> <p>I9: Yes. The advertisement triggered me to buy it.</p>
I10 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I10: Maybe video 3 because I think the features of the phone seem to be very cool for me, And then I would do more research and want to know more about the product.</p> <p>R: You mean Vivo's phone, right?</p> <p>I10: Yes.</p>

Section 3 (4 people)

Date: 7 November 2020 Saturday

Time: 9.00 pm

Interviewees: (I11) > (I12) > (I13) > (I14)

Researchers: R, Males: M, Females: F

The amount of time for conducting this interview: 22 minutes

Question 1

Do you find the content of all these videos interesting?

Interviewees	RESPONSES
I11(F)	R: Do you have any questions or requests for the videos? I11: No. R: So, let us start with question 1, do you find the content of all these videos interesting? I11: All the videos did not really capture my attention.
I12 (F)	R: Do you have any questions or requests for the videos? I12: No. R: Do you find the content of all these videos interesting? I12: Yes, all videos are interesting.
I13 (M)	R: Do you have any questions or requests for the videos? I13: No.

	<p>R: Do you find the content of all these videos interesting?</p> <p>I13: Yes, but not videos 1 and 3.</p>
I14 (M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I14: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I14: Yes, all videos are interesting.</p>

Question 2

Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewees	RESPONSES
I11 (F)	<p>R: The second question is why you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I11: I don't really like the first video because maybe it's common to me. The second video is just average to me because the storyline is too long.</p> <p>R: Then, what is your opinion about the third video and the fourth video?</p> <p>I11: I did not have much interest in this third video because the video is all targeting the features of the smartphone. I found the storyline of video 4 is quite good but the video is too long, so it is just average to me as I did not watch until the end.</p>
I12 (F)	<p>R: Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I12: I think I like the first, second and fourth videos and because the content of the videos is quite attractive and they have shown the important information about the products and I can get to know more clearly about the videos.</p> <p>R: How do you think about video 3?</p> <p>I12: Although the animation is interesting to watch, it is still not enough for a promotional video. I dislike video 3 because it is too short and I did not get any information after watching.</p>

I13 (M)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I13: I don't like the first video. I think the first one is too messy for me although they are trying to be creative in presenting the product. I also don't like video 3. I think the third video is too simple for me. I like the second and last videos. It is promoting the product through a small movie. I like this kind of content very much.</p>
I14 (M)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I14: I like the first and third videos because I like clean and simple advertisements. I can understand all the features of the phones by watching these two advertisements. I dislike the second and fourth videos because the video is a bit too dramatic but the animation is interesting.</p>

Question 3

Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewees	RESPONSES
I11 (F)	<p>R: Then, question 3 is which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I11: I think I will choose video 3 because that video is not that long. Although I did not have much feeling on video 3 because it is not so interesting. This video only targeted the features of the smartphone. So it really triggered my purchase intention.</p>
I12 (F)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I12: I think I will choose the fourth video because the video shows many things like family love and caring. So it will trigger me to purchase the product.</p> <p>R: So you are attracted by the heartwarming story, is it?</p> <p>I12: Yes.</p>

I13 (M)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I13: The video that triggered my purchase intention is the second video because the video shows that people are kind, they always help each other. It is very touching, especially the slogan at the end of the movie.</p>
I14 (M)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I14: I will stick to the third video because I like their advertisements.</p> <p>R: You mean you are being attracted by the advertisements?</p> <p>I14: I like the animation shown in the third video, the animations are cool.</p>

Question 4

Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewees	RESPONSES
I11 (F)	<p>R: For question 4, which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I11: I think I will choose Vivo's smartphone in the third video. At first, I can say I was being attracted by the product although it is not an interesting video just like Iphone's advertisement. The product will stand out although the video content is just common and boring.</p>
I12 (F)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I12: I think I will purchase the last product which is from the fourth video Vivo, because I wish to know more about the features of the phone, like some of the functions because throughout the video I think it does not show much information about the phone.</p> <p>R: So is it more focused on the storyline?</p> <p>I12: Yes.</p>

I13 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I13: I think I will choose the OPPO because the second video is very attractive. As I said the video is very touching, so I would consider purchasing and making further research about it.</p>
I14 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I14: The smartphone in the third video because the animation is very cool and I like it.</p> <p>R: So you mean you will be attracted by the third video?</p> <p>I14: Yes, attracted by the third video.</p>

Section 4 (4 people)

Date: 7 November 2020 Saturday

Time: 10.00 pm

Interviewees: (I15) > (I16) > (I17) > (I18)

Researchers: R, Males: M, Females: F

The amount of time for conducting this interview: 35 minutes

Question 1

Do you find the content of all these videos interesting?

Interviewees	RESPONSES
I15(M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I15: No.</p> <p>R: So, do you find the content of all these videos interesting?</p> <p>I15: All the videos did not really capture my attention.</p>
I16 (M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I16: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I16: Yes, all videos are interesting.</p>
I17 (F)	<p>R: Do you have any questions or requests for the videos?</p> <p>I17: No.</p> <p>R: Do you find the content of all these videos interesting?</p>

	I17: All the videos did not really capture my attention.
I18 (F)	R: Do you have any questions or requests for the videos? I18: No. R: Do you find the content of all these videos interesting? I18: Yes, all videos are interesting.

Question 2

Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewees	RESPONSES
I15 (M)	R: The second question is why you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo. I15: Video 1 did not trigger my feelings. If it can display more features of a phone it will be more interesting. Video 2 is just average to me because it is too lengthy. R: Okay, then what do you think about video 3 and video 4? I15: I feel average to this video 3 because it did not show much information, it just showed modern techniques only. Video 4 also is just average to me.
I16 (M)	R: Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo. I16: I like video 1 because it is more informative compared to other videos. I also like video 2 because it is interesting and more like a story base. Although it is not straightforward, I like the story and the moral value of this video. I like video 4 because I found out it is more like a story base. Although it is not straightforward, I like the storyline and the moral value of this video. R: What is your opinion about video 3? I16: For video 3, the colorful illustration is interesting to watch but I dislike video 3 because it is less information for me.

I17 (F)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I17: I would say I like video 4 because of the storyline, although it is not very interesting to watch. Video 1 and 2 is just average to me, not very interesting. I cannot define my feelings about video 3 because it is just average and not very interesting for me to see.</p>
I18 (F)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I18: Personally, I like videos 1, 2, and 4 because they are more engaging for the audience. I dislike video 3 because it is too fast to get information, even though the animation is interesting to watch.</p>

Question 3

Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewees	RESPONSES
I15 (M)	<p>R: Question 3 is which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I15: Those four videos cannot trigger my purchase intention.</p>
I16 (M)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I16: I think video 1 because it is more straightforward and shows us more about the phone feature, more interesting, more visual and these are the reasons.</p>
I17 (F)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I17: If I really have to choose, I will be more interested in the fourth one, the Vivo advertisement. From the start to the end, the storyline remains in my</p>

	<p>mind, the video already in my mind so I can remember the brand.</p> <p>R: You mean the last video will really trigger your purchase intention, is it?</p> <p>I17: Yes.</p>
I18 (F)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I18: If considering purchase intention maybe video number 3 because video 3 is talking about all the features and 1, 2, and 4 maybe not so much. If I want to buy a phone, I will. I think video number 3 will be better.</p>

Question 4

Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewees	RESPONSES
I15 (M)	<p>R: For question 4, which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I15: If I want to purchase a smartphone, I do not see advertisements, I see their performance and their prices. However, all those smartphones in the videos do not attract me to purchase.</p>
I16 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I16: OPPO in video 1, because they are showing their feature, their strength of the phone and let us know more about their phone than Vivo. Vivo in video 3 just likes showing a little bit of information only. That's why I would like to purchase the OPPO. Let's say someone likes watching YouTube, and suddenly ads pop up. The first video pops up and they know it is a phone product, more straightforward and short and informative, but for video 2 and 4, they might just give it because it's too long and I believe that not have many people will continue to watch the video like this if they don't know what the main points telling. They will straightforward skip the ads and watch their video.</p>
I17 (F)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to</p>

	<p>buy.</p> <p>I17: I would consider buying a Vivo in video 4 since it triggers my purchase intention.</p>
I18 (F)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I18: I still will choose OPPO in video 1 although Vivo in video 3 triggered my purchase intention. This is because OPPO has a positive reputation.</p> <p>R: So when you buy a product you will focus more on the brand, is it?</p> <p>I18: Yes.</p>

Section 5 (4 people)

Date: 8 November 2020 Sunday

Time: 9.00 pm

Interviewees: (I19) > (I20) > (I21) > (I22)

Researchers: R, Males: M, Females: F

The amount of time for conducting this interview: 19 minutes

Question 1

Do you find the content of all these videos interesting?

Interviewees	RESPONSES
I19(F)	R: Do you have any questions or requests for the videos? I19: No. R: So, do you find the content of all these videos interesting? I19: Yes, all videos are interesting.
I20 (F)	R: Do you have any questions or requests for the videos? I20: No. R: Do you find the content of all these videos interesting? I20: Yes, all videos are interesting.
I21 (M)	R: Do you have any questions or requests for the videos? I21: No. R: Do you find the content of all these videos interesting? I21: Yes, all videos are interesting.

I22 (M)	<p>R: Do you have any questions or requests for the videos?</p> <p>I22: No.</p> <p>R: Do you find the content of all these videos interesting?</p> <p>I22: Yes, all videos are interesting.</p>
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Question 2

Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.

Interviewees	RESPONSES
I19 (F)	<p>R: The second question is why you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I19: I dislike video 1 because when compared to other videos they are just normal videos that show the function of the phone only. I like videos 2 and video 4 because the content is special and the story is good.</p> <p>R: So how do you think about video 3?</p> <p>I19: Although the colorful video effects are interesting, I dislike video 3 because it is just a normal video that shows the function of the phone only.</p>
I20 (F)	<p>R: Why do you like or dislike this video? For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I20: I like videos 1 and video 3 because they focus on the functions. I dislike video 2 because it does not focus on the functions even though the story is good.</p> <p>R: Then how's about video 4?</p> <p>I20: The message of the storyline is interesting but I dislike it because I am more focused on the functions.</p>
I21 (M)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I21: Based on personal preferences, I would say I dislike video 1 because the story is too common and just shows the functions of the phone but I cannot deny that it is an interesting video. I will prefer video 2 and video 4 because</p>

	<p>the story is touching and very interesting.</p> <p>R: Then what is your opinion about video 3?</p> <p>I21: I dislike video 3 because the story is too simple and just shows the functions of the phone but the animation is quite interesting.</p>
I22 (M)	<p>R: Why do you like or dislike this video? You have to state video 1, 2, 3 or 4 videos you like or dislike. For your information the video 1 and 2 is OPPO, video 3 and 4 is Vivo.</p> <p>I22: I like videos 1 and video 3 because they showed the function of the phones. I dislike video 2 because it is too long and hard to understand what the product is. I also think video 2 is boring even though the video effects are interesting.</p> <p>R: So what do you think about video 4?</p> <p>I22: I also dislike video 4 because it is too long and hard to identify the selling points of the product but the story content is interesting.</p>

Question 3

Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.

Interviewees	RESPONSES
I19 (F)	<p>R: Question 3 is which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I19: I think I will buy the video 2 because the advertisement makes me want to know more about the phone. .</p>
I20 (F)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I20: Video 3 because that is simple and shows more of the functions of the phone.</p> <p>R: Okay, so you like the advertisement that is simpler and shows the features, is it?</p> <p>I20: Yes.</p>

I21 (M)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I21: I think it is video 2 and their video makes me want to know more about this phone.</p>
I22 (M)	<p>R: Which advertisement will trigger your purchase intention after watching those videos and why? You have to state which video attracts you and why.</p> <p>I22: I think it is video 3 because it is interesting and the content is good and direct. The smartphone looks nice and has many functions.</p>

Question 4

Which product would you consider purchasing and make further research on after approaching those advertisements? You have to state one product you want to buy.

Interviewees	RESPONSES
I19 (F)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I19: I think it is video 2 also. Because the content of the advertisement is quite good for me and I like the story.</p> <p>R: Okay, can I conclude that you like video 2 because the content is attracting you?</p> <p>I19: Yes.</p>
I20 (F)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I20: I would like to buy the Vivo phone, video 3. The video is showing me many functions of the phone.</p>
I21 (M)	<p>R: Which product would you consider purchasing and make further on after approaching those advertisements? You have to state one product you want to buy.</p> <p>I21: I think it is OPPO in video 2 because the storyline is interesting.</p>
I22 (M)	<p>R: Which product would you consider purchasing and make further on after</p>

	<p>approaching those advertisements? You have to state one product you want to buy.</p> <p>I22: I think it is video 3 because it is interesting and the content is good and direct.</p> <p>R: Okay, so because you like the function in the video, right?</p> <p>I22: Yes.</p>
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(APPENDIX C)

TURNITIN REPORT

Rational versus emotional appeals for smartphone advertisement
in triggering UTAR undergraduates purchase intention

ORIGINALITY REPORT

0 %	0 %	0 %	0 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Tripti Tripathi, Divakar Yadav. "Chapter 102 Performance Evaluation of Methods for Mining Frequent Itemsets on Temporal Data", Springer Science and Business Media LLC, 2020 Publication	<1%
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2	www.kvadromet.ru Internet Source	<1%
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