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How Functional and Emotional Ads Drive Smartphone Adoption: A Study of University Students of Pakistan

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How Functional and Emotional Ads Drive Smartphone Adoption: A Study of University

Students of Pakistan

A research report submitted

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ABSTRACT

The purpose of this study is to examine the advertising strategies and know that how the functional and emotional ads drive smartphone adoption how they capture the attention of audience and fulfill their demands by ads. Advertising play important role in decision making. Firms use emotional ads to hit positive emotions about products it help us to know that how functional and emotional ads help in awaking the person's adoption feeling.

The study investigates the influence of emotional and functional ads on indiviuals purchasing behavior that how many people change their purchasing towards smartphones.

We use quantitative approach in this study. This research is survey based and we done collection of data through questionnaire. All the data accumulated through questionnaires are transferred into numerical form through SPSS (statistical package for the social science) and PLS (partial least square) it accepts the numerical variable. we collected the data of 509 respondents.

The purpose of this study is to identify that what are the variables which effects so they have to be a simple and make a good and functional ad which attract the audience. Another one is also showing significant relationship between emotional advertising and expected enjoyment they have to make a benefits and facilities which their product give they have to see their competitors that what they are doing and comeup with something new to encourage the customers they have to connect people by showing emotional images. Moreover, another significant relationship is There is significant relationship between attitude towards using and adoption intention now my suggestion that to increase adoption intention they have to fulfill all the needs of their customers

It is also recommended that research should also be done by using different variables It is also recommended that research should also be done in offices and take the employees perception.

Keyword: *Functional advertising, expected enjoyment, symbolic value, attitude towards using. Emotional advertising.*

CHAPTER # 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY:

The usage of mobile phones is increased nowadays; it has positive as well as negative impacts. Also, usage rate among students have been increased a lot (Raza et al., 2018). Advertising play a key role in decision making. Advertising conveys data to enable clients to improve a choice and presumed that publicizing has altogether expanded data dissemination of new items. (Wollenberg and Thuong, 2014). Functional and emotional ads have a great impact on the adoption of smartphones. Functional ads, Firms use emotional ads to hit positive emotions about products through peripherals ways (zhang, Liang and wang, 2016). Firms use functional and emotional ads to awake the person's adoption feeling (Zang, Liang and wang, 2016). Functional and emotional ads have a great influence on other variables like expected usefulness, expected ease of use. Perceived usefulness and perceived ease of use influence consumer attitude towards advertising (Carolyn A. Lin, Tonghoon Kim, 2016). Expected usefulness and ease of use also impact expected enjoyment, Enjoyment is one of the motivators for the adoption of smartphones plus functional values utilitarian motives for the adoption of smartphones technology. (*Leelakulthanit and Hongcharu, 2012*)*.* In the adoption of smart symbolic values plays a vital role symbolic values are material values of an object, as Symbolic values of cell phone satisfy consumer self-image and self-enhancement (Lee & Tseng, 2014). In using any technology, the attitude towards using is mostly dependent on symbolic and functional value. The measurement items are developed to measure the customer's intention to purchase a product through customized advertising on Facebook (Raza et al., 2017; AL-Gahtani, 2011; Lin & Kim, 2016). The adoption intention of any product depends on attitude towards using, Consumer purchasing behavior will include the

different medium of advertisement which is an online advertisement, electronic advertisement, and offline advertisement (Adhikari, 2016).

Customers are assumed as the intangible asset of the firm (Raza et al., 2020; Zang, Liang and wang, 2016). Entertainment refers to consumer's feedback to the delight and enjoyment found in advertisements, enjoyment and idealism are the positive and negative feedback. And consumers will feel a feeling of fulfillment or disillusionment. (Ducoffe, 1996; lee, lee, and yang, 2016). Entertainment plays a vital role in phone advertising so the message must be concise and funny which grab the attention of viewers (Lauterbach, 2002) because the adoption of smartphones increasing in the life of youngsters (Soroa-Koury and Yang, 2010; Van der Waldt et al., 2009; Penno et al., 2013). Consumers show a positive attitude towards use the product or service when the adoption intention increases (Ali et al., 2019; Ko et al., 2005; Martin et al., 2018). There are two types of features people mostly see during adoption first is rational and the other is emotional (games, music, etc) the younger customers mostly gave importance to the emotional features during adoption (Wilska, 2003; Uddin et al., 2014).

1.2 PROBLEM STATEMENT:

We are researching that how the smartphones adaption done by consumers after watching emotional ads as well as functional ads. This study tells us the purchase intention behavior of consumers we diagnosed that the purchase adoption intention in the past studies talks about consumer purchase intention is the repurchasing intention is the repeated process of buying there is also little research about purchase intention on smartphone advertising, therefore, this study aims to analyze the factor that influences consumer 's purchase intention, (Kim & Han, 2014). Chang

and Hur (2015), Chen et al. (2018) as well as another DV is in expected enjoyment in the environment the consumers positively influence their attitude towards using the smartphone for they can also be tested in some sectors just to see the attitude towards using smartphones, (Chen, 2014). Smartphone advertising plays a great role in functional as well as emotional advertising. (Martin et al., 2018) attitude towards advertising is influenced by advertising beliefs and values (Fatima and abbas, 2016). The higher the advertising value created by the important information about smartphone the more the consumers prefer smartphones (Abu Baka, 2014).

The reason for carrying this research is to figure out the problems and their solution and try to find the gap in previous researches. if talks about Pakistan industry about smartphone purchase intention after watching ads 68% users in Pakistan are android users after watching ads 77% of the people ages of 21 to 30. After conducting this research we find the gap that this study was not conducted on students previously all the researches had done on consumers user and employees so they leave the place of students although the ages are 21 to 30 the youth it's a big gap then, secondly this type of study rarely conducted in Pakistan majority studies are conducted in sectors of foreign countries and thirdly and most important in many research papers they do not focused on 2 variable most probably 1 is symbolic view and other is expected entertainment so we take these two variables in past papers the work on this variable is very limited so these are the gaps which we find from previous based studies.

When we conduct our research the gaps which we had discussed previously will be fulfilled after do all the things which we have mentioned in our problem statement.

1.3 RESEARCH OBJECT:

The purpose of this study is to examine the advertising strategies between functional and emotional that influence consumers for the adoption of smartphones.

1.4 RESEARCH QUESTION:

What are the advertising strategies between functional and emotion that influence consumers for the adoption of the smartphone?

1.5 SIGNIFICANCE OF THE STUDY:

The study will be helpful for the sellers of smartphone companies and the marketing team in making ads which help them to know the response of customer as well as it helps them to know what factors needed in advertising which captures the attention of the customer. More and more this research helps those people who further examine these variables. This study is conducted in Karachi so it is according to the perception of this region customers.

1.6 LIMITATION AND DELIMITATIONS:

We have only done our research on 500 respondents. We cannot take more than 500 or less than 500 respondents. We have done our research in Karachi only. We targeted only university students. Further research is needed in other countries also to know the perception of other consumers. There should be more other variables required to check the influence of functional and emotional advertising.

1.7 ORGANIZATION OF THE STUDY:

The study is organized as follows. In Section 2 literature review is provided to identify the issues and gaps in the current literature that have driven this study. Section 3 continues with the research methodology; Section 4 explains the result and its implementation. Finally, in Section 5 conclusion, the theoretical and managerial implications for the study are presented, along with limitations and future research direction.

CHAPTER # 2

LITERATURE REVIEW

2.1 Theoretical Background:

The model was used in this research is partial least squares structural equation modeling with the sample size of 999 users of smartphones. The nature of this research is explanatory. In the advertising stage, the research emphasizes the impact of functional advertising on functional ergonomic values then tested the effect of emotional advertising on symbolic values. In the second stage, the dependent variables become independent variables in this stage of consumer perception tested the effect of functional ergonomic values, expected enjoyment and symbolic on attitude towards using. The third stage is consumer reaction in which the attitude towards using is the independent variable and the dependent variable is adoption intention.

2.2 EMPIRICAL STUDY:

Chen, Liu and Ann (2018) this article stated that product attributes and purchase intentions for smartphone a moderated mediation model in this article there are 2 dependent variable that is (1) purchase intention (2) brand image and there are two independent variables that are (1) perceive value (2) product attributes this research collected 600 responses The structured questionnaire was designed to measure This paper bestowed the primary study to prove the mediation and qualified mediation effects on the adoption of a favorite smartphone. The contribution of this paper has verified that the moderator of perceived worth moderates the link between the satisfaction of product attributes and buy intention through negotiate of name image.

Martinsa, Costab, Oliveirab, Goncalvesa, and Brancoa (2018) examined how smartphone advertising influences consumers' purchase intention. Where purchase intention is the dependent

variable and **advertising value**, flow experience and web design quality are used as independent variables. The data was collected from 303 respondents. The survey technique uses to analyze this relationship. The result shows a positive relation of the independent variable with the dependent variable. Future recommendation of this paper is to implement this study in other countries the second recommendation is to further investigate the effect of emotional value on purchase intention.

Haba, Hassan, and Dastane (2017) it determines that factor leading to consumer perceived value of smartphones and its impact on purchase intention. The dependent variable is the purchase intention. And the independent variable is social value, perceived usefulness, economic value. Convenience sampling is used to collect the data. A 302 sample test was taken. Demographic profile classification, Reliability test was used to analyze the data. The future recommendation is this study can be extended by stratified sampling and study can also be conducted in generation Y and factors can be modifying by the developed framework.

AUSTRIA LANGLING MANOREK (2016) examine the influence of a brand image, advertising, perceived price toward consumer purchase intension (case study: Samsung smartphone). Here consumer purchase intention is the dependent variable and brand image, advertising and perceives price is the independent variable. The total number of respondents is 100 in this research by using a purposive sample technique. There is a significant result between the independent and dependent variables. The future recommendation of this research paper is, they can make better smartphone products in the future and lead the market for smartphones and other electronics products.

LIN and KIM (2016) examine the predicting user response to sponsored advertising on social media via the technology acceptance model. The dependent variable used in this research is **perceived usefulness** then perceive east of, privacy concern and intrusiveness use as an independent variable. The number of respondents who fill the questionnaire was 536. The data collected through the survey technique. The result shows that all the variables are significantly correlated with each other.

Fatima and Abbas, (2016), to determine the impact of advertising and personalization on attitude towards advertising. Advertising values and attitude towards mobile advertisement has been used as a dependent variable and informativeness, entertainment, credibility, irritation and personalization as an independent variable. This study is quantitative. 265 surveys were circulated in twin urban areas concentrating on college understudies also experts out of which 257 were given back. There were 12 surveys in which information is absent. So 245 surveys were utilized for information examination. All autonomous variable shows the positive association with mentality towards ad aside from disturbance. Bothering to show the negative connection with deposition towards notice. The examination recommends that advertisers can create an uplifting frame of mind by sending promoting messages as indicated by the client's advantage and expanding the estimation of notice message in the brain of clients through concentrating on commercial attributes. In future other sort or versatile notice could likewise bring understudy, for example, standard promotion, call ad, cell phone notice and so on. Examination between this diverse kinds of portable notice could likewise be considered breaking down what kind of versatile promotion

has a better frame of mind than others. Testing procedure another advantageous inspecting could be utilized.

Lee, Lee, and Yang (2016), to analyze the influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. Advertisement value, context awareness value, advertising attitude, and brand attitude has been used as a dependent variable and entertainment, information, irritation, personalization, activity, timing, location advertisement value and context awareness value as an independent variable. Every estimation variable had three inquiries, and each question utilized a seven-point Likert scale. Barring 55 surveys that contained absent or bogus reactions, an aggregate of 243 polls was utilized in this investigation. Arbitrary inspecting was utilized as the testing procedure. Each question can appear in polls in table AI. The outcomes are as per the following. Together with stimulation, data, bothering, and personalization in non-portable promotions, timing, and area in versatile ads are the fundamental elements for building up customers to buy a goal. Further, albeit versatile ads setting mindfulness esteem firmly impacts shoppers publicizing frame of mind and brand demeanor, buy goal gets the more noteworthy effect from brand disposition than from promoting mentality because the items/administrations need feel and contact. In this manner, it neglected to think about the adjustment in brand demeanor by such factors. The investigation additionally neglected to think about how conceivable it is that impacts may contrast by item type, trading off its interior legitimacy. Tending to these restrictions in future research will permit a progressively exact appraisal of the effect of versatile publicizing.

Nisha, Sharma, Adhikari (2016). To examine the effectiveness of advertising and sales promotion on buying decisions of smartphones. Online advertisement, electronic advertisement, and offline

advertisement have been used as a dependent variable and source, advertisement, and the researcher also takes demographic as an independent variable. This study is quantitative and qualitative. The quantity is distributed for the example of advanced cell shoppers in the view of sexual orientation. Every sex is given least 75 examples to meet the factual legitimacy. Hence, the study has taken the example size of 150 individuals speaking to the complete populace living in Kathmandu valley. They likewise change as per the sex, age occupation and month pay level. More or less, the examination shows that promotion is the need and must be contemplated as it assumes a significant job in the achievement of any brand. The paper likewise suggests that the cell phone makes, and wholesalers need to take a shot at building a one of a kind brand position in the psyches of the clients with the assistance of various promotion devices. Also, there are not many hypotheses from 2010-2013 that close, highlights of cell phones instead of promotion assumes a significant job in the offers of cell phones, which repudiates from my discoveries.

Yeha, Wanga, and Yieh (2016). The dependent variables use in this article are brand loyalty and independent variables are functional value, social value, emotional value, brand identification. The sample size of this research is 157 respondents. The data collected through the survey technique. The variables show the positive relationship between variables. Future studies may show the effect of platform preferences on the proposed relationship.

AGREBI and JALLAIS (2015) explain the intention to use smartphones for mobile shopping. There are four dependent variables (1) perceived usefulness (2) perceived enjoyment (3) satisfaction with the purchase (4) intention to use and there are (1) perceived ease of use (2) perceived usefulness (3) perceived enjoyment (4)satisfaction with the purchase. The sample size

of this research is 400. They collect data through questionnaires. The result shows the significant relationship between variables. The future recommendation is to further research on experience and inexperience purchasers.

Zhang, Liang, and wang (2014) determine that customer value anticipation, product innovativeness, and customer lifetime value: The moderating role of advertising strategy. This article has different independent variables and dependent variables. Product Innovativeness, customer lifetime value these are dependent variables. Customer value anticipation, product innovativeness, functional advertising, national advertising these are all independent variables. Purposive sampling technique is used and the total sample size is 178 through a questionnaire. The result shows a significant relationship between variables.

Lee, Hsieh, and Tseng (2014) it determines that transforming smartphones owners into partial employees: the effect of value creation and innovativeness on consumer coproduction behavior. The dependent variable is consumer production behavior and the independent variable is behavior emotional value symbolic value and consumer innovativeness. The data collection is done through the questionnaire. The number of respondents is 195. The result shows a significant relationship between variables. The future recommendation shows do this research on a large scale. A further recommendation is to behavioral outcomes such as commitment or outgoing using intention.

Karjaluoto, Töllinen, Pirttiniemi, and Jayawardhena (2014). This base paper investigated the Intention to use the mobile customer relationship management system. IN this base paper there is some independent variable and some are dependent variable PU POEU ATTITUDE AND INTENTION ARE THE DVS Reachability Perceived risk PIIT these are IVS .methodology

approach. An extended Technology Acceptance Model (TAM) of mobile CRM system adoption is developed and tested with data from 105 international sales managers representing five B2B companies. The relatively small sample size limits the generalization of the results. The respondents were experienced users of mobile technology as 85 % of the respondents used smartphones in their free time, and slightly over half (53 %) used tablets daily. We collected data through an online survey targeted at sales managers of five B2B firms in Finland: four were industrial firms representing the pulp and paper industry, power solutions and renewable energy, and one was an education services firm.

Wollenberg and thoung (2014). Examined the consumer behavior in the smartphone market in Vietnam. Advertising, perceived quality. Word of mouth, advertising, perceived quality, and the price has been used as an independent variable and brand perception and customer purchasing decision as a dependent variable. The total sample of 170 is collected from the respondent. Along these lines, the quality factor has been the most elevated mean at 4.59 point which over a significant range. Correspondingly, the cost is likewise estimated at 4.06 points. The following are brand and verbal with a 3.93 and 3.75 point. Individually, while publicizing was appraised at the littlest purpose of 3.18. Future studies may show the effect of platform preferences on the proposed relationship.

Abubakar and Bidin (2014) examined the technology acceptance and purchase intention towards movie mobile advertising among youth in Malaysia in this article pensive usefulness perceived ease of use attitude towards using behavioral intention to use actual system, use as dependent variables and external variables perceived ease of use perceived usefulness behavioral intention

towards use attitude towards using use as independent variable the sample size of this article is 400 twitter users they use snowball technique for data collection. The result shows the positive relation between variable future studies should consider using other statistics another theory such as an extended technology acceptance model

Sjnsoedin and Saerang (2014) analyzed customer perception of product attributes of the smartphone (oppo, xiaomi, zenfone) in Manado. Corresponding analysis and attribute perception are used as a dependent variable and function, ease of use, reliability, durability, design, eco-friendliness, and satisfaction are used as an independent variable. This is study conduct 100 questionnaires of respondent through which 50 respondent it includes some selected members, random sampling process was used to select the study sample to ensure adequate representation of customers the samples that were survey respondents are made up of 50 of each smartphone (oppo, xiaomi, and zenfone) that sums up the total of 100 questionnaire respondents. The research is quantitative. This study's future recommendation is: It will be more helpful if each of their goods could be developed by the suppliers so that they can meet the needs of the consumer. To gain customer expectations, marketers need to improve each of their products to improve smartphone performance about product attributes such as functionally ease of use reliability durability design eco-friendliness and satisfaction. Since making good product attributes is important to gain consumer perception of smartphones. For the next analyst, it is important to use perceptual mapping. The result of this research may be used for more advanced research on smartphones to make development in the business. Using perceptual mapping is essential for the next analyst. For

more advanced research on smartphones, the findings of this research can be used for business growth.

ISLAM, KANG and YANG (2013) determine a research to identify a relationship between consumer attitude and mobile adverting. In this research attitude toward mobile advertising use as dependent variable and **entertainment/ enjoyment**, informativeness, credibility, irritation and interactivity use as independent variables. The total number of respondents were 364. The data collected through questionnaire manually and online. The result shows positive relation between dependent and independent variable except the irritation (shows negative relation). Future recommendation of this research is culture have a great moderating impact between the relationship of mobile advertising and consumer attitude so further researcher also need to research on culture.

PARRENO, BLAS, MAFE and MANZANO (2013) examine the research on the key factors of teenager's mobile advertising acceptance. There are three dependent variables in this research (1) Acceptance of mobile advertising (2) Attitude towards mobile advertising (3) Irritation. The independent variables are (1) Entertainment/ enjoyment (2) Perceived value (3) Irritation (4) Attitude towards mobile advertising. The sample size of this research is 355 and the data collections done through questionnaire. The result show the significant relation between variables. Future recommendation is as we know the usage of mobile phone is not homogenous in all teenagers because of their age, background, social class and gender so more researcher should examine this matter along with the moderating role of gender because gender-related aspects can affect attitudes toward advertising.

Jung, Sung and Na Lee (2013) it determines this study explores motivation that explores motivations that influence smartphone users' intentions to accept mobile advertising. In this article, the independent and dependent variables are Attitudes Toward Mobile Advertising The survey instrument contained measurement items covering independent and dependent variables such as PEU, attitude toward mobile advertising, and intention to receive mobile. To accomplish this research objective, the relationships among various factors identified from past literature were tested via an online survey. The empirical findings from the current study suggest that a consumer's attitude toward mobile advertising from his or her previous experience is the most powerful predictor of intention to accept mobile advertising on smartphones. The main consumers of smartphones in past years were typically males between the ages of 25-34 with high-income levels who used their smartphones for business. A sample of 194 respondents was obtained. Of the sample, 59.4% were female and 40.6% were male the limitation of this study was in employing only smartphone users as a sampling population. Accordingly, future studies need to use more diverse samples from all segments of the population to explore similarities and differences between groups, thereby increasing the external validity of the study.

Leelakulthanit and Hongcharu (2012) examine the factors influencing smartphone repurchase. Smartphone repurchase has been considered as a dependent variable and functional value, emotional value, self-expressive value, economic value, aesthetic value, educational value and brand reputation are considered as an independent variable. The first test of this study questionnaire was conducted with thirty MBA students. Then, the pre-test was followed by interviewing thirty samples of eligible respondents that were smartphone users of at least 18 years

of age and that had at least 4 months' experience in using smartphones through the 3G network. The questionnaire was revised based on the feedback from both groups of its suitability and clarity. The main study was done using face to face interviews with four hundred and twenty eligible respondents in the major department stores in Bangkok. The response rate was 80%. Many respondents (43%) had more than one mobile. Brand value, namely, functional value, emotional value, and self-expressive value, doesn't drive smartphone repurchase, whereas brand reputation can influence smartphone repurchase. In general, customers' values, which include economic value or fair price, aesthetic value or beauty of design and brand reputation are the key motivators of a smartphone repurchase. Educational value or learning new technology tends to adversely affect the repurchase of smartphones or is only a motivator during the first time purchase but not the second time.

Unal, Ercis, and Keser (2011) it determines that attitude towards mobile advertising. Dependent variables are the attitude towards mobile advertising, intention, acceptance-rejection behavior, and independent variable are entertainment information's credibility, permission personalization.54% respondents are females57% are university graduates 49% are housewives and 47% are students. Future recommendations are to pay attention to more too useful and non-annoying content of mobile advertisements towards youth.

Xu, Liao, and Li (2007) examine a designed research approach for personalized mobile advertising. Income, interest and has been used as the dependent variables and age, gender, price, discount, activity and device type are used as independent variables. A field survey was conducted in 2005, consisting of a questionnaire design to collect data regarding personalization components

and the effect of personalization on mobile advertisement. Convenience samples were collected. Collected convenience samples were suitable for the requirements of exploratory research design. The conclusion of this paper has proposed a design research method that combines an empirical approach and modeling techniques for the design of personalized mobile advertising. Further, we identified the factors that influence users' purchasing decisions and extend marketing theories in the m-commerce context to predict users' purchasing behavior in the e-commerce environment. Future research will have two directions. One is to consider more factors that affect usability, find ways to measure them and integrate them into our systems. The other is to obtain more data points to be able to compare current network systems with other techniques including neural networks. Tsang, Ho, and Liang (2004) analyzed consumer attitudes toward mobile advertising. Attitude, intention, and behavior have been used as dependent variables and permission, entertainment, informativeness, irritation, credibility, and incentives are used as independent variables. A field survey was conducted in 2002 to test the hypotheses. The survey utilized a questionnaire designed to collect the data regarding consumer attitudes, intention and behavior. The questionnaire was pretested on 30 individuals on April 20-30, 2002, and was revised based on their feedback. It was then distributed in person at three train stations in Taiwan between May 8 and May 19, 2002. A total of 430 questionnaires was distributed, and 380 of them were returned. The respondents included 181 males and 199 females. Eighty-five percent of them were under 30 years of age, 76 percent had at least a college degree, and 60 percent were students, which indicates that the respondents were primarily young and well educated. Although the study is based on data from the real world, it has some limitations. First, the data was collected at train stations in a convenience

sampling, which may have resulted in biased sampling. Young people were a substantial proportion of the respondents, perhaps because high-income and older people do not practice as often as young people. Second, the tool for assessing phone attitudes advertising has been adapted from previous internet advertising research. Despite pre-testing and proper assessment to ensure accuracy, the translation from English to Chinese may have had semantic and linguistic biases. Ultimately, it is clear that the future theme will be digital ads. The results may have implications for investigators as well as practitioners. Studies may consider the TRA model to be a very good consumer behavior predictor. It would be interesting to know what factors contribute to mobile advertising's negative attitudes and how attitudes can be modified. Practitioners can use the results to model mobile advertising marketing campaigns that create positive attitudes and prevent potential negative effects.

2.3 CONCEPTUAL MODEL:
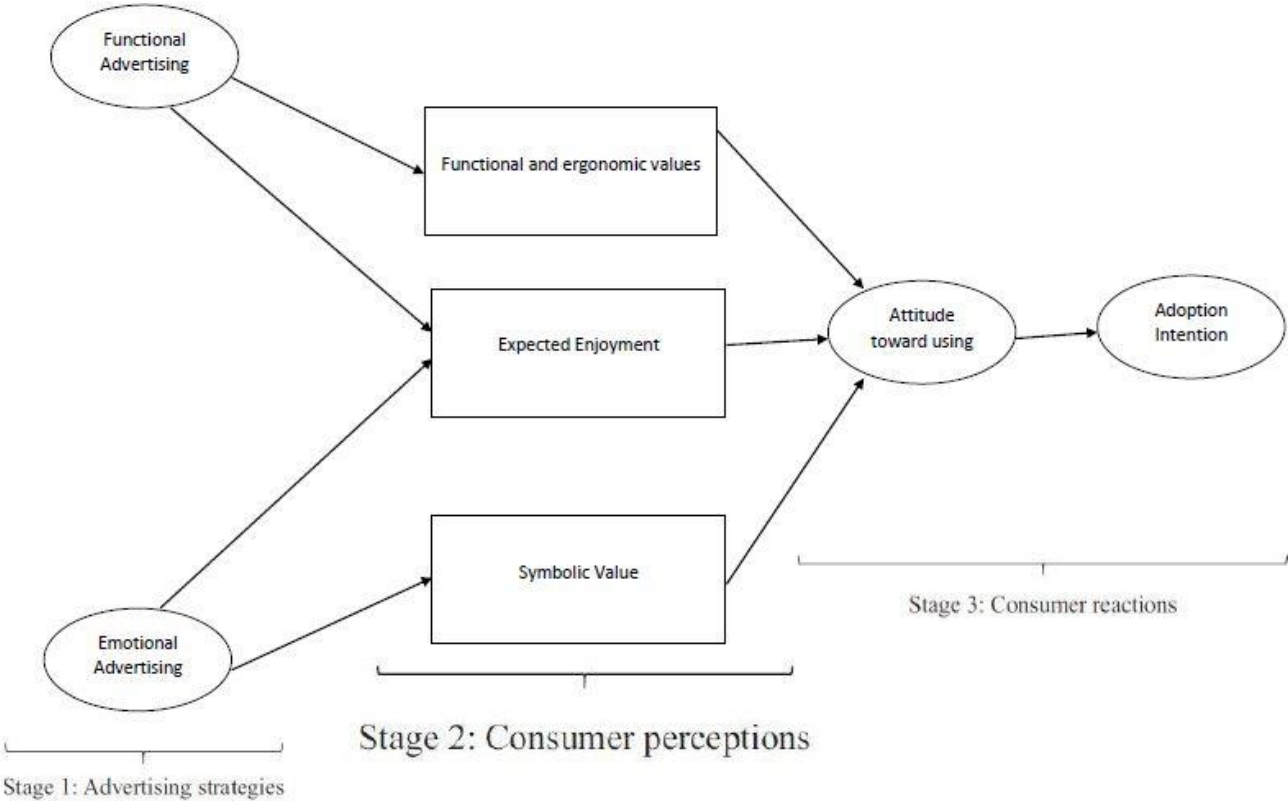
2.4 MODEL HYPOTHESIS:

H1. There is significant relationship between Functional advertising and functional and ergonomic values

H2. There is significant relationship between functional advertising and expected enjoyment.

H3. There is significant relationship between emotional advertising and expected enjoyment.

H4. There is significant relationship between emotional advertising and symbolic value.

H5. There is significant relationship between functional and ergonomic values and attitude towards using.

H6. There is significant relationship between expected enjoyment and attitude towards using.

H7. There is significant relationship between symbolic value and attitude toward using.

H8. There is significant relationship between attitude towards using and adoption intention.

CHAPTER #3

METHODOLOGY

3.1 RESEARCH PURPOSE:

By using descriptive research in this study, Its miles thrilling to recognize the effects of ads on the adoption of smartphones and further purpose of this study is to examine the advertising strategies between (1st) emotional and (2nd) functional ads that influence consumer for the adoption of smartphones. There is a significant relationship between emotional ads, functional ads, functional and ergonomic values, expected usefulness, expected ease of use, expected enjoyment, symbolic value, attitude towards using and adoption intention between these variables having a positive relationship on the adoption of the smartphone.

3.2 RESEARCH APPROACH:

This research is survey-based, the collection of data is done through the questionnaire and then converted into a numerical form concluded result. It is quantitative research conducted by researchers. We adopted this approach based on the suggestion of prior studies (Qazi et al., 2020; Raza et al., 2020).

3.3 RESEARCH DESIGN:

In this research, we have used the correlational design because our objective is to study the relationship between variables. Hence, we follow the prior studies for selecting the design and our research's design is based on the prior studies (Raza et al., 2020).

3.4 SAMPLING TECHNIQUES:

This study is done by using a non-probability sampling technique for data collection because it is much faster, cheap and easier. The researcher uses a convenience sampling technique in data

collection, in this research all the population has not participated. Inconvenience sampling, only the limited number of samples is selected because this is easier for the researchers. And this method is mostly cheap, faster and simple.

3.5 TARGET POPULATION:

The target population used in this study are male and female university students, who are users of smartphones and those are the consumer of new models smartphones after watching the advertisement. The aim population on the way to find out the relation between the dependent and independent variables.

3.6 SAMPLE SIZE:

The sample size plays an important role in any research. This study is conducted through the questionnaire which is filled by the 500 respondents from the selected target audience. The result would be based on the responses of these 500 respondents.

3.7 STATISTICAL TECHNIQUE:

It is mathematical components, models, and strategies that are used in the statistical analysis of raw research data. In these studies, all the data accumulated through questionnaires are transferred into numerical form through SPSS (statistical package for the social science) and PLS (partial least square) it accepts the numerical variable. The test applies to the data includes reliability analysis, factor analysis, and regression analysis.

3.7.1 REGRESSION ANALYSIS:

Analysis is a set of statistical process for determining the relationship between dependent and independent variables.

3.7.2 FACTOR ANALYSIS:

The analysis is used to reduce a large number of variables into a fewer number of factors. Through this technique maximum common variance come out from all variables and puts them into a common score.

3.7.3 RELIABILITY ANALYSIS:

Cronbach alpha is a reliability test performed within SPSS in a very good manner to measure internal consistency.

3.8 QUESTIONNAIRE:

The collection of data is done through the questionnaire which was based on 5 points Likert scale from (1) strongly agree (5) to strongly disagree. The questionnaire is valid by the professionals. And it is adapted from past studies. The data collected by making Google forms and all the questions have been closed-ended.

3.9 ETHICAL CONSIDERATION:

Ethical consideration is the most important element universally. The information collected from the respondents is just for research purposes. It is just to fulfill the research objective and there would be no harm to the respondents. All the data collected will be privatized and none of the information circulates anywhere and always remain confidential.

CHAPTER # 4

DATA ANALYSIS

4.1 DATA ANALYSIS

The data collected through questionnaire will be analyzed by the use of different test in SPSS software and then has been organized in a specific manner in this chapter.

4.1.1 DESCRIPTIVE STATISTICS

Table :1 Respondent Profile (N=509)

Demographic items	Frequency	Percentile
Gender		
Male	284	56%
Female	224	44%
Age		
20-24	318	62.20%
25-29	165	32.40%
30-above	26	5.10%
Education		
Undergraduates	281	55.20%
Graduates	166	32.60%
Postgraduates	48	9.40%
Others	14	2.80%

Interpretation

According to the table 4.1.1, with respect to gender most of the respondents among our sample size were male that is 55.8%, where as 43.8% respondents were females and 0.4% prefer not to say. In terms of age, a higher percentage of respondents which is 62.5% lies in the category of 20-24 years of age, where as 32.4% respondent were in the category of 25-29 years, while among the respondents 5.1% belongs to the above 30 years. The education profile of the respondents shows that 55.2% were undergraduate, while 32.6% consists of graduate, and 9.4% were post graduate and 2.8% others.

4.1.2 RELIABILITY ANALYSIS:

Cronbach alpha is a reliability test performed within SPSS in a very good manner to measure the internal consistency.

Reliability test is arrange to measure the internal consistency of the items present in the questionnaire. It ranges from 0 to 1. The nearer the alpha value is one, the greater the internal consistency found in the questionnaire. The total number of items in the below Cronbach Alpha is 28. Data reliability determined by applying statistical test of reliability.

Table 2: Reliability Statistics		
Construct	**Cronbach's α**	**Items**
AI	0.755	4
ATU	0.603	2
EA	0.736	3
EE	0.781	4
FA	0.721	3
FEV	0.820	6
SV	0.801	6

Interpretation

"Adoption Intention" is the first variable with 4 items and the alpha value of these items is 0.755.

"Attitude toward Using" is the second variable with 2 items and alpha value of these items is 0.603.

"Emotional Advertising" is the third variable with 3 items and alpha value of these items is 0.736.

"Expected Enjoyment" is the fourth variable with 4 items and the alpha value of these item is 0.781. "Functional Advertising" is the fifth variable with 3items and the alpha value of these items is 0.721. "Functional and ergonomic Values" is the sixth variable with 6 items and the alpha value of these items is 0.820 and finally "Symbolic Value" is the seventh variable with 6 items and the alpha value of these items is 0.801.

4.1.3 FACTOR ANALYSIS:

Factor analysis is used to reduce a large number of variables into fewer number of factors. Through

this technique maximum common variance come out from all variables and put them into common

score.

Table 3: Factor Analysis							
	AI	ATU	EA	EE	FA	FEV	SV
AI1	0.785						
AI2	0.747						
AI3	0.752						
AI4	0.752						
ATU1		0.828					
ATU2		0.863					
EA1			0.846				
EA2			0.750				
EA3			0.830				
EE1				0.789			
EE2				0.763			
EE3				0.760			
EE4				0.792			
FA1					0.820		
FA2					0.754		
FA3					0.828		
FEV1						0.960	
FEV2						0.711	
FEV3						0.953	
FEV4						0.927	
FEV5						0.736	
FEV6						0.887	
SV1							0.702
SV2							0.728
SV3							0.785
SV4							0.716
SV5							0.739
SV6							0.829

Interpretation

In the above 4.1.3 table defines the correlation in the variable to the dependent variable. The highest value of correlation shows the highest value of relationship to the dependent variable. It makes group of each variable. In this table factor result shows the independent variable accuracy of the data. According to table 3, it shown that all five variable have a high correlation with their respective variables as the value is greater than or equal to 0.7. Thus it meets the criteria of past studies (Raza et al., 2018; Qazi et al., 2020).

4.1.4 REGRESSION ANALYSIS:

Regression analysis is a set of statistical process to determine the relation between dependent and independent variables. We have followed the criteria of past studies for p-value and i.e., less than 0.1, thus all p-values are less than 0.1 and fulfilling the criteria (Raza et al., 2019; Raza et al., 2020).

Table-4 Regression Analysis					
Hypothesis	**Regression Path**	**Effect type**	**B-Coefficients**	**P Values**	**Remarks**
H1	**FA-> FEV**	Direct effect	0.231	0.000	Supported
H2	**FA-> EE**	Direct effect	0.209	0.000	Supported
H3	**EA -> EE**	Direct effect	0.452	0.009	Supported
H4	**EA -> SV**	Direct effect	0.259	0.000	Supported
H5	**FEV -> ATU**	Direct effect	0.123	0.055	Supported
H6	**EE -> ATU**	Direct effect	0.343	0.000	Supported
H7	**SV-> ATU**	Direct effect	0.355	0.000	Supported
H8	**ATU -> AI**	Direct effect	0.214	0.000	Supported

Interpretation

In table 4.1.4 shows the result of regression of all hypothesis. The result of first hypothesis shows the significant relation between functional advertising and functional ergonomics values as (β=0.231, p<0.000). The result of second hypothesis shows the significant and positive relation between function advertising and expected enjoyment as (β=0.209, p<0.000). The third hypothesis shows the significant and positive relation between emotional advertising and expected enjoyment (β=0.452, p<0.009). The forth hypothesis shows the significant and positive relation between emotional advertising and symbolic value as (β=0.259, p<0.000). The fifth hypothesis shows the significant and positive relation between functional and ergonomic value and attitude towards using as (β=0.123, p<0.055). The sixth hypothesis shows the significant and positive relation between expected enjoyment and attitude towards using as (β=0.343, p<0.01). The seventh hypothesis shows the significant and positive relation between symbolic value and attitude towards using as (β=0.355, p<0.000). The eighth hypothesis shows the significant and positive relation between attitude towards using and adoption intension as (β=0.214, p<0.01)

DISCUSSION:

Table 4 illustrate the result of the study hence H1 functional advertising and functional and ergonomic value shows the positive and significant relationship and H1 is supported. (p<0.000, β=0.231).and this result is also supported by the study of Krey, Chuah, Ramayah and Rauschnabel,

(2018). This means that if functional advertising is increase so then Functional and Ergonomic value will also increase.

In the same table the second hypothesis shows the result shows significant and positive relationship as well as supported between Functional and Ergonomic value and expected enjoyment. (p<0.000, β=0.209). This result is also supported by the study of Ducoffe, (1995) and contras with the study of Xu, Oh and Teo, (2009). The result is positive and shows that if Functional and Ergonomic Value will increase the Expected Enjoyment will also increase.

According to this table the result of H3 shows the positive and significant relationship between Emotional Advertising and Expected Enjoyment as well as the result is fully supported as shown in the table (p<0.009, β=0.452). The study of Eliashberg and Sawahney, (1994) supported this hypothesis further in contras the study of Hyun, Kim and Lee, (2011). It shows that if Emotional Advertising increase Expected Enjoyment will also increase.

Further the table illustrate that H4 shows the positive and significant relationship between Expected Advertising and Symbolic Value as well as the result is in supported (p<0.000, β=0.259). The study of Hwang and Griffiths, (2017) more and more the study which support this hypothesis is Lee, Hsieh and Tseng (2014). It shows that if Expected Advertising increase Symbolic Value will also increase.

Now the hypothesis fifth in this table H5 shows that Functional and Ergonomic Value and Attitude Towards Using have positive and significant relationship as well as the direct effect of this result is fully supported (p<0.055, β=0.123). The study which support the result of hypothesis is Suki

and Suki, (2011) and further the study which support this hypothesis is Huang and Lin, (2006). Through this study and the result of our hypothesis shows that if the Function and Ergonomic Value increase Attitude towards using also increase.

Now the hypothesis sixth the result of H6 is also shows the positive and significant between Expected Enjoyment and Attitude towards using having direct effect and supported also as shown (p<0.000, β=0.343). The study of Ramayah and Ignatius, (2002) supported this hypothesis as well as the study of Baek and Touati, (2017) support this hypothesis. It means that if Expected Enjoyment increase Attitude towards using also increase.

According to above table hypothesis seven shows the positive and significant relationship between Symbolic Value and Attitude toward Using. The result shows the direct effect of variables as well as supported (p<0.000, β=0.355). The study which support this hypothesis is Chuah, Rauschnabel, Krey, Nguyen, Ramayah and Lade, (2016). The further study which support this study is Negahban and Chung (2014). Through this positive direct effect of result, we can clearly have said that if Symbolic value increase Attitude Towards Using also increase.

Now the last hypothesis H8 result shows that Attitude towards using and Adoption Intention having positive and significant result we also seems that the result have direct effect and supported (p<0.000, β=0.214). The study of Shanmugam, Savarimuthu and Wen, (2014). More the study which support hypothesis eight is Shropshire, Warkentin and Sharma, (2015). Same the result shows us that is the Attitude towards using increase the Adoption Intention will also increase.

CHAPTER # 5

CONCLUSION AND

RECOMMENDATIONS

5.1 CONCLUSION

The reason of the present study was to examine that how the usage of smartphone increase day by day so as it increase it also has positive as well as negative impact in this Advertising play very important role in customer decision making while they are purchasing smartphones so how functional and emotional ads drive smartphone adoption. An easy and understanding research instrument (Likert scale questionnaire) designed to fulfill this purpose. The questionnaire filled from the respondents randomly and the respondents are located in Karachi belongs to business school. There is significant relationship between Functional advertising and functional and ergonomic values .There is significant relationship between functional advertising and expected enjoyment. There is significant relationship between emotional advertising and expected enjoyment.There is significant relationship between emotional advertising and symbolic value.There is significant relationship between functional and ergonomic values and attitude towards using.There is significant relationship between expected enjoyment and attitude towards using.There is significant relationship between symbolic value and attitude toward using.There is significant relationship between attitude towards using and adoption intention. The dependent variable used in this research is perceived usefulness .In this research the sample size was 509. Different test applied after the collection of data. To check the reliability of the data "reliability statistics" used. To checked the items involved in the instrument (questionnaire) factor analysis applied, which is used to determine the items are in proper form or not and then regression analysis applied to check the significances of the factors the result shows that all the variable are significantly correlated with each other. The dependent variable is the purchase intention. And the

independent variable is social value, perceived usefulness, economic value. There is a significant relationship between emotional ads, functional ads, functional and ergonomic values, expected usefulness, expected ease of use, expected enjoyment, symbolic value, attitude towards using and adoption intention between these variables having a positive relationship on the adoption of the smartphone.

5.2 RECOMMENDATIONS

The purpose of this study is to identify that what are the variables which effects the customer and how functional and emotional ads drive smartphone adoption. . After conducting the research result shows that .There is significant relationship between Functional advertising and functional and ergonomic values so for that I am suggesting policy makers to increase their functional advertising because current figure suggested that 4.8 billion people own a mobile device and that 80% of all the world's people will have a device by 2020.so they have to be a simple and make a good and functional ads which attract the audience another one is also showing significant relationship between emotional advertising and expected enjoyment they have to make a benefits and facilities which their product give they have to see there competitors that what they are doing and comeup with something new to encourage the customers they have to connect people by showing emotional images moreover another significant relationship is There is significant relationship between attitude towards using and adoption intention now my suggestion that to increase adoption intention they have to fulfill all the needs of their customers so they have they increase their buying behavior then There is significant relationship between functional and

ergonomic values and attitude towards using , some of variable are not significant so they have to look on them other then all variables giving significant relationship like There is significant relationship between expected enjoyment and attitude towards using and they have to put more effort to increase and its my recommendations.

5.3 FUTURE RECOMMENDATIONS

- It is recommended that research should be done in all parts of Pakistan for better understanding

- It is also recommended that research should also be done by using different variables

- It is also recommended that research should also be done in overall business schools.

- It is also recommended that research should also be done in offices and take the employees perception.

- This study has some short coming the data was collected form small sample size

- . We were only use SPSS technique for analyzing our data, future researchers should go for the latest data analyzing software.

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